



**BE SKILLED. BE INDEPENDENT.**



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# CHAIRMAN'S MESSAGE



**S RAMADORAI**  
CHAIRMAN

## Dear Shareholders,

*"Our image should be 'Skill India' ..... We need better skill, greater scale and faster speed ..."*

Honourable Prime Minister of India

**Shri Narendra Modi**

June 11, 2014 during the first address in Parliament.

The Prime Minister's words not only succinctly summarize the importance of skills, particularly for the youth of our nation, but also reaffirms the new government's firm commitment to make transformational changes. The central government and its strong visionary leadership is in a hurry to get the country back on a high growth track. Recognizing the need for adequate focus and collaborative effort in skill development to achieve this vision, a dedicated Ministry for skills has been created. 'Skill, Scale and Speed' is now the rallying call for building a new India we all yearn to see. This provides the inspiration for all of us to work towards the task ahead with a sense of urgency.

Taking stock of the situation today, the National Skill Development Corporation (NSDC) skilled 1.3 million people (1.05 million excluding STAR) in FY 13-14. We went past our target of 1 million, in fact a few

thousands farther. At the start of the previous financial year we were faced with the daunting task of skilling one million Indians, which was more than twice of what was achieved in FY 12-13. We accepted the challenge and worked towards the goal.

The 6th Annual Update from NSDC I present to you here, is my first one since I assumed office as Chairman of NSDC in April 2013. It gives me pleasure to share with you an interesting achievement. As of April 2014, NSDC has skilled 2 million Indians in less than five years!

The 1.05 million people we skilled in FY 13-14 were spread across a wide range of sectors like telecom, retail, information technology, ITES-BPO and construction among others. Despite a choppy economy, the placement number showed an impressive growth from 54 per cent in FY 12-13 to 64 per cent in FY 13-14.

The Board of NSDC approved a total of 50 training partners (TPs) and 11 Sector Skill Councils (SSCs) during the year. That translates into an average of one TP every week of the year and one SSC every month. Considering the stringent processes we follow in approving new proposals, these numbers indicate how we at NSDC are adopting the need for 'speedy' decision making. Today we have 2,856 centres that proudly carry the NSDC signage of which 1,148 are mobile or onsite centres. At a district level a little over half of the country's districts have NSDC training centres today. Total funds committed during the year was Rs 401 crore while actual funding was of Rs 305 crore. This was proportionately spread to the tune of 78%-20%-2% across loans, grants and equity respectively.



**During FY 13-14 NSDC skilled 1.3 million people. We went past our target of 1 million, in fact a few thousands farther.**

## Challenges

Some of the challenges I had highlighted in my last year's message to shareholders continue to persist. According to Planning Commission data, India's gross domestic product growth continues to remain below 5 per cent over the last two financial years. While there is hope for improvement this year, with some estimates

suggesting FY 14-15 could see an average growth of 5.5 per cent (Source: Moody's), it is still early in the year to make any definite conclusion on this.



**Any skill development initiative to have a meaningful impact must include the informal sector like agriculture.**

As a direct consequence, unemployment numbers are also showing some worrying trends. Over the last four years, unemployment figures have grown steadily from 3.5 per cent in 2011 to 3.8 per cent estimated for 2014 ('Global Employment Trends 2014' from International Labour Organisation). The share of employment in the informal sector continues to be in the region of 95 per cent of the total workforce in the country.

Given this backdrop, it is heartening to know that placements within the NSDC skill pool has improved over the last fiscal by a good 10 percentage points (54 to 64 per cent). This is indeed a very encouraging sign that employers are now seeing the value in hiring NSDC skilled and certified workforce for benefits like improved productivity, lower wastages and accidents at workplace. In FY 14-15 one of our big tasks would be to work closely with employers through our Sector Skill Councils towards wage enhancement post skilling and at levels in line with market. Industry must take the lead in adopting these good practices.

In FY 13-14 we had targeted to create 12 new SSCs. At the end of the year we fell short of this by just one. In fact we would have reported the formation of 13 new SSCs if Sports and Hydrocarbon SSCs that are in the final stages of approval had been formally formed in the last fiscal.

In last year's report there was a mention of the need to compress the time lapse between approval of SSCs by the Board and their subsequent funding.



**In FY 14-15 one of our big tasks would be to work closely with employers through our Sector Skill Councils towards wage enhancement post skilling and at levels in line with the market.**

While the average continues to linger around 11 to 12 months, we are seeing some improvements in the recently formed SSCs. The Apparel SSC was funded in a record time of 5 months while Mining SSC was completed in 7 months. In FY 14-15 we will continue to strive to push these numbers further down without any compromise on processes and quality. While I am happy to report that 20 of our SSCs have managed to create National Occupational Standards (NOS) that cover 80 per cent of the entry level job roles in their respective sectors, this should improve in FY 14-15. We are hoping to include 10 more SSCs who can do the same during the current fiscal.

Over the last five years our partners have set up training centres that cover a little over half the districts in India. While some states have more districts covered than others, we are striving to keep the spread as equitable and inclusive as possible. This of course is also a function of economies of scale for our TPs who constantly walk the tight-rope between social and economic objectives. However it must be kept in mind that the very creation of NSDC and its role in funding is rooted in social upliftment and inclusiveness. Nearly 40 per cent of all those skilled during the year came from five states and five sectors, despite the fact that we skill people in 27 states and an equal number of sectors. One of the key objectives this year must be a conscious equitable spread of courses across sectors (agriculture-manufacturing and services) and geography. Challenges faced by training providers in doing so must be shared with NSDC and will be collectively addressed.

### Technology Adoption

Today skill development is a predominantly 'brick & mortar' business. Even though emerging platforms like MOOC (Massive Open Online Courses) are making strides in the West, for a nation that has over 95 per cent working in the unorganized sector, technology adoption has been slow. Digitized content, blended models of learning, partial online assessment are opportunities that must be explored because together with rural broadband which the new Government plans to push, we have a wonderful opportunity for an inclusive model of skill development.

NSDC has made some significant strides in inducting technology in its operations. As promised in the previous report, our Skill Database Management System (SDMS) went live in June 2013. As of 31st March, 2014 we have a little over 1.3 million skilled people registered under the SDMS. We also have over 11,000 unique employers registered here. Over 2,900 unique users within and outside the NSDC ecosystem now have access to this database, including training partners registered under the STAR scheme. Skillpedia, an innovative cloud-based platform that will help employers meet their prospective hires is work in progress and since the close of the last financial year there has been some progress on this front which will be expedited in the months to come.

### Budget FY 14-15

The new National Democratic Alliance government that is barely two months old tabled its maiden budget in July 2014. The budget has been hailed by the industry for its focus on skill development, infrastructure building, supporting new entrepreneurs and opening up more sectors for foreign direct investment. The Rs 10,000 crore venture capital fund set up by the government is in particular very interesting. While the finer contours of these announcements will emerge in the coming weeks and months, NSDC's existing partners and those planning to enter the skilling business must keep an eye open for funding opportunities such as these.



**STAR scheme was one of our biggest achievements during the year. Launched in record time, at the close of the fiscal we were heading to cross the finishline in record time as well.**

In the last Union Budget, NSDC was given the mandate to skill 1 million people under the National Skill Certification and Monetary Reward Scheme, popularly known as STAR. The scheme was conceptualized and rolled out in September 2013. By the end of March 2014 i.e in the time of seven months, 0.3 Mn (3.4 lakh or 34 per cent) of the STAR target was achieved. The roll out happened in record time and covered more than 30 States and UTs with training provided across 16 different sectors by 559 training partners from 6,402 training centres. To quote the former Finance Minister Shri P. Chidambaram, "This is an unprecedented achievement in the business of government." As we go to print, we have already enrolled 1.3 million people under STAR.

In his budget speech the new Finance Minister Shri Arun Jaitley reaffirmed his government's commitment to skill development by announcing the Skill India Mission which will encompass the National Multi-Skill Mission Programme. In the coming months and weeks, a clearer picture will emerge on the roll out of this new programme.

### Special Initiatives

Udaan, a special inclusive initiative for Jammu & Kashmir, spearheaded by the Ministry of Home Affairs moved into its second year of operation during FY 13-14.



**Udaan, a special initiative for Jammu & Kashmir saw some of the most coveted blue chip employers entering the valley to hire for the first time in their corporate history.**

Nearly 4,800 graduates and post-graduates joined this unique hire-train-deploy model in as many as 19 different sectors. Employers from both public and private sectors are moving in large numbers to hire from J&K. Though the enrollment under this mission fell short of its target by nearly 25 per cent, we are expecting to make good in the

current fiscal for which a target of 12,000 enrollments have been fixed.

The National Skills Qualifications Framework (NSQF) funded by the Ministry of Human Resources Development and implemented by NSDC, crossed significant milestones during the year. Nearly 23,000 school children from 240 schools in Haryana and Himachal Pradesh have been skilled under the NVQF. This year it is expected to be extended to four more states benefiting over 2 lakh school students from classes IX to XII. Apart from acquiring a new skill, these students are being provided guidance on preparing their resumes.

NSDC has completed Skill Gap studies for 27 of the 29 states in the country. Updating Skill Gap reports in 24 high growth sectors is also underway which will cover both organized and unorganized sectors. During the current fiscal we will also undertake a pan-India Impact Assessment Study of all skill related initiatives in the country. This report would provide ideas for course correction.

Third edition of Power to Empower, a Business Plan competition was also organized during last year. Two candidates from Karnataka and Odisha were declared winners. While one had developed a unique model for skilling underprivileged and unemployed youth, the other had an innovative business plan to produce and market disposable dinnerware that will benefit areca nut producers in rural India. We are expecting a greater level of participation from across the country in the next edition of this competition.



**For the first time team India came back from WorldSkills with three medals under its belt.**

WorldSkills India led by NSDC since 2011 saw three youth bring home Medallions of Excellence for the first time in 2013. NSDC led a delegation of 24 candidates who participated in 22 skills at the WorldSkills competition in Leipzig, Germany in 2013. The three winners from India bagged their medals in graphic design technology, IT software solution for business and jewellery designing. Preparation is already underway for the next edition of WorldSkills competition that will be held in Sao Paulo, Brazil in August 2015. The aim is to engage more deeply with industry to identify and train more winning candidates in the competition in Brazil.

### Advocacy

In FY 13-14 the first high-decible national advocacy campaign started to take shape. Ogilvy & Mather, which is part of the \$19 billion international advertising group WPP, came on board as NSDC's advertising and public relations agency. The campaign that started with a standalone pan-India print ad in August 2013 ended the financial year with the first major

television commercial campaign. The first phase of the campaign that was linked to a dedicated call centre number (88000 55555) was a big success with a total of 2 lakh calls coming in within the first 9 days. Average calls a day shot up from around 300-500 a day to 21,000. Enthused by this success, three more ad films were commissioned that will take the total stock to five television commercials. The second phase of the advocacy campaign is scheduled to start by mid-August 2014. In the second phase the media platforms will be more broad-based to include mobile, digital, radio and outdoor.

The objective of our media campaign is two-fold. One, to create greater awareness about skills and NSDC and two, to encourage the youth of India to acquire a skill or to upgrade their existing skills by enrolling for formal skill training programs. Apart from these two broad objectives, the advocacy campaign will also broaden the aspirations of the Indian youth by taking skill development to semi-urban and rural India and bring into the aspirational radar, skills that are traditionally considered less glamorous.

telling success stories from the stakeholders' point of view.

As part of the advocacy campaign great stress has been placed on social media to reach the youth of this country. Youth on social media platforms like Facebook and Twitter are now engaged on a daily basis with clearly targeted messages that seeks to spread a word or two about NSDC and skill development and also initiating a 'call for action' to take this as the first step in acquiring a skill.

*Hunarbaaz*, the very first skill-based reality show on Indian television was co-created by NSDC with legendary TV producer Siddharth Kak, the creator of one of India most popular TV shows *Surabhi*. After a gap of nearly a decade and a half, Mr Kak and his co-host Ms Renuka Shahane have come back together on the small screen to present *Hunarbaaz*. It is hoped that the show will enthuse youth towards skill acquisition and help build a positive perception of jobs that require skills and make them aspirational. It is indeed an honour for all of us at NSDC to be associated with Mr Kak and his team.

In addition, engagement with various State governments, peer skilling groups in other countries, participation in public forums where skill development is discussed and debated are other ongoing activities of NSDC.

### Acknowledgements

A new year brings new challenges. The target for FY 14-15 is 3.34 million which is nearly three and half times what we did in FY 13-14 or skilling nearly 10,000 new people every single day of the year. It will be a challenging task but one which NSDC takes upon with full commitment. The initial formative phase has been one of great learning and over time NSDC is maturing as an organization, its processes are becoming more robust gearing up for the scale and speed, required for the next phase. In the coming months NSDC looks forward to raising the bar on all aspects of engagement with its partners as well as building a vibrant ecosystem for skill development collaboratively with all stakeholders.

The advocacy campaign also initiated a massive public and media relations effort to reach both national and vernacular media in the print, online and broadcast. The results have so far been very satisfactory. This year's PR effort will focus more on taking our training partners and SSCs to the media by narrating success stories that will encourage more people to choose skilled jobs seriously as a long term career option and means for enhancing their quality of life.

Several simultaneous activities have also been initiated with a few in the final stages of implementation. These include a completely revamped website for NSDC ([www.nsdcindia.org](http://www.nsdcindia.org)), a brand new website for WorldSkills India and a unique and one of its kind user-driven website that will provide video-based testimonials

I would like to thank each and every one of our stakeholders, training partners, sector skill councils, assessors, banks and NSDC employees for their immeasurable contribution in this journey. Our vision is grand, meeting it requires an inspired, focused and collaborative effort from all of us, a commitment that I am certain each of you would be willing to make.

**S Ramadorai**  
**New Delhi**  
**July, 2014**

## Board of Directors as on 31st March, 2014

Name and designation	Nominated by	Date of Appointment
Mr. Ramadorai Subramanian, Chairman	Government of India	06-05-2013
Mr. Dilip Harel Mitra Chenoy, MD & CEO	-	15-09-2008 Appointed as the Managing Director w.e.f. 07-05-2010
Mr. Habib Hussain	Council For Leather Exports	19-01-2009
Mr. Gaya Prasad Srivastava	The Associated Chamber of Commerce & Industry of India	02-12-2010
Mr. Lakshmi Narayanan Natarajan	National Association of Software & Service Companies	13-05-2011
Mr. R.V.Kanoria	Federation of Indian Chamber Of Commerce and Industry	18-08-2011
Mr. Madhav Lal, Secretary MSME	Government of India	12-03-2013
Mr. Seturaman Mahalingam	Confederation of Indian Industry	06-07-2012
Mr. Ramesh Ramanathan	Government of India	12-03-2013
Dr. Pawan Goenka	Society of Indian Automobile Manufacturer	27-06-2013
Mr. Rajiv Jain	The Gem & Jewellery Export Promotion Council	27-11-2013
Mr. Jitendra Thakker	Confederation of Real Estate Developers Associations of India	06-05-2013
Ms. Gauri Kumar, Secretary MoLE	Government of India	19-11-2013
Dr. K. P. Krishnan, Add. Secretary, DEA - MoF	Government of India	22-08-2013

The Board of Directors would like to place on record their deepest appreciation of other members who retired from the Board during the course of the year. These include Mr. Mrutyunjay Sarangi, IAS, Mr. C. Shekhar Reddy, Mr. Shaktikanta Das, IAS, Mr. Shishir Jaipuria and Mr. Vasant Mehta.

## NSDC HeroSpeak



### **Babulal**

**Place :** Barmer, Rajasthan

**Skill :** Mason

**NSDC Partner :** IL&FS Institute for Skills

**What Skills gave me:** Rs 7,000 a month

“ I received a training in masonry skills which were further honed by an on-job-training from my new employers.”



### **Manimegalai**

**Place :** Tamil Nadu

**Skill :** Banana farmer

**NSDC Partner :** ASCI

**What Skills gave me:** Rs 10,000 a month

“ Training under the STAR scheme has boosted my confidence and I am now able to generate more income and also employ 4 people to help me. I also provide consultation in banana farming to 14 farmers in my village.”



### **Ratna Das**

**Place :** Kolkata, West Bengal

**Skill :** Hospitality Services

**NSDC Partner :** Orion Edutech

**What Skills gave me:** Rs 12,000 a month

“ During my training, I learned all the practical skills required to work in the hospitality sector, and also learned ‘life skills’ like how to adjust in a big city.”



### **Chhatarpal Singh**

**Place :** Amorha, Uttar Pradesh

**Skill :** Optician

**NSDC Partner :** B-ABLE

**What Skills gave me:** Rs 7,000 a month

“ My skills helped move from a vocation (farming) that was unpredictable to a more stable one.”



### **Govind Gupta**

**Place :** Mairwa, Bihar

**Skill :** English and basic computers

**NSDC Partner :** Empower Pragati

**What Skills gave me:** Rs 6,500 a month

“ While doing a part time job with my trainers I am also pursuing B.A. with Delhi University. I want to continue working in the social sector and transform the lives of others like me.”



# CEO'S MESSAGE



**DILIP CHENOY**  
MD & CEO

What we have embarked upon since 2009 is no easy mission. Skilling 150 million people before the curtain comes down on FY 21-22 is like running a marathon towards Mt Everest summit. This is a mission of a lifetime.

After being associated with NSDC for six years and meeting hundreds and thousands of people who share my views on skilling (and those who don't), I can say with confidence that it is a mission worth committing every moment you are awake.

Skilling one million people this year was a moment of truth. We hope we do not sound immodest when I say it was also a little personal for all of us in NSDC. It is hard not to feel a little parental pride over what NSDC partners have managed to achieve so far.

Just look at the big picture to start with. It took NSDC three year to achieve its first million. The second million came in the next one year. We are expecting to achieve the next million in 6 months and the million after that in 3 months. This will give you an idea of the scale at which we are operating.

We are touching people's lives in more ways than we had initially anticipated. Every time I travel within the

country, I try to squeeze a few hours to visit the local training centres. This is a kind of a small treat I give myself and many of us at NSDC follow this. Talking to centre heads and meeting with the trainees provides us with the emotional stamina to stay focused on the mission's objective. On one such visit I was a little surprised to see a small child, no more than three years, playing in a class full of women being trained to work with computers. I later found that the mother comes from a very poor background and has no one to look after her baby when she is out. What hit me most is her commitment to get a skill with the hope that she can offer her child a life better than her own. I can assure you that this is not a one-off case. But for a few minor and insignificant differences such stories repeat more often than one would expect.

This is not just a big city-centric change happening in India. From tea plantations in the North East to rubber plantations in South, from the valleys in Kashmir to the sparkling diamond cutting factories of Surat, India is witnessing a revolution. This revolution is not just driven by a few people in Delhi but by hundreds and thousands in every state in the country.

We are particularly excited by our success in schools partnering the Ministry of Human Resource Development, where children from Class IX to XII are learning new skills in states like Haryana that make them better equipped to find jobs. I think our task will be made far easier when we reach out to the youth when they are more impressionable and therefore open to new ideas.

This year we are targeting to skill 3.3 million people. Of this a little over two million is going to come just from our training partners and another nearly a million from our Sector Skill Councils. Here is the 'lean forward' number. Are you ready? A little over 9,000 people have to be skilled every single day of the year. I think we are ready to take this challenge.

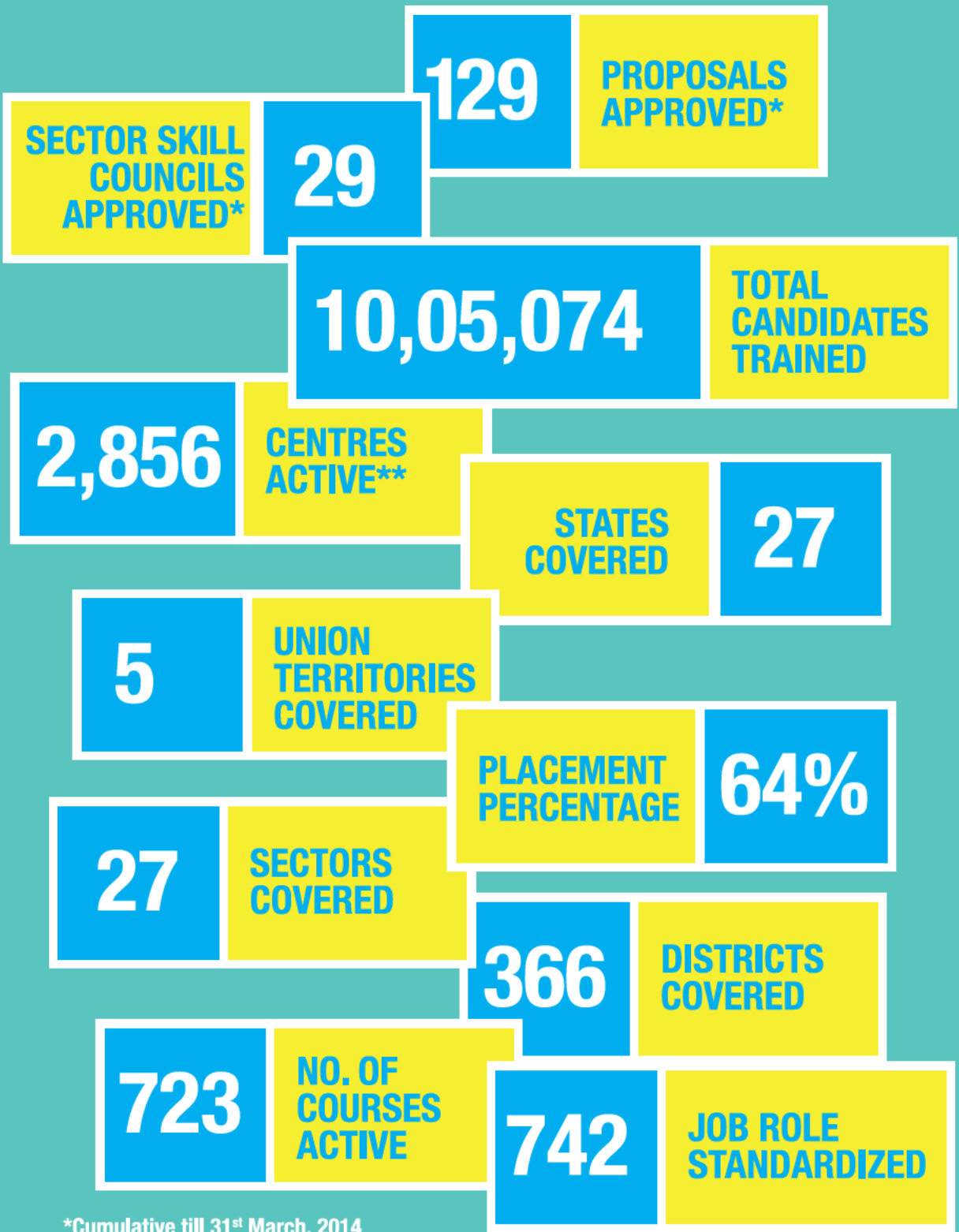
When I think of what lays ahead, I cannot help but think of what Mahatma Gandhi once said, "A small body of determined spirits fired by an unquenchable faith in their mission can alter the course of history."

It will serve us well to remember these wise words as we march towards 3.3 million and ultimately to 150 million.

Dilip Chenoy  
MD & CEO

July 2014  
New Delhi

# Performance at a Glance



\*Cumulative till 31<sup>st</sup> March, 2014

\*\*1148 mobile centres

## Proposals Approved and Funded

In FY 13-14, NSDC Board approved 61 proposals, with a total funding of Rs. 401 crore committed during the year.

S. No.	Training Providers	S. No.	Training Providers
1	ACE experiences	26	Madura Microfinance
2	Amass Skill Venture	27	Magic Wand Empowerment
3	Anuna Education Network	28	Mahindra
4	Apollo Medskills	29	Mahindra Namaste
5	Asian Paints	30	Mann Deshi Foundation
6	Aspiring Minds	31	Manipal City & Guilds
7	AVTEG	32	Max Health Education & Research Skills Academy
8	Best First Step Education	33	Nettur Technical Training Foundation
9	Big Animation India	34	New Horizon Skill Development
10	Cinema Vision (Innovation)	35	Pipal Tree
11	Construction Industry Development Council	36	Prolific Systems and Technologies
12	Datapro Computers	37	Quivan Skill Empowerment
13	Delphi Computec	38	Safeducate Learning
14	Domestic Workforce Services	39	Sahayog Micromanagement
15	Emerge Learning	40	Salt Lake Institute of Engineering and Management
16	Extramarks	41	Sanskriti Institutions
17	Foresight Edutech (F-tec)	42	Sasakawa India Leprosy Foundation
18	Fyne Cube Learning (NSHM SKILLS)	43	Shailja Software Export
19	ICA Infotech	44	Stratadigm Education and Training
20	IMS Proschool School Online	45	Surgeforth
21	Indus Integrated	46	Sutra-Tritech Software
22	JBM Skill Development Centre	47	SV Edusports
23	Karmyog	48	Synchroserve Global Solution
24	KVM Academy	49	UPTEC Computer Consultancy
25	Labour Net Services India	50	Virinchi Learning

S. No.	Sector Skill Councils
1	Apparel, Made-ups and Home Furnishing Sector Skill Council
2	Aviation Sector Skill Council
3	Beauty & Wellness Sector Skill Council
4	Earth Moving & Infrastructure Building Equipment Sector Skill Council
5	Handicrafts & Carpet Sector Skill Council
6	Iron & Steel Sector Skill Council
7	Life Sciences Sector Skill Council
8	Mining Sector Skill Council
9	Power Sector Skill Council
10	Textile Sector Skill Council
11	Tourism & Hospitality Sector Skill Council

## Proposals Funded

During FY 13-14, 67 training providers and 12 Sector Skill Councils were funded.

Loan	Grant	Equity	Total Funding
Rs. 236.57 crore	Rs. 63.16 crore	Rs. 5.49 crore	Rs. 305.21 crore

S. No.	Training Providers
1	24X7 Learning
2	AISECT Skill Mission Society
3	Amass Skill
4	Anudip Foundation
5	Apollo Medskills
6	Avon Facility Mangement Services
7	AVR Edge Network
8	B-ABLE
9	Best First Step
10	Britti Prosikshan
11	CAP WDI
12	Caravan Crafts Retails
13	Centum Worskills India
14	Cinema Vision India Project
15	Construction Skill Development Council
16	CSC e-Governanace
17	Data Pro Computers
18	Drishtee Skill Development Center
19	Edubridge Learning
20	EduLite Careers
21	Emerge Vocational Skill
22	Empower Pragati Vocational and Staffing
23	E-Plamleaf
24	Future Sharp Skill
25	Global Talent Track
26	Gram Tarang Employability Training Services-2
27	ICA Infotech
28	IL&FS Skill Development Corporation
29	Indian Institute of Skill Development
30	Indigram Skill & Knowledge Initiatives
31	Industree Skill Transform
32	Institute of Advanced Security Training & Management
33	Involute Institution of Industries Training
34	Iprimed Education Solutions
35	Kalyani Skills

36	Keertika Academy
37	Kherwadi Social Welfare
38	Khushal – CREDAI
39	Labournet
40	Laurus Edutech
41	Liquid e-Learning
42	Manipal City & Guilds
43	Mann Deshi Foundation
44	Microspin Machine Works
45	MILAAP
46	New Horizons Skill Development
47	NIIIT Yuva Jyoti Limited
48	PAN IIT Alumni Research foundation
49	Pipal Tree Skill Venture
50	Pragmatic Education Society
51	Premier Centre
52	Prolific Systems & Technology
53	Providers Skill Academy
54	Rooman Tech
55	Rural Shores Skill Academy
56	Sahaj E-Village
57	Sahayog Micromangement
58	Saksham Training and Facility
59	Sasakawa India Leprosy Foundation
60	Skill Source Learning & Technologies
61	Skillsonics India
62	Stratadigm Education Academey
63	Synchroserve Global Solution
64	T.M.I. Inputs and Services
65	Talent Sprint Education Services
66	TVS Tranning & Services
67	UPTEC Computer Consultancy

<b>S. No.</b>	<b>Sector Skill Councils</b>
1	Apparel, Made-ups & Home Furnishing Sector Skill Council
2	Automotive Skill Development Council
3	Capital Goods Skill Council
4	Construction Skill Development Council of India
5	Electronics Sector Skill Council
6	Healthcare Sector Skill Council
7	IT-ITeS Sector Skill Council
8	Leather Sector Skill Council
9	Mining Sector Skill Council
10	Indian Plumbing Skills Council
11	Rubber Skill Development Council
12	Telecom Sector Skill Council

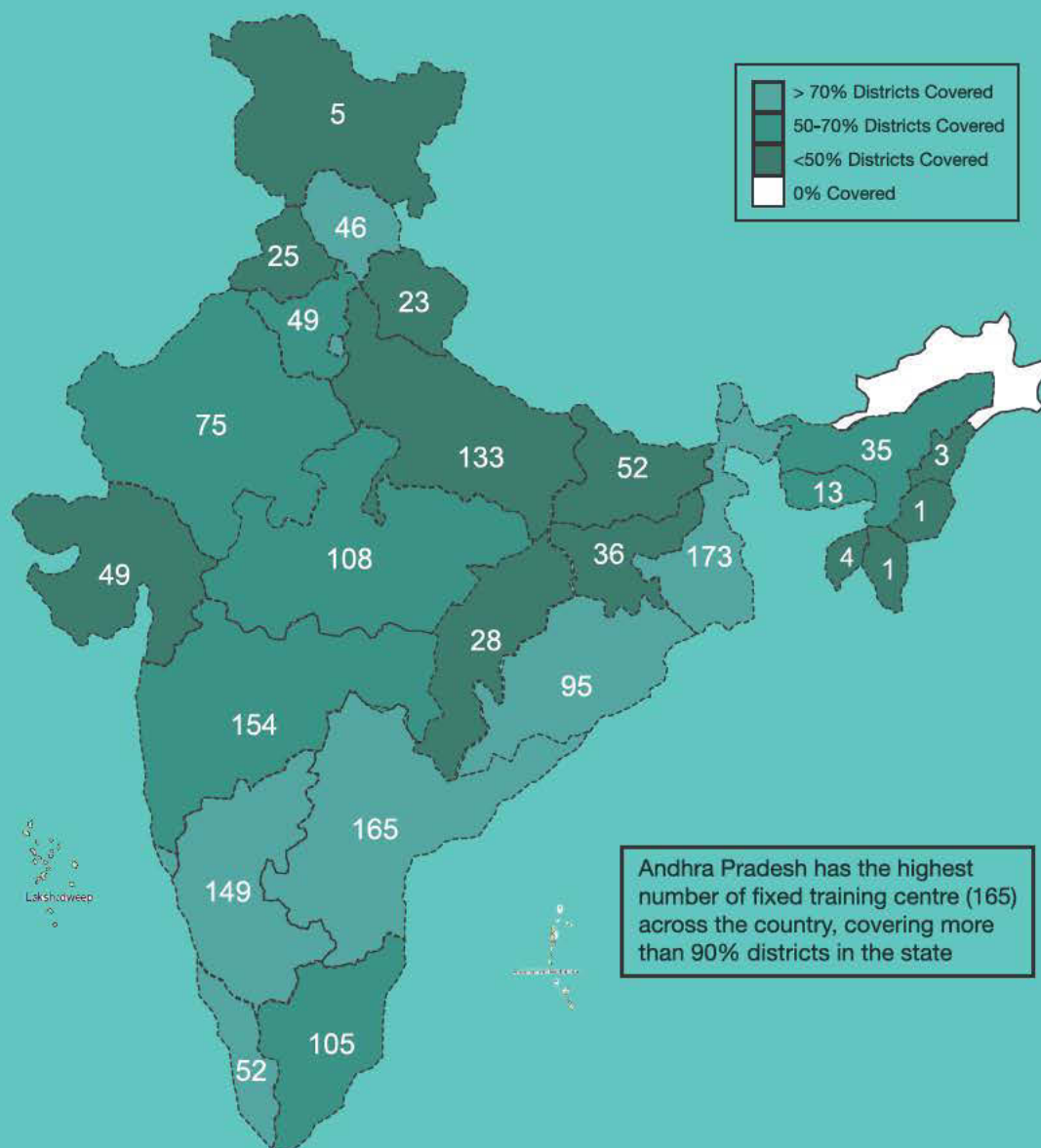
# Our Network

## District Coverage

State	Total Districts	Districts Covered
Andhra Pradesh	23	21
Arunachal Pradesh	17	0
Assam	27	14
Bihar	38	17
Chhattisgarh	27	13
Goa	2	2
Gujarat	33	13
Haryana	21	13
Himachal Pradesh	12	11
Jammu and Kashmir	22	5
Jharkhand	24	8
Karnataka	30	23
Kerala	14	14
Madhya Pradesh	50	30
Maharashtra	35	18
Manipur	9	1
Meghalaya	11	5
Mizoram	8	1
Nagaland	11	1
Odisha	30	26
Punjab	22	8
Rajasthan	33	24
Sikkim	4	4
Tamil Nadu	32	20
Tripura	8	3
Uttar Pradesh	75	36
Uttaranchal	13	4
West Bengal	19	18
Andaman & Nicobar	3	1
Chandigarh	1	1
Daman	2	0
Dadra and Nagar Haveli	1	1
Delhi	9	9
Lakshadweep	1	0
Puducherry	4	1
<b>Total</b>	<b>671</b>	<b>366</b>

## Geographic Coverage of NSDC

Top 5 States	Training in FY 13-14	% age of the total	Top 5 Sector	Training in FY 13-14	% age of the total
Andhra Pradesh	95,028	9.5	Telecom	1,25,206	12.5
Bihar	84,610	8.4	Organised Retail	94,735	9.4
Tamil Nadu	80,058	8	IT or software	72,362	7.2
Maharashtra	69,531	6.9	ITES-BPO	54,917	5.5
West Bengal	59,939	6	Building & Construction	51,671	5.1





## Partner-wise Training Numbers

Partner/SSC	Training/ Certification FY 13-14	% age of total	Partner/SSC	Training/ Certification FY 13-14	% age of total
Centum WSI	2,02,395	20.2	AlmaMate	2,715	0.3
IL & FS	1,19,717	11.9	ESMS	2,590	0.3
IT & ITes SSC	67,466	6.7	iSTAR	2,439	0.2
Labournet	62,617	6.2	Edubridge	2,202	0.2
AISECT	58,688	5.8	Drishtee	2,190	0.2
Laurus Edutech	42,630	4.2	Britti Proshikshan	2,016	0.2
Don Bosco Tech	36,352	3.6	Rural Shores	1,934	0.2
I-Skill	28,698	2.6	Skill Sonics	1,888	0.2
ICA Infotech	26,039	2.6	Pipal Tree	1,709	0.2
TMI e2E	21,264	2.1	Saksham	1,613	0.2
Data Pro	20,536	2.0	Stratadigm	1,600	0.1
Sahaj e-Village	19,001	1.9	Synchroserve	1,509	0.1
TalentSprint	18,940	1.9	Ants Consulting	1,452	0.1
B-ABLE	16,915	1.7	Calance Software	1,419	0.1
Kherwadi	15,792	1.6	Involute	1,366	0.1
Mann Deshi	15,664	1.6	Skill Venture	1,361	0.1
NIIT Yuva Jyoti	15,066	1.5	Emerge Learning	1,285	0.1
GRAS	14,205	1.4	Shriram	1,229	0.1
Indus Integrated	13,861	1.4	PARFi	1,150	0.1
Orion Edutech	11,188	1.1	iPrimed	1,090	0.1
Rooman Technologies	11,168	1.1	NSHM	897	0.1
IISD	11,039	1.1	Pragmatic (ICSS)	831	0.1
Aptech	8,875	0.9	Caravan	671	0.1
CAP WDI	8,151	0.8	Laqsh	671	0.1
Empower	8,115	0.8	Keertika	641	0.1
Security SSC	7,416	0.7	Apollo Medskills	555	0.05
IJIT	7,360	0.7	SB Global	553	0.05
Anudip	7,007	0.7	Industree	551	0.05
Manipal City & Guilds	6,798	0.7	Edujobs	361	0.04
Future Sharp	6,668	0.7	Premier Center	359	0.04
Pratham Institute	6,269	0.6	AVON	297	0.03
CREDAI	6,125	0.6	LS Talent	186	0.02
Prolific	5,500	0.5	Virinchi	184	0.02
Gram Tarang	5,451	0.5	IIGJ	128	0.01
Smart Edusol	5,245	0.5	JobSkills	75	-
Globsyn	4,916	0.5	ePalm Leaf	70	-
TVS	4,156	0.4	Amass Skill Ventures	59	-
Providers	3,862	0.4	BFSE	28	-
Access Livelihood	3,296	0.3	Edulight	24	-
Vidyanta	3,025	0.3	Skill Source	20	-
ASTM	2,902	0.3	Skill Tree	20	-
GTVE (GOLS)	2,758	0.3	<b>Total</b>	<b>10,05,074</b>	



# **NSDC** **SPECIAL** **PROJECTS**

- **STAR Scheme**
- **Udaan- Spreading Wings**
- **WorldSkill India**
- **Power to Empower**
- **NSQF**

# STAR SCHEME

## National Skill Certification and Monetary Reward Scheme (STAR Scheme)

The National Skill Certification and Monetary Reward Scheme was formally unveiled on August 16, 2013 by then Union Finance Minister Shri P Chidambaram. The scheme that is branded as STAR (Standard Training Assessment and Reward) envisages that a monetary reward will in essence financially help those who wish to acquire a new skill or upgrade their skills. The scheme was designed to benefit a million people in the first year of its implementation. NSDC is the designated implementing agency of the scheme and is working through various Sector Skill Councils, Training Providers and Assessment Agencies.

### Key Highlights of the STAR Scheme

- Training conducted on industry recognized National Occupational Standards (NOS)
- Focus on outcome based assessments
- 16 Sector Skill Councils are participating in the Scheme
- Call Center in place to provide information on the STAR scheme
- Process Manual with 19 processes to ensure standardized implementation of Scheme by all stakeholders
- Tie-up with Bank of India for opening bank accounts for trainees and facilitating auto debit facility for disbursing monetary reward to Certified candidates
- Launched first ever Skilling Card under the Scheme through a tie-up with Bank of India and Visa
- Facilitated Aadhaar number generation for candidates



The Scheme is the largest voucher-based skill development program in the world, and is a tool in the hands of youth in the country to get trained on industry recognized occupational standards based on their individual choices. On successfully completing the training program conducted by identified training providers, undergoing assessment conducted by an independent assessment agency and successful certification, the candidate is eligible to receive an average monetary reward of Rs 10,000, using which they can repay the training provider towards the course fee.

The Scheme is promoting a paradigm shift from content-based to outcome-based courses that are

aligned to industry formulated national occupational standards. The scheme is targeting to skill 80% of the entry-level workforce required in various sectors to fill the prevailing skills gap, and will initially cover limited number of high-market-demand job roles from Levels 1 to 4 in the NSQF.

The STAR Scheme has provided impetus and has generated unprecedented interest in the skilling ecosystem. It has provided a platform to align the skill development ecosystem and bring them on a common platform towards training on national occupational standards and outcome-based assessments.



# UDAAN SPREADING WINGS

## The Journey so far

Under the leadership of Ministry of Home Affairs and Udaan Mission management unit at Jammu & Kashmir, Udaan has been setup in Partnership with industry and has commitment to train 61,893 candidates by 47 corporations in public and private sector. Udaan has partnered with companies across 19 sectors from IT/ ITES to banking to retail to industrial automation to hospitality which creates an Innovative Hire-Train-Deploy model.

## During FY 13-14

- 26 information seminars were held and attended by 10,000 candidates
- 38 corporate visited Jammu & Kashmir
- 4,756 candidate joined training
- 2,404 candidates are undergoing training
- 2,062 candidates have completed training and 1,200 candidates offered jobs.

## Udaan Corporate Partners

### Automobile



### Retail



### IT/ITES



### Textile



### Manufacturing



### Power



### Telecom



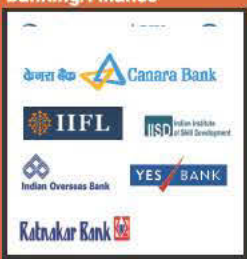
### Sports



### Education



### Banking/Finance



### Clinical Research



### Hospitality



### Others



# WORLD SKILLS INDIA

More than 1000 contestants below the age of 23, compete for gold, silver and bronze medals in over 46 skills, at the WorldSkills International competition which is organized once every two years. The competition is organized by WorldSkills International (WSI), which is a not-for-profit association set up in 1950 to promote Vocational Education and Training in countries across the globe.

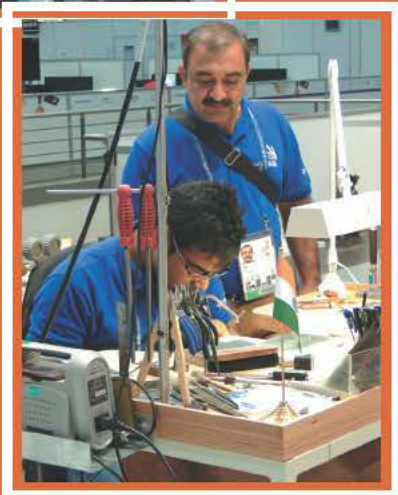
Spreading awareness about the essential contribution of skills and high standards of competence, in order to achieve economic success and individual fulfilment, WSI plays a significant role in providing valuable feedback to both the systems and enterprises in which the participants are being trained.

WorldSkills India an initiative of the NSDC has been leading India's participation at WorldSkills International competitions since 2011. At the last competition in Leipzig, Germany in July 2013, NSDC won three Medallions of Excellence in Graphic Design Technology, IT Software Solution for Business and Jewellery Designing. The next WorldSkills International Competition is scheduled in August 2015 at Sao Paulo, Brazil.

To ensure that some of the best young candidates participate at the competition, NSDC will organize a three-tier selection process, starting with regional competitions, followed by a National competition. Following these, two candidates will be selected under each skill. The selected candidates will undergo training for 8-10 months, leading to a final competition, where one candidate under each skill will be selected to represent India at the WorldSkill International competition in Brazil.



Jessica Martin, Australian Silver medallist for Restaurant Service at WorldSkills Competition 2013 in Leipzig along with Mark Callaghan, CEO, WorldSkills Australia shared their experience with Indian medal aspirants during their visit in November 2013. Seen here are the duo during an interview on Radio Mirchi 98.3 FM hosted by RJ Shilroy in Goa.



# POWER TO EMPOWER

Power to Empower launched on the September 15th, 2013 received a record number of applications; 1,004 in total from 155 cities and towns across India. Over 24,000 people voted to select one winner in Idea and Operations categories. After thorough review and screening, 10 finalists were selected to present in front of two separate panels of Jury members for selecting 2 winners under Operations and Idea category. Winners received Rs. 3.5 lakhs and Rs. 1.5 lakhs from the Muthoot Pappachan Group respectively. In addition to the monetary rewards, non-monetary rewards such as Access to the EMPRETEC program organized by United Nations Conference for Trade and Development (UNCTAD) and the International Business Facilitators (IBF), iDiya program and Diffusion workshop by the Indian School of Business (ISB), Hyderabad were awarded. All finalists also received access to the Diffusion workshop by ISB.

During campaign phase 22,000 prospective competitors were reached out. We also used webinars, blogs and advertisements to spread the news. The challenge was promoted through 10 news websites and 53 other sites, along with coverage in 20 newspapers, followed by 5 workshops in various universities and other events such as the Social Hawkers and Rockers' event by UnLtd Hyderabad, TIECon 2013.

Major sponsors for the challenge were the Muthoot Pappachan Group, UNCTAD, IBF, Intellectap-Sankalp Forum & ISB.

The outreach and selection was supported by AIESEC, Social Story, Thomson Reuters Foundation, 91Springboard, Brainwiz, CAP India, CIIE, Entrepreneur Magazine, Hyderabad Angels, Jagriti Yatra, LetsIntern, NEN, UnLtd India, The Alternative, NASSCOM Foundation, Villgro, Yunus Social Business and TIE Delhi.



**MR. ARINDHAM DASGUPTA, WINNER OF THE IDEACATEGORY RECEIVING HIS AWARDS FROM MR. S RAMADORAI**



**MR. RAMESH SWAMI, WINNER OF THE OPERATIONS CATEGORY RECEIVING HIS AWARD FROM MR. S RAMADORAI**

## Winners 2013-14

### Operations Category

**Unnati** - A Bangalore based 70-day vocational training and social transformation program for underprivileged and unemployed youth. The motto of Unnati, 'learn, earn, stand tall' is aimed at not only enabling youth to become 'employable' and engage in a gainful job, but also to transform them in to responsible citizens of India.

### Idea Category

**Tamul Plates Private Ltd.** - Tamul Plates Marketing Pvt. Ltd (TPMPL) produces & markets biodegradable dinnerware. They provide training, technical support and financial linkages to rural arecanut producers so that these producers can establish their arecanut leaf plate making

# NSQF

## Joining Hands: Implementation of NSQF - Ministry of HRD

Over the last two years, NSDC has been working closely with various state governments for implementing National Skills Qualifications Framework (NSQF) at the Government Senior Secondary Schools in their states. NSQF is a program funded through the Centrally Sponsored Scheme of Ministry of Human Resource Development, which aims to impart vocational training to students of Class IX to XII, for levels 1 to 4.

The National Occupational Standards (NOS) developed by the SSCs are designed to govern all activities to be taken up for the vocational education. The scheme also mandate the SSCs to conduct assessments and certifications jointly with the State Education Board.

The implementation of NSQF is promoting a paradigm shift from content-based to outcome-based courses. NSDC through its SSCs has been supporting State Governments in identification of trades/occupations, accrediting curriculum, recommendation for appointment of vocational (industry) coordinator, quality control of training, assessment and certification etc.

More than 15 NSDC training partners are working on ground for the end-to-end implementation of the scheme. The overall quality and monitoring of the implementation is done by NSDC and its SSCs.

## Placements of Haryana School Students

The scheme was launched as a pilot in Haryana in 2012 starting with 40 schools, covering four trades. The first batch of the project completed their course and passed out of Class XII this year. NSDC and its Sector Skill Councils in association with the State Government organised placement drives for more than 300 students of Class XII. The efforts started paying off when interest was generated in employers like Vishal Mega Mart, Dish TV, Marks & Spencers, Serco Global, fetching these pass outs job with salaries ranging from Rs 7,000 to Rs 15,000.



**SCHOOL STUDENTS UNDERGOING NSQF ASSESMENTS**

## ENGAGEMENT WITH 6 STATES BENEFITTING OVER 2.35 LAKH STUDENTS

STATES	SCHOOLS TARGETED IN FY 14-15	SECTORS	TRAINED TILL 31 <sup>ST</sup> MAR 2014	TARGETS FOR FY 14-15
Haryana	240	Auto, Healthcare, Retail, Security, IT-ITeS Beauty and Wellness, Sports, Gems and Jewelry	13,500 ( in 140 schools )	23,000
Himachal Pradesh	200	Auto, Healthcare, Retail, Security, IT-ITeS, Agriculture , Hospitality	9500 (in 100 schools)	18,000
Uttarakhand	44	Auto, Healthcare, Retail, IT-ITeS	-	5,000
Maharashtra	350	Auto, Healthcare, IT-ITeS, Construction, Capital Goods	-	20,000
Punjab	100	Auto, IT-ITeS, Healthcare, Beauty & Wellness, Retail and Security	-	10,000
Karnataka	200	Auto, Healthcare, IT-ITeS, Retail , Beauty & Wellness	-	15,000



# **NSDC**

## **A CATALYST FOR CHANGE**

- **Skill Gap Studies**
- **Program Development**
- **Project Evaluation,  
Approval and Monitoring**
- **Standards & Quality Assurance**
- **Communication & Advocacy**
- **Innovation & Engagement**
- **Global Partnerships**

# SKILL GAP STUDIES

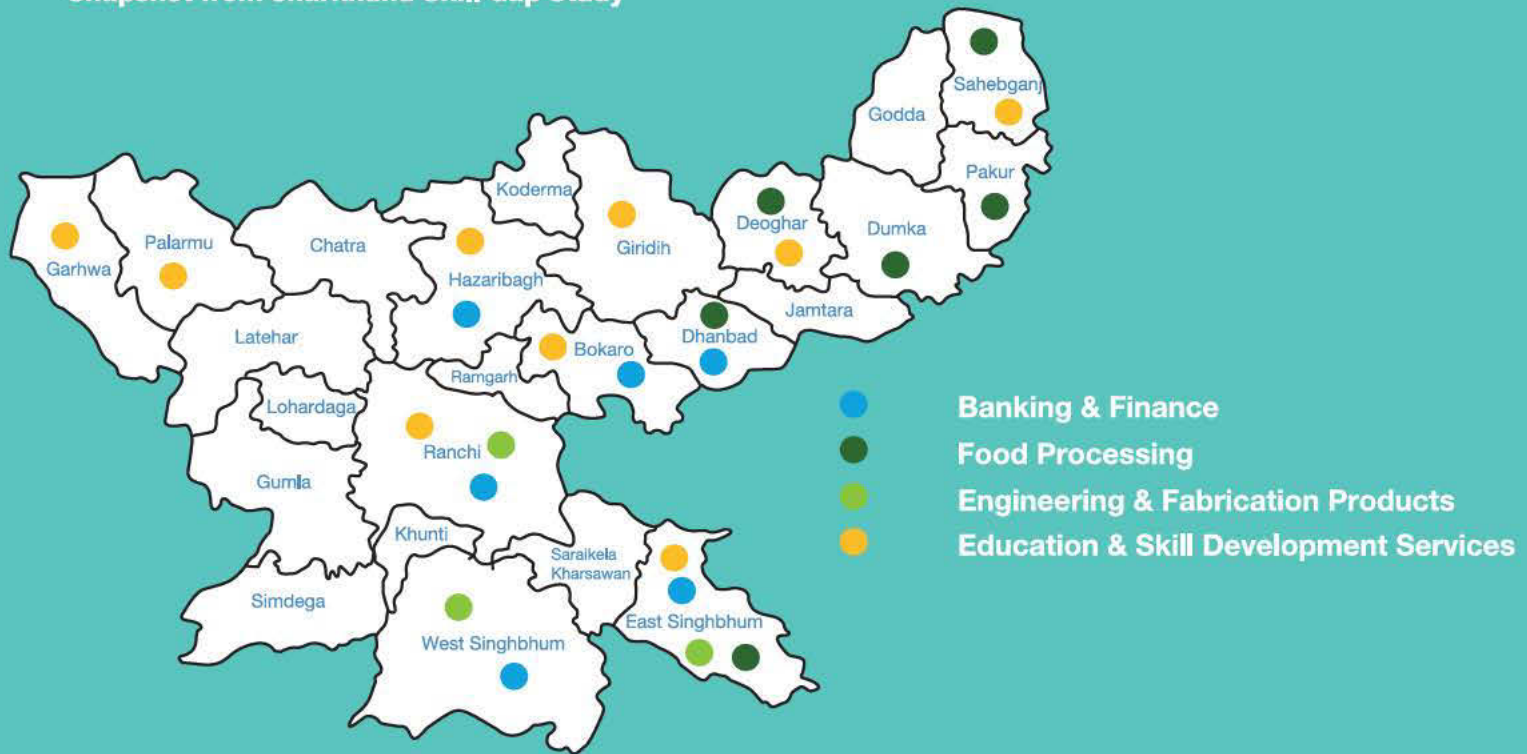
As the saying goes, 'what cannot be measured cannot be improved'. In order to ensure that all our activities are outcome oriented, we have developed a strong knowledge base for skilling by conducting district-wise skill gap studies for 27 states across India.

Studies for remaining two states i.e. Bihar and Chhattisgarh are in progress and are expected to be completed

by August 2014. These reports could be used by diverse stakeholders, including, state governments, policy makers, industry etc. Along with these, we are also updating skill gap studies for 24 high growth sectors covering the organised and unorganised sectors. These studies are also expected to be completed by August 2014.



Snapshot from Jharkhand Skill Gap Study



Industry demand across different districts

<b>Incremental Manpower Demand</b>	<b>High</b>	<ul style="list-style-type: none"> <li>• Building &amp; Construction</li> </ul>	<ul style="list-style-type: none"> <li>• Tourism, Hospitality, Travel &amp; Trade</li> <li>• Real Estate &amp; Business Services</li> <li>• Transportation &amp; Logistics</li> </ul>	<ul style="list-style-type: none"> <li>• Food Processing</li> <li>• Banking &amp; Finance</li> <li>• Engineering Products</li> </ul>
	<b>Medium</b>	<ul style="list-style-type: none"> <li>• Mining</li> <li>• Handlooms &amp; Handicrafts</li> </ul>	<ul style="list-style-type: none"> <li>• Media &amp; Communication</li> </ul>	<ul style="list-style-type: none"> <li>• Textiles &amp; Garments</li> <li>• Iron &amp; Steel</li> <li>• Automobile</li> <li>• Healthcare</li> <li>• Education and Skill Development</li> </ul>
	<b>Low</b>	<ul style="list-style-type: none"> <li>• Organized Retail</li> <li>• Leather and Leather Goods</li> <li>• Chemical and Pharmaceuticals</li> </ul>	<ul style="list-style-type: none"> <li>• Electricity, Gas &amp; Water Supply</li> </ul>	<ul style="list-style-type: none"> <li>• IT-ITES</li> </ul>
		<b>Low</b>	<b>Medium</b>	<b>High</b>

Youth aspirations for sectoral employment

In FY 14-15, NSDC will also conduct an Impact Assessment study to measure the effectiveness of skilling programmes across India. The study is expected to be completed by January 2015.

For More information on Skill gap studies, visit [www.nsdcindia.org/knowledge-bank/index.aspx](http://www.nsdcindia.org/knowledge-bank/index.aspx)

# PROGRAM DEVELOPMENT

The Program Development (PD) team is responsible for building a robust pipeline of proposals that create large scale, sustainable skilling capacity on ground across the country. All proposals have to adhere to the NSDC proposal evaluation process – both financial and social. Potential partnerships are identified through call for proposals, referrals and proactive outreach by program development team.

The submitted proposals undergo an initial screening process where the proposal is vetted and discussed by the members of program development team. Proposals that pass the initial screening are submitted for further diligence conducted by the investing & incentivizing team at NSDC.

## Partnership Development Process

### Nurture

Seed the idea of Skilling India by developing platforms for participation of private sector in skill development. Also, dialogue with private sector and training providers to create a vibrant and sustainable skilling eco-system.

### Approach

The process initiates when the PD team or the Potential training partner approaches the other party.

### Interact

Several rounds of discussions with the potential training partner regarding the training process and the business model. Also, the NSDC guidelines for submission of proposal are shared.

### Develop

The inputs from the PD team help the potential partners to structure their business plan and develop a better understanding of the training to be undertaken in line with the proposal owner's strength and interest, keeping in mind the skill gaps.

### Draft

After a clear understanding of the guidelines, objectives and the methods of the training program, the potential partners draft technical and financial proposals with the supporting annexures and share it with the PD team.

### Feedback

The PD team analyzes the proposals and gives necessary feedback for improvement of the proposal, if any.

### Final Submission

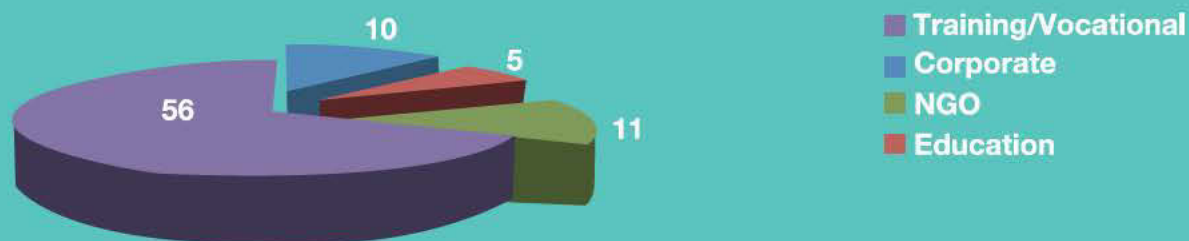
After complete hand holding in the drafting process, the refined proposals are finally submitted with the requisite supporting documents to NSDC for further due diligence process.

### Uniqueness of NSDC's process

- Continuous Feedback and Hand Holding of the applicants to achieve common objectives
- Analysis of strengths, capacities, capabilities and corresponding suggestions
- Selection process, as opposed to the usual rejection process
- Alignment of training programs with the National Occupational Standards
- Year round submissions
- All types of entities qualified for submission (Corporate/Educational/Non-Governmental/ Not-for-profit etc.)
- Independent team for proposal evaluation and approval

### Breakup of proposals submitted in FY 13-14

#### Proposals: FY 13-14



### Partner with us!

For FY 14-15, NSDC has set an ambitious target to skill 3.3 million people through NSDC partners and their associates. Whether you are a skill training provider looking to scale up, a large corporation looking for the next big investment opportunity or a start-up with zeal to transform the status quo – you have a role to play.

We urge you to join us in this endeavour by sharing your ideas and plans for contributing to India's Skill Mission. Write to us at [proposals@nsdcindia.org](mailto:proposals@nsdcindia.org)

# PROJECT EVALUATION, APPROVAL & MONITORING

With a mandate to skill 150 million people in India by 2022, NSDC aims to catalyse creating of large, for-profit, sustainable skilling venture across the country. In this endeavour, NSDC has put in place a comprehensive and robust due diligence process which enables it to identify and select capable partners, who could support the organization in achieving its targets year-on-year.

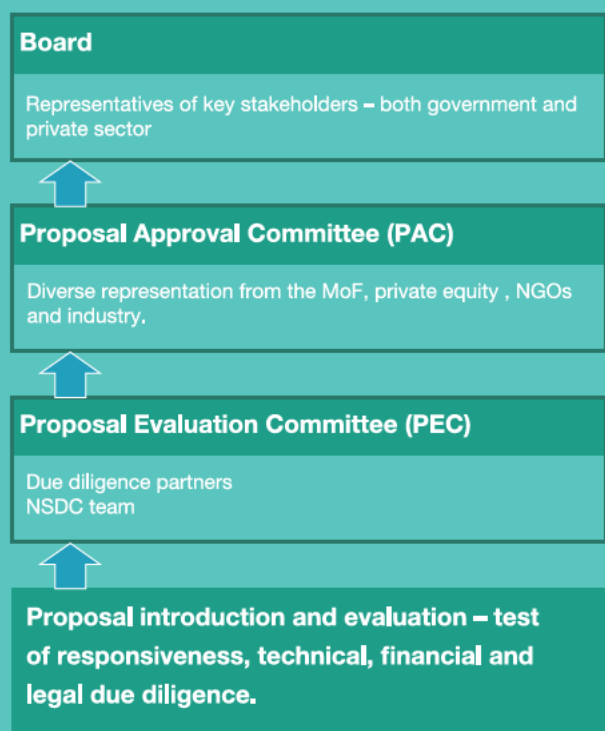
The evaluation of prospective business associates within the organization is undertaken by the **Investing and Incentivizing (I&I)** team, which analyse all proposals after they clear the Test of Responsiveness (TOR) stage. Every proposal goes through a three-tier evaluation process which comprises the Proposal Evaluation Committee (PEC), the Proposal Approval Committee (PAC) and the NSDC Board. This enables a thorough assessment of each application received by NSDC, which fall under the compliance guidelines of the organization.

The evaluation of individual proposals is carried out on two broad categories –

- (a) Financial and technical parameters
- (b) Legal Parameters.

NSDC also appoints due diligence expert from the industry to undertake an independent third party diligence on all proposals under consideration. These agencies are selected on a yearly basis.

This evaluation system put in place by NSDC and implemented through I&I, has enabled the selection of 50 partners offering training programs in various sectors, as well as 11 Sector Skill Councils (SSC's) in FY 13-14.



## Roles and Responsibility



To monitor the performance of approved training partners and Sector Skill Councils, NSDC has appointed Accenture as an independent monitoring agency, which review partner's performance on both social and financial parameters on a monthly basis vis-à-vis the milestones mentioned in their agreement. The monitoring team also conduct regular audits to validate the information provided by NSDC partners.

NSDC has also deployed a CRM system - Skill Development Management System (SDMS) in partnership with Talisma, to automate the data capturing from the training partners and Sector Skill Councils. It also helps in tracking the assessment and certification of candidates undergoing training across the country.

# Standards & Quality Assurance

## Impact made by SSCs across various Sectors

NSDC affiliates with Sector Skill Councils (SSCs) for developing National Occupation Standards (NOS), which describe the functions for a job role that are identified by the respective industry for enhancement of the employability quotient of the Indian workforce. SSCs are industry-led bodies responsible for defining the skilling needs of their respective industry.

The Board of NSDC had approved a total of 29 Sector Skill Council's (SSC) by the end of fiscal 2013-14. Eleven such SSCs covering major unorganized but booming sectors, like Beauty & Wellness, large workforce sectors like Aviation & Mining and most importantly major priority sectors like Life Sciences, Hospitality, Textiles & Handlooms, Apparels, Handicraft, Power, Iron & Steel, Earth moving & Infrastructure Building were approved during the year.

Importantly, all these SSCs are well represented by the Industry and are headed by the well-known luminaries

from the respective Industries. These include Dr. Satish Reddy (Life Science SSC) - Chairman, Reddy Labs, Mr T V Narendran (Iron & Steel SSC) – MD, Tata Steel, Dr A Sakthivel (Apparels Madeup and Home Furnishing SSC) Chairman, Poppy's Group (a Padmashree recipient), Ms Vandana Luthra (Beauty & Wellness SSC) - Founder & Mentor, VLCC and Ms Neerja Mathur (Power SSC) - Chairperson, Central Electricity Authority, etc.

SSCs involve the industry and employers to specify the NOS. A set of NOS related to a specific job role make a Qualification Pack (QP). SSCs aim to create a QP for every job role in their respective industry which further drives the development of learning frameworks based on the National Skill Qualifications Framework (NSQF), and development of career pathway as well as of curriculum, and assessments.

SSCs map job roles of the occupations of the sector and analyse all the functions of the employee and develop QP-NOS. SSCs present these QP-NOS to the Qualification Registration Committee, an apex body for finalization of NOS with members from SSCs. These standards are diligently checked by Standards & Quality Assurance team. Then, the approved NOS are put up on public site of NSDC for feedback for a month, after which the standards are launched on our website for public consumption.

## QP-NOS Status as of 31st March, 2014

S.No.	Sector	No. of QPs / Job Roles	Total No. of NOSs
1	Agriculture	27	120
2	Apparel	6	20
3	Automotive	199	519
4	Beauty & Wellness	3	14
5	BFSI	6	20
6	Capital Goods	4	20
7	Construction	12	66
8	Electronics	137	232
9	Gems & Jewellery	77	117
10	Healthcare	28	258
11	IT-ITES	73	105
12	Leather	22	61
13	Logistics	4	19
14	Media & Entertainment	35	80
15	Mining	10	35
16	Plumbing	26	51
17	Retail	4	37
18	Rubber	36	88
19	Security	7	67
20	Telecom	26	98
<b>Total</b>		<b>742</b>	<b>2027</b>

## Next Steps

- International partnerships for development of transnational standards promoting migration of skilled workforce of the partner nations are being energised.

- NOS-based certification will promote mobility across sectors in the country.
- NSDC will shortly facilitate Recognition of Prior Learning (RPL), which is largely lacking in the present education and training scenario.

- Active SSCs shall cover 100% of job roles of entry-level workforce in India.
- SSCs to play a significant role in FY 14-15 by certifying 9.3 lakh candidates.

### Curriculum Alignment with Qualification Packs

NSDC plays a significant role in bridging the gap between the expectations of the industry from the learner and the contents being offered in the training program. The well-known disconnect between the skilling programs and the requirements of the employers has been addressed to through the SSCs. These SSCs are industry-led bodies responsible for the defining the skilling needs of their respective industry. These define Occupational Standards (OS) for the job roles relevant to their industry. **National Occupational Standards (NOS)** describe best practices by bringing together performance criteria, knowledge and skills pertaining to a job role. Therefore NOSs are laid down by employers through their Sector Skill Councils. A set of NOSs related to a specific job role is called **Qualification Pack (QP)**. SSCs aim to create a QP for every popular job role in their respective industry which further drives both the creation of curriculum, and assessments.

The **Standards & Quality Assurance division at NSDC** has supported **73 Training Partners in aligning 574 courses** with NOSs issued by 20 Sector Skill Councils.

The recognition of NOS has gone beyond the boundary of NSDC training partners, standards are being adopted in all the major skilling programs across the nation. NSDC through the Standards & QA department has extended support to various **Central Ministries & State Skilling Missions** in aligning their curricula with NOS.

### Adoption of National Occupational Standards for Outcome based Training, Assessment and Certification

NOS set by the Sector Skill Councils are finding acceptance in the skilling ecosystem throughout the country. In order to ensure that jobs are sustainable and have feasible career program, various Central Government Schemes and State Skilling Missions are aligning their courses and curriculum to the standards set by the industry through Sector Skill Councils.

Certification from the SSCs helps in increasing the employability of the trainee as it a mark of endorsement by the industry on the qualified skills of the trainee. Every certificate highlights the Job Role on which the trainee has undergone the training which is aligned to the specific National Skill Qualification Framework level. Following State Governments/ Government organizations have adopted skilling of its trainees on National Occupational Standards with assessment and certification conducted by Sector Skill Councils jointly:

#### 1. NSQF Implementations in Schools from Classes 9th to 12th

Serial Number	State Governments/ Government organizations	Number of Schools expected to be covered
1.	Haryana	240
2.	Himachal Pradesh	200
3.	Punjab	100
4.	Uttrakhand	40
5.	Maharashtra	300

#### 2. School Boards

Serial Number	School Boards Government organizations	Number of Students expected to be covered
1.	National Institute of Open Schooling	1,00,000
2.	CBSE	50,000

#### 3. Skill Missions/ Central Ministry

Serial Number	Skill Missions	Number of Students expected to be covered
1.	UPSDM	6,72,000
2.	RSLDC	1,00,000
3.	Aajeevika Skills, MORD	1,00,000

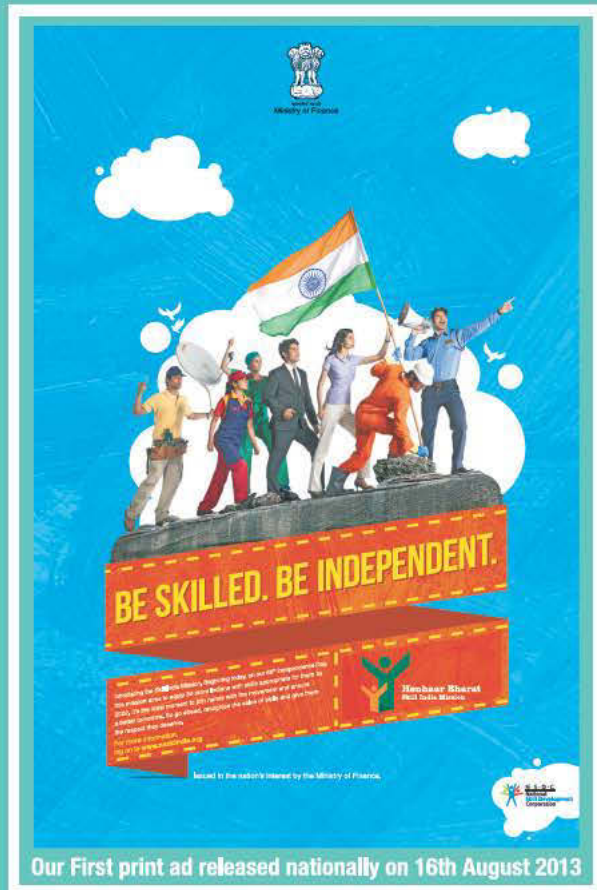
#### 4. Higher Education

Serial	Higher Education	Numbers
1.	UGC	100 community Colleges
2.	AICTE	100 Community Colleges
3.	Delhi University	50,000 Students
4.	Pune University	50,000 Students
5.	Tamil Nadu Open University	50,000 Students

# Communication & Advocacy

Communication & Advocacy group works on two key objectives – maximising the footfalls at our training centres and attract the best training partners to join the NSDC ecosystem. During FY 13-14, NSDC's first advocacy campaign took off. Ogilvy & Mather, officially came on board as NSDC's advertising agency with a mandate to provide services in the creative, public relations, digital and conventional platforms like on-ground activities.

NSDC launched its advocacy campaign under the 'Hunar Hai Toh Kadar Hai' banner, with the release of a press advertisement on 16th August 2013, followed by two television commercials aired in seven languages, between



22nd February and 8th March. The response to the TVC was unprecedented and produced results far beyond any reasonable expectation. The average number of calls made to our call centres shot up from around 300 - 400 a day to 20,000 a day. In less than two weeks into the campaign we had created a database of over 2,00,000 potential trainees. The number of agents at our four call centres across the country were ramped up from 20 to 40 and later to 100 to handle the call volumes.

Along with the launch of the TVC we also released a 'Making of the TVC', which has been showcased across leading news channels in the country. STAR scheme was promoted through an animated video featuring representatives from two of our key stakeholders i.e. prospective trainee and decision influencer.

We also released a full page advertisement in 11 languages, covering 27 newspapers and 282 editions across the country, on 28th February that highlighted NSDC's achievements in the last four years. On the PR front, we are strengthening our media engagement at various levels and have received wide coverage across all mediums. In the current financial year we plan to engage with our Training Partners and SSCs, providing them an opportunity to share their experiences with the public at large with an



objective of motivating greater participation in the Skill Mission.

During the year NSDC partnered with Cinema Vision to create India's first ever television reality show on skills called *Hunarbaaz*. The show highlight the skills and innovations in the space of vocational training across the country, and help millions of young Indians become aware of the ways in which they can upgrade their skills and become gainfully employed. Starting on 9th February 2014, the show is aired every Sunday, 11 am on DD National, covering different skills over 40 episodes.

We are also engaging with our stakeholders on social media platforms like Facebook, YouTube and Twitter. Today we have a library of close to 130 videos on YouTube and over 11,000 fans on Facebook. Very soon we will also be launching a completed revamped website for NSDC that will enable better access to information regarding our core-business. Among other services, users will now be able to get information on courses offered across the country in the shortest possible time.

# Innovation & Engagement

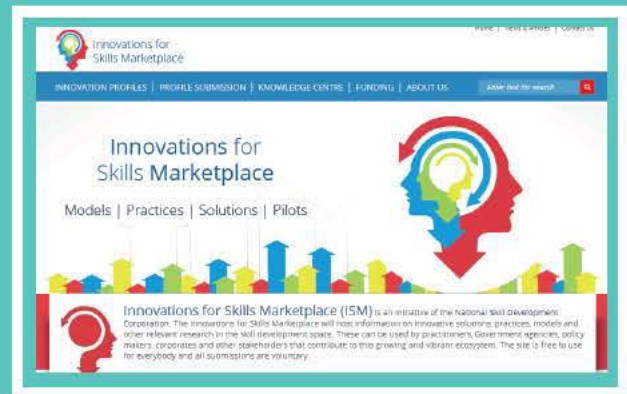
The Innovation & Engagement team plays an enabling role working closely with both internal and external stakeholders on three specific areas of engagement.

- Innovations in the Skills Space
- Training Partner Assistance and Capacity Building
- Collaborative and CSR Funded Projects

## Innovations in the Skills Space

Through the innovation program, NSDC has created the Innovations for Skills Marketplace™, a platform to identify, highlight and support innovative solutions, practices and models that address critical gaps and unmet needs in the vocational skilling value chain. You can access the site at [www.innovation.nsdcindia.org](http://www.innovation.nsdcindia.org). Until FY13-14, NSDC has made commitments of Rs 27 crore to 6 innovative entities disbursing Rs 6.4 crore between them. These entities work in the area of skill loans through a crowd-funded model, a hybrid assessment platform, technology-enabled English learning through multi-lingual capabilities, micro-spinning machinery for the textile sector aimed at cotton farming clusters, artificial intelligence powered employment portal across multiple sectors and an entity focused on Persons with Disabilities (PwD). These entities work with various stakeholders in the ecosystem including training partners, corporates hiring skilled manpower, Sector Skill Councils, Government entities and others.

Launched in January 2014, Innovations for Skills Marketplace (ISM) has attracted over 35 voluntary profile submissions from different entities, all available online for free. More than 40 Best Practice nominations were submitted across 6 key areas including student enrolment, counselling, learning methods, industry engagement and assessment tools for the BP Recognition Awards for the NSDC Bi-Annual Partners Meet held in December 2013.



In FY 14-15, NSDC has a target to increase both its scope and scale of work in the innovation space. NSDC targets to identify at least 50 new entities through the Innovation for Skills Marketplace (ISM) and support 10 such entities addressing different areas within the skilling value chain. These solutions will continue to address critical gaps and also focus on technology-based models to address a wider audience and underserved segments. NSDC is also working with different ministries, particularly Ministry of Human Resource Development (MHRD) on their National Mission on Education through Information and Communication Technology (NMEICT) program to strengthen vocational skills training in technical and non-technical education. We intend to expand these associations through multiple such collaborations.

## Training Partner Assistance and Capacity Building

Through its Assist program, NSDC works with training partners in rationalizing and restructuring their business and financial models through a sustained and deeper engagement. Apart from the training partner teams, this involves working with intermediaries, co-investors and other key stakeholders to assist in achievement of their social and financial milestones.

In FY 13-14, 7 NSDC training partners were identified for the Assist Program based on underachievement on one or more milestones as observed by the Monitoring team. Terms of reference for such engagements were carried out based on specific issues and these are being continually addressed. This program has now been modified to an institutional framework for engagement, and embedded into the process lifecycle of a NSDC skill training partner.

With a more structured program and process in place, the team has a target to assist and rationalize 20 training partners in FY 14-15. This will be done through direct engagement with TPs and also through assistance from multilateral agencies. One such program with The Department for International Development (DFID) has been initiated under a larger Technical Assistance partnership with NSDC.

Partner	Outcomes
	2,188 Vocational Training loans to trainees 9 Partners in 6 Sectors
	Approx. 25,000 Assessments 9 Sector Skill Councils
	48,000 trainings completed
	3 Units creating 45 new jobs Impacting 200 Farmers
	2 lakh + Job Descriptions Processed 12 lakhs + Resumes Scanned
	Approved in Mar '14 Board Meeting Placed 40 Persons with Disability in Apr '14

## Collaborative and CSR Funded Projects

NSDC promotes and structures skill development projects in collaboration with Corporate Social Responsibility (CSR) arms of PSUs, Corporate and independent foundations, academic institutes and other agencies.

The NSDC Bi-Annual Partners in July 2013 held a special session addressing this important area with representation from 5 Central Public Sector Enterprises (PSEs). As a follow-up, NSDC worked with some of these PSUs like National Buildings Construction Corporation Ltd. (NBCC), Bharat Electronics Limited (BEL), Power Grid etc. in assisting them with identification of training programs and partners for their skill development efforts.

NSDC also initiated conversations with corporate foundations including Ambuja Cement Foundation, Axis Bank Foundation, Vodafone Foundation and other corporate-backed foundations in coordinating and aligning skill development efforts. Many such programs will be formalized through Memorandums of Understanding in FY 14-15.

As of FY 14-15, NSDC can solicit funds into the National Skill Development Fund (NSDF) to execute skilling programme under CSR activities as per the Schedule VII of the Company Bill (2013), valid from 1st April, 2014. The scope of these efforts will vary and depend on mutually

agreed priorities between the CSR entity and NSDC, based on skill gaps, sectors and target segments supported with data the Skill Gap Studies. NSDC has set itself a target to raise Rs. 200 crore through CSR donations to the NSDF for FY 14-15. An MOU will be signed between NSDC and the donor entity to formalize the relationship, and executed through its training partners, SSCs and innovation partners.

NSDC has initiated a Sustainable Skills Initiative project in partnership with Michael and Susan Dell Foundation and Monitor Inclusive Markets to create 4 lakhs sustainable jobs by 2017. The project is in its initial stages and will have a milestone-based approach. NSDC has also initiated a project with the International Innovation Corps, to create 5 Mn sustainable jobs in the textile sector by 2019. A 7-member team, including graduated from the University of Chicago and Indian universities, have been identified to achieve this goal. This will be the first sector-focus initiative leading to job creation and growth. NSDC also continues to host interns through partnership with Intern Desk, IRMA and other academic entities.

For more information on any of the projects, mail at [engage@nsdcindia.org](mailto:engage@nsdcindia.org) .

International engagement in skills is multi-faceted and ranges from collaboration under the overarching umbrella of Joint Working Groups to multi and bilateral agency projects, workshops and seminars. For some countries like UK and Australia, support has been provided by bodies like UKIERI (UK Indian Education and Research Initiative) and AIEC (Australia India Education Council). NSDC has ongoing projects with Asian Development Bank, International Labour Organization and Department for International Development (DFID), UK on skills.

NSDC has also facilitated several international collaborations and agreements with Sector Skills Councils and training partners with their counterparts in UK, Australia, Germany etc. Some key areas of collaboration include training of trainers, development of competency standards and mutual recognition of standards, content and curriculum.

An MOU was signed with Association of Canadian Community Colleges ACCC and NSDC in February 2014 in the presence of then Prime Minister of India Dr. Manmohan Singh and Governor General of Canada Rt. Hon. David Johnston.



## Select milestones

- June 2013 – Delegation visit to NSDC from Burundi led by Minister of Education
- July 2013 – Indo German Joint Working Group meeting in Dresden, Germany
- August 2013 – Pravasi Bharatiya Diwas Sydney, Australia
- October 2013 – Education Investment Conclave in London, UK
- October 2013 – Skills Delegation visit from Tanzania October 2013 Overseas Employers Conference in Dubai
- October 2013 – HRD Policy Makers conference in South Korea
- November 2013 – Australia India Skills Seminar in New Delhi with CII and AICTE
- February 2014 – Bertelsmann Stiftung and Infosys workshop on company led approach to manage skills mismatch
- February 2014 – MOU signed between Tamkeen Bahrain and NSDC at New Delhi
- February 2014 – MOU signed between NSDC and ACCC Canada in New Delhi
- March 2014 – OECD Conference in Brussels, Belgium
- March 2014 – Asia Singapore Infrastructure Roundtable – Talent Development Singapore

# NSDC

## TEAMSPEAK



**Atul Bhatnagar,**  
Chief Operating Officer

"What fascinates me most about NSDC is the fact that less than 40 people work tirelessly to provide the best support to our Training Partners and Sector Skill Councils in ensuring we meet our skilling targets."



**Prakash Sharma,**  
Chief Financial Officer

"Every rupee going out of NSDC carries with it the stain of blood, sweat and tears of taxpayers of this country. We never forget this even for a brief moment."



**Gouri Gupta,**  
Program Development

"Speaking for myself and all my colleagues I can confidently say that each and every one of us go beyond the call of duty in creating an ecosystem that is the envy of any skilling mission anywhere in the world."



**Bhavna Chopra,**  
Investing and Incentivising

"Every day I go to work, I walk into my office smiling at the prospect of what challenge is in store for me today."



**Basab Banerjee,**  
Standards & Quality Assurance

"In my 39 year work experience I have never seen the level of dedication and commitment that I see in my colleagues at NSDC, save for my 25 years in the Indian Army."



**Jaikant Singh,**  
Monitoring

"The average age of the motley team at NSDC is 35 years. That speaks volumes about the life that is pumped into NSDC's operations."



**Mahesh Venkateswaran,**  
Innovation & Engagement

"Every corporation likes to call its team a family away from family. But if you really want to see a family at work, come to NSDC."



**Kalyan Subramani,**  
Communication and Advocacy

"With 50 per cent of the 1.2 billion people below the age of 25 and 65 per cent below 35 speaking a dozen or so languages, it cannot get more challenging in spreading the Mission message. But when a million of them turn up at our training centres across the country we know something must have gone right."

# GLOSSARY

## Abbreviations

ACCC	Association of Canadian Community Colleges
ACPET	Australia Council for Private Education and Training
AICTE	All India Council of Technical Education
AIEC	Australia India Education Council
B.Voc	Bachelor of Vocation
BEL	Bharat Electronics Limited
BFSI	Banking, Financial services and Insurance
BPO	Business Process Outsourcing
CBSE	Central Board of Secondary Education
CRM	Customer Relationship Management
CSR	Corporate Social Responsibility
CV	Curriculum Vitae
DFID	Department for International Development
I&I	Investing & Incentivizing
IBF	International Business Facilitator
ISB	Indian School of Business
ISM	Innovation for Skills Marketplace
IT	Information Technology
ITES	Information Technology Enabled Services
J&K	Jammu & Kashmir
JETCO	Joint Economic & Trade Committee
MHRD	Ministry of Human Resource Development
MOOC	Massive Open Online Courses
MoU	Memorandum of Understanding
MP	Member of Parliament
NBCC	National Buildings Construction Corporation Ltd
NCVT	National Council for Vocational Training
NEN	National Entrepreneurship Network
NGO	Non-Governmental Organization
NIOS	National Institute of Open Schooling
NMEICT	National Mission on Education through Information and Communication Technology
NOS	National Occupational Standard
NPR	National Population Register
NSDC	National Skill Development Corporation
NSDF	National Skill Development Fund
NSQF	National Skills Qualifications Framework
OECD	Organization for Economic Co-operation and Development
OS	Occupational Standard
PAC	Proposal Approval Committee
PD	Program Development
PEC	Proposal Evaluation Committee
PR	Public Relations
PSE	Public Sector Enterprise
PSU	Public Sector Undertaking
PWD	Persons with Disabilities
QP	Qualification Pack
RGI	Registrar General of India
RPL	Recognition of Prior Learning
SDMS	Skill Development Management System
SSC	Sector Skill Council
STAR	Standard Training Assessment & Reward
TOR	Test of Responsiveness
TP	Training Partner
TPMPL	Tamul Plates Marketing Pvt. Ltd.
TVC	Television Commercial
UGC	University Grants Commission
UIDAI	Unique Identification Authority of India
UKIERI	UK India Education and Research Initiative
UNCTAD	United Nations Conference on Trade and Development
UPSDM	Uttar Pradesh Skill Development Mission
UTs	Union Territories
WSI	WorldSkills International



TO KNOW MORE ABOUT  
THE COURSES OFFERED BY NSDC  
TRAINING PARTNERS

**CALL 08800055555**

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