

Skill Dividend



In Collaboration with



Skill Dividend¹

India's population is roughly above 1.25 billion (census, 2011) and more than 65% of its population is below the age group of 35 years². India's young population contributes to its major economic labour forces that make India prone to new skills innovation for the emerging market to run its economy sustainably. Fortunately, India today, is enjoying what is known as demography dividend which will last for 20 to 30 years. In fact, the growth of Indian economy following 1980 is attributed largely due to the rise in the technical youth labour force of the country. To sum things up India has at most 30 years to reap the benefit of its demography and become the most vibrant country on Earth.

But with the demographic dividend of India comes associated challenges. If such a large proportion of Indian youth population is not aided with new employable skills of the evolving economy then it will be a disaster. To deal with this situation government of India has drafted the 'National Youth Policy' launched projects like UDAAN, set up ministry of skill development, Startup policy and skills enhancement mandatory programmes in Higher Education degree courses etc.

Along with the emergence of Global South, India is leading the baton of economic development in the world along with other emerging economy. Traditional set of Indian based skills became obsolete with the advent of technology and the resulting automation in every sector of the economy.

In a vibrant and evolving economy like India, different businesses associated with various sectors of the economy continuously keep on evolving and changing and so does the skills required to engage with these businesses.

In that case a comprehensive analysis and understanding of the trend of the evolution of various sectors of the Indian economy and their contribution to the nation's GDP would be a key indicator to understanding the skills with which people have engaged so far and will likely to engage with the evolving and growing new businesses of 21st century India.

Note – The skills will be mapped, documented and developed or forecasted based on Markets/nature of Indian economy.

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²India Census, 2011

SKILL MAPPING REPORT

Indian Economy

Dated: 08-10-2017

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PHARMACEUTICAL SECTOR

A) Medical Services

1. Medical Advisor:

- Medical, clinical and scientific knowledge to provide advisory expertise to all divisions
- Provide guidance to project managers on medical and scientific aspects
- Good oral and written communication skills
- Awareness of regulatory norms to comply with

2. Senior Manager/Deputy Manager:

- Thorough technical knowledge and data analysis skills
- High level of accountability and ensuring continuation of stakeholder confidence
- Communication skills
- Networking abilities

3. Head- Medical Services

- Efficient management skills — managing medical staff, budgets and procedures
- Awareness of regulatory norms to comply with to formulate policies and procedures to deliver accredited medical services in order to meet all the required medical standards
- Analytical bent of mind to develop clinical trial programs to support product registration and marketing

B) Marketing

1. Product Executive/Product Manager:

- Analytical bent of mind to study competitors' initiatives, develop pricing/ marketing strategies
- Know-how on branding, product positioning and market perception
- Good oral and written communication skills
- Ability to understand market trends and demand fluctuations
- Providing training to the field force on new developments related to competitor products

There is a gap between the perception of work and the reality, lack of training in the marketing section and technical knowledge.

2. Manager

- Leading the team of product managers and motivating them
- Possessing detailed knowledge of pharma company portfolios/ marketing protocols and standardized marketing procedures
- Having analytical bent of mind to develop product/ brand promotion strategies
- Efficient management skills to assist with sales goals involving branding, communications, product and service development and customer relations

3. General Manager, Vice President Marketing

- Analytical bent of mind
- Efficient communication skills — visiting major clients and regional managers across the country
- Organizational skills & Recruiting marketing staff
- Ability to handle new product planning, market research, strategy and sales responsibility

- Developing sales strategies, establishing system driven national sales set-up
- Should possess in-depth knowledge and good understanding of the dynamics in the sector, as well as sub-sectors

There is a lack of initiative to take up tasks outside their role, leading to low level of innovation, lack of replacements in case of attrition.

C) Sales

1. Medical representative:

- Detailed understanding of various pharma sector offerings and processes
- Knowledge of various third-party offerings with an attitude to sell
- Awareness of regulatory norms
- Understand physicians' needs and suggest suitable offerings
- Patience and perseverance
- Good oral and written communication skills
- Ability to work with targets

This job is done by undergraduates, without any structured training programs for them. They possess some theoretical knowledge but not the practical training. There is a huge gap between the perception of work and the reality.

2. Area/Regional/Zonal/National Sales Manager:

- Recruitment, Training and Managing People
- Development of area managers and medical representatives
- Retention of Employees
- Setting up sales targets for individual executives and help them achieve the targets

There is a lack of initiative to take up tasks outside their role, leading to low level of innovation, lack of replacements in case of attrition.

3. General Manager/Director/VP-Sales:

- Decision Making
- Analytical bent of mind
- Ability to handle new product planning, market research, strategy and sales responsibility
- Developing sales strategies, establishing system driven national sales set-up
- Media interactions
- Developing road-map for business and market plans, and provide leadership to all the divisions

There is a lack of initiative to take up tasks outside their role, leading to low level of innovation, lack of replacements in case of attrition.

D) Technical Operations:

1. Manager:

- Exposure to patent and compliance norms to develop product, from conceptualization to the filing and commercialization
- Ensuring cost efficiency Ensuring seamless transition between conceptualization and marketing of the product

- Knowledge of market trends relating to changing consumer demand and competition
- Ability to work within targeted time limits

There is a lack of compliance awareness training, Lack of structured training modules with focus on Six Sigma and cost control and candidates do not have the knowledge of the statistical tools and other R&D adjacencies

2. Head- production/Production Manager:

- Effective management of production lines of the organization
- Superior technical skills Patience and perseverance
- Efficient management skills to head the entire R&D and production department
- Innovation skills to work on product development strategies and new drug discoveries

Lack of focus on research and hence lesser PhDs and Post-Doctoral fellows entering the industry, Lack of innovative ideas, focus on reverse engineering

Furniture and Furnishing Sector

Function-wise

A. Procurement- Purchasing Manager

- Knowledge of raw material costs, places for procurement.
- Coordinate with the design and internal production team before buying the raw materials and machines needed for production.
- Determine the costs and budget for procurement.

B. Design - Furniture Designer, Interior Designer, Technical Architect, Design Engineer

- Knowledge on design trends and competition.
- Understand production capabilities, machines and tools.
- Interact with clients to understand their needs and evaluate design options.
- Optimize part and product design.

C. Production - Production Manager, Production Engineer, Carpenters, Assemblers, Finishers, Polishers, Quality check technicians, Machine operators, Joiners, Painter, Cabinet Maker, Furniture Maker, Supervisor and, Foremen, Electrical supervisor, Electrical Engineer, Test and repair technician

- Understand the production process.
- Ability to work with machines.
- Understanding of design requirements and knowledge on products.
- Excellent understanding of the technical knowledge of chip manufacturing, arrays etc

D. Distribution - Sales and Marketing Manager, Dispatch Operative

- Knowledge of the market.
- Effective communication skills.
- Understanding of competitive information related to the company and its products, pricing, marketing strategy etc.

E. Services - Restorer, Fitter, Electrician

- Ability to handle the tools needed for fitting.
- Ability to understand design and knowledge of techniques of restoration.

- Ability to effectively address the customer complaints and provide the required services efficiently

Hierarchy wise:

A. Entry Level (Foremen, Carpenters, Assemblers, Fitters, Painters, Machine Operators, Field technician, Electrician, etc.):

- A good understanding of the production process
- Ability to work with machines
- Ability to understand and read design requirements competently
- Broad understanding of the industry dynamics

There is a lack of understanding of the industry, inability to read and/or understand the design requirements and a lack of the technical language

B. Middle Level (Carpenters (experienced), Supervisors, Engineers, Quality Control Technicians, Technical supervisors, Electrical Engineer):

- Sound understanding of the production process
- Excellent communication skills
- Excellent man-management skills
- Strong estimation skills
- Excellent knowledge on product quality audit skills

There is a lack of Lack of understanding of the production process and the capacity handling measure of the plant, Lack of knowledge on comparable cost options and quality measures, Lack of technical knowledge especially w.r.t electrical light manufacturing. The workers are not able to communicate effectively. There is also a lack of planning and co-ordination of work among employees, man-management skills and the knowledge of the new technologies and machines.

C. Top-Level (Director, Managers, Designers, Business Heads, Design Engineers)

- A deep understanding of the production processes of the organization
- Strong knowledge of the market trends and new technologies in the industry
- Strong knowledge and understanding of the various National and International standards relating to the process
- Strong analytical and cost estimation skills
- Excellent communication skills

There is a lack of specific knowledge in the industry (raw material sourcing options, optimal production process) and the new market trends & International practices. They also lack good communication and soft skills

TRANSPORTATION AND LOGISTOCS, WAREHOUSING AND PACKAGING

1.Entry level(Truck/bus drivers, fork lift operators, commercial vehicle drivers, warehouse supervisor, logistics administrator, invoicing clerk, courier sorter and warehouse picker)

General Skills required

- Reading
- Understanding the technology

- Good knowledge of regulations relating to driving, operation, relevant documentation and licenses
- Technical competencies, safety practices, sanitation and hygienic requirements
- Communication skills

Drivers

- Core driving skills, recognition of driving practices specific to cargo carried, tonnage of truck
- Knowledge of routes, geography
- Knowledge of road safety practices
- Knowledge of traffic and permit rules, taxation rules relevant to border check posts (octroi, VAT)
- Ability to coordinate with pickup/delivery site representatives
- Ability to interact with authorities
- Knowledge of sanitation and hygiene
- Illiterate to graduate education levels

Forklift operator

- Operating controls and switches of the forklift properly
- Understanding of basic physics and mechanics involved in using the forklift
- Knowledge of road signs, factory signs and other safety and emergency signals
- Understanding of logistics management concepts, such as First-In First-Out (FIFO) and Kanban
- Safety regulations while operating the forklift and response to emergencies e.g., fire

Warehouse picker

- Understanding of the various types of goods being put-away or binned and handled
- Knowledge on various kinds of packing for items according to their type
- Application of various put-away/binning techniques that can be used according to the types of items and volume of items
- Usage of stock recording methods/procedures
- Handling of the different equipment for putting away or binning goods, such as picking trolley, hand pallet trucks

Courier sorter

- Know-how of the critical elements of each step in the courier process from pick-up to delivery
- Awareness of the nature, value and time-based sensitivities of the mail items handled
- Implications of poorly sorted items/slow rate of sorting
- Importance of identifying possible errors that can be made in the process
- Risk and impact of not following defined procedures/work instructions

2. Middle Level(Inventory controller, transport scheduler, import / export officer, shift supervisor, logistic supervisor, warehouse supervisor, IT Officer)

General Skills Required

- Knowledge on transformation from analogue to digital business model —services in digital communications and analytic capabilities
- IT/Data and analytic skills
- Communication skills
- Domain Skills
- Interpersonal Skills
- Leadership Skills
- Non-technical

Supervisors

- Ensure efficient arrangement of goods in the vehicle, quick turn around of vehicles
- Ensure safety of the goods that are loaded/transported
- This role is inexistent in most small logistics companies in the unorganised sector. Organised sector, the labour pool is often semi-illiterate.

3. **Top Level**(Warehouse manager, operations manager, purchasing manager, supply chain manager, inventory analyst, contract manager, import/export manager)

General skills required

- Technical Skills
- Non-Technical Skills
- Communication Skills
- Understanding the technology and adaptation to newer technologies
- Identifying newer techniques
- Analytical skills
- Managerial skills
- Interpersonal skills
- Leadership skills
- Domain skills

Managers-EXIM, Admin, HR ,Transport Management, Key Accounts Management

- Possess strong operational and managerial skills
- They manage teams of workers and deal with personal issues, such as the recruitment, training and discipline.
- They ensure that workplace health and safety requirements and productivity targets are met and maintain computerised administration and automated systems.
- Skills relating to familiarity with various transport formats and intricacies, warehouse formats, modern equipments, new technologies and industry specific safety and security practices
- Skills relating to customer relationship and managing the accounts handled by them.
- Skills relating to marketing and understanding the market

Warehouse Managers

- Possess strong operational and managerial skills

- Warehouse managers ensure the safe receipt, storage, retrieval and timely dispatch of goods
- Responsible for the arrangement, storage standards and safety of goods within the warehouse.
- They manage teams of workers and deal with personnel issues, such as the recruitment, training and discipline.
- They ensure that workplace health and safety requirements and productivity targets are met and maintain computerized administration and automated storage and retrieval systems.
- Some additional responsibilities may include managers to oversee picking, packing and distribution activity.
- Skills relating to familiarity with warehouse formats, modern equipments, new technologies and industry specific safety and security practices

IT AND ITES (IT enabled services)

IT -Delivery

Software Engineer

- Ability to think logically/analytically as derived from educational background (and demonstrated by academic track record)
- Basic programming skills – proficiency in at least one language/platform (say, Java or .Net framework)
- Adequate communication skills
- Ability to think beyond ‘Programming’ and acclimatize .with concept of Software engineering

Project Leads and Module Leads

- Competency in a few technology areas, programming languages/platform, or domain – deep expertise required either in technology or domain or both
- Ability to understand the basics of software architecture – databases, platforms, hardware, servers, etc.
- Understanding of business functionality resident in the software .Ability to understand customer needs
- Ability to translate the Functional Specifications to Design and System Specifications
- Software professionals / domain experts with relevant experience (5 to 8 years)

Project Managers

- Deep domain knowledge
- Adequate technical knowledge
- Ability to interface with customer and on-site teams
- Team management skills
- Knowledge of process and quality compliance

Business/Group Heads

- Ability to maintain profitability of business
- Adequate client management skills
- Escalation management skills
- Ability to plan, set business targets, chart out recruitment and staffing plan
- Flair for ‘deal making’ and clinching deals with customers
- Ability to negotiate with customer

Pre sales and business Analytics

Business Analysts

- Basic understanding of software engineering concepts – technology aspects of project team .A keen understanding of business functionality of software/module/project
- Ability to capture customer requirements and translate the same to the development
- Ability to capture learning from one project/process and apply the same in other projects .Knowledge of process requirements
- Knowledge of use case tools – UML, Rational Rose, etc.
- Ability to write RfI/RfP/RfQ documents and make proposals of good quality.
- Ability to make pre-sales pitches/presentations
- Ability to formulate Functional Specification Documents.

Product Developers and Analysts

- Deep industry knowledge
- In-depth domain knowledge
- Ability to ‘abstract’ learning in an industry or specific process flow to other industry groups or processes
- Ability to incorporate the required degree of ‘flexibility’ in design
- Ability to maintain product specific system documentation
- Ability to plan major releases over a long term (spanning a few years) .Knowledge and ability to track changing market regulations impacting the product (changing tax regimes/VAT rates, etc

IT Enabled Services

BPO/KPO

BPO

1.Executives (Voice based)

Functional skills

- Ability to handle enquiries
- Computer/key board skills
- Attention to details Basic process knowledge and ability to provided technical support
- Ability to meet turn around time requirements

Soft skills

- Adequate communication skills
- Active listening skills
- Ability to understand accents
- Ability to empathise with customers
- Aptitude to undertake repetitive work

2.Executives (non voice)

Functional skills:

Asish Sunny, Twinkle Malhan, Srishti Nasa
Young India Fellows, Class of 2018

- Strong analytical skills
- Ability to comply with process
- Ensuring faster turnaround time
- Ability to use tools
- Basic business/process understanding

Soft skills

- Good communication (spoken, written) skills
- High level of perseverance
- High energy level, Emotional intelligence
- Aptitude for repetitive work
- Integrity

3. Team Lead

Functional skills

- Understanding of process and the nuances of the Statement of Work (SoW), especially on issues related to quality
- Ability to plan, control and monitor activities
- Understanding of best practices with regard to quality management and Information Security

Soft skills

- Team management skills
- Motivating the team
- Understanding and managing customers expectations

Process Manager

Functional skills

- High level understanding of key outsourced business processes
- Ability to plan, control and monitor activities
- Understanding of best practices with regard to quality management and Information security
- Understanding of client requirements
- Migration of outsourced processes
- Time, cost and quality consciousness.

Soft skills

- Team management skills
- Motivating the team
- Understanding and managing customers expectations.

KPO

Executives

- Adequate domain and technical knowledge of field of graduation/specialization
- Adequate communication skills – especially report writing skills
- Aptitude for knowledge intensive work
- Adequate process knowledge
- Adherence to timelines

Domain Specialists and Team Leads

- Adequate domain knowledge
- Ability to manage teams
- Adequate review
- Ability to plan, schedule, allocate work, compliance with quality and security processes

LEATHER AND LEATHER GOODS

Operators, cutters, stitchers, skivers, finishers

- Ability to understand variations and take corrective actions
- An extensive understanding and knowledge on how to handle machines and troubleshoot
Ability to understand and adapt to new production processes and technologies
- Critical component of the role is to position leather/non-leather for cutting/stitching the right part together/finishing of leather with appropriate levels of accuracy to ensure good number and quality of pieces, reducing wastage and providing higher accuracy.
- Awareness in hygiene and usage of safety equipment's before handling chemicals and the products

Designers

- Thorough understanding of the organisation's production processes
- Strong knowledge of market trends and new technologies in the sector
- Ability to design products based on customers' core and secondary requirements
- Strong knowledge and understanding of varying national and international standards Fashion designers must possess knowledge of fashion illustration, styling, global design trends (as per seasons) and consumer types, garment construction, application of computer-aided designs in patterns and different types of fabrics and their usage
- Patternmakers/computer-aided designers require skills in preparing advanced industrial flat patterns and cutting techniques
- Efficient in using computer-aided design software

Quality Controllers

- Knowledge of quality control processes, inspection systems, defects and remedies in products
- Managerial capabilities to maintain work ethics and social compliance

Supervisors

- Knowledge of the production process of in their respective department (tannery, finishing, footwear making, apparel making and leather goods making)
- Awareness on the leather technology being used, its capacity and productivity
- Ability to understand and adapt new production processes and technologies
Experience in identifying and rectifying defects in

products Production in charge

- Ability to plan work and manage people
- A strong knowledge of the organisation's production process
- Ability to handle and manage contingencies
- Knowledge and experience requirements:

- Raw material management —purchase, utilisation and inventory to ensure availability
- Financial management
- Cost control
- Production and productivity
- Quality control
- Energy management
- Personnel management

Merchandisers

- Strong verbal communication skills
- Ability to handle customers and appropriately answer their queries
- Deep understanding of the organisation's production process and the ability to control its execution
- Thorough knowledge on market trends and new technologies in the sector
- Knowledge of quality standards, pricing, distribution channels and trade models
- Awareness on product specifications, properties of fabric, labelling and packaging
- Ability to handle logistics, export marketing, retail management, supply chain systems and inventories
- Ability to plan and execute orders as per clients' requirements
- Negotiation skills
- Management of database of buyers and clients

AGRICULTURE AND RELATED SECTORS

Non- Horticulture:

The most critical roles in the various agricultural sectors:

1. Bee-Keeping: It involves the following skills:
 - Carrying out bee-keeping operation - understanding bee biology, behaviour and harvesting
 - Maintaining bee health by preventing diseases, and control parasitic mines
 - Processing of products
 - Operating bee equipment, by extracting honey and wax and maintain the hive equipment
 - Planning the winter and spring season
 - Knowledge of the basic emergency and first aid procedures
2. Hatchery production worker – fishery
 - Knowledge of the tools and equipment used in hatchery farming and the latest technology
 - Produce the post larval in hatcheries after producing seed in reproduction and maturation stage,
 - Manage final grow-out stage of shrimp farming, considering labour and capital as major factors
 - Knowledge of basic arithmetic skills
3. Hatchery in-charge – poultry
 - Receive and grade eggs

- Manage incubation practice
 - Grade and pack chicks
 - Estimate and organizes required resources
 - Maintain equipment and environment for hatching chicks according to market's standards
 - Manage sanitation of the Hatchery Unit
 - Knowledge of basic Arithmetic skills
4. Shrimp farmer
 - Purchase seeds from hatcheries and deciding the type of species to harvest,
 - Constructs a pond and harvest the shrimp by giving it a healthy feed and maintaining quality to sell in the market
 5. Marine catcher fisherman
 - Choosing the appropriate crafts and methods, to catch fish and marine life
 6. Broiler poultry farm supervisor
 - Estimate and organize required supplies & resources for the poultry farm
 - Monitor and direct workers to maintain equipment; building; environment for raising broiler chicks according to market's standards
 - Maintain Health & Safety of farm Workers
 - Health Management of chicks
 7. Broiler poultry farm worker
 - Prepare the poultry farm for placement of chicks, carry out their feed; water; litter; brooding and health management to raise broiler chicks according to market's standards
 8. Seri culturist
 - Cultivate plantation for feed
 - Rear the silkworm on leaves from larval stage to cocoon stage for extraction of raw silk fibres from them
 9. Dairy Worker
 - Care, feed and milk livestock on the dairy farm
 - Construct and maintain shed for cattle
 - Ensure safe and clean dairy farm
 10. Dairy farmer/entrepreneur
 - Takes decisions on the viability and sustainability of a dairy farm
 - Ensure proper care of animals, their health and productivity
 - Marketing of produced milk

Horticulture

1. Cultivators
 - Procure Seeds
 - Cultivate and harvest the crop at farm level
 - Sale of produce in the Market
2. Quality seed grower

- Cultivation of seeds to produce foundation seeds
 - Use foundation seeds to produce multiplication seeds of crops (by undertaking recommended practices and methods)
3. Seed processing worker
 - Cleaning seeds of extraneous and undesirable materials
 - Takes samples for testing
 - Drying seeds to optimum moisture levels
 - Treatment, packaging and stores them in appropriate manner for distribution
 4. Paddy farmer & Banana farmer
 - Cultivation as per the practices recommended for a particular agro-climatic zone, type of soil, rainfall pattern, and climatic conditions to achieve the yields as per the genetic potential of a given variety and
 - Sell the produce as per competitive market prices
 5. Gardener
 - Beautification of built environment
 - Making Compost
 - Knowledge of Planting Techniques
 - Knowledge of Irrigation Techniques
 - Pest Management
 - Post-Harvest Plan
 6. Floriculturist (protected cultivation)
 - Flower crop cultivation in green houses
 - Preparatory Cultivation
 - Harvest & Post harvest Management
 - Health & Safety at the workplace
 7. Floriculturist (open cultivation)
 - Flower crop cultivation in open fields
 - Pre- cultivation Operations
 - Knowledge of Cultivation Operations
 - Harvest and Post-Harvest Management
 - Health & Safety at Workplace
 8. Coffee & Tea plantation worker
 - Seed Preparation
 - Land Preparation and Transplanting
 - Integrated Nutrient Management
 - Integrated Pest and Disease Management
 - Knowledge of Irrigation techniques
 - Harvest & Post harvest Management
 - Carry out ground level activity involved in a tea/coffee plantation right from nursery preparation to harvesting and storage

Animal Husbandry

A) Poultry

1. Farm Supervisor

- Most of the job roles for this sub segment are field based with Farm Supervisor and Farm Assistant comprising the bulk of the jobs. Feed Procurement
- These roles require knowledge of tasks such as maintaining the livestock, monitor their health and ensure the dietary supplements are fulfilled Veterinary Doctors
- Regular check up on health and treatment

1. Milk Collection Agent

- Should be habituated in working on schedule. Delays will spoil the milk. The milk procurement team should be able to handle concerns and gain the trust of milk producers
- Experienced procurement personnel with good communication are rare to find, since a majority of them are from rural areas and have poor communication skills
- Knowledge of breeding via vivo fertilization Bulk Milk Chiller Operator
- Knowledge of defrosting process and capacity management for cold storage facility
- Knowledge of refrigeration process
- Operation of DG sets

Others

1. Tractor operator

- Maintain vehicle in working condition, takes up basic repair wherever feasible.
- Take up agriculture activities as per the needs of the farmers
- Familiarity with daily checks, ballasting process
- Knowledge of land preparation requirement and land opening
- Checking and maintenance of liquid and lubrication points, tyre pressure, belts and hoses, brake and clutch and electrical systems and gauges
- Familiarity with gear and engine speed selection

2. Micro irrigation technician

- Installation, testing, commissioning of micro irrigation system to ensure uninterrupted supply of water at field level and increase in the yield of the crop
- Identify/familiarize with different types of greenhouse
- Undertake installation of greenhouse structure
- Health & Safety at the workplace

3. Greenhouse fitter

- Installation of greenhouse structure as per structural layout and bill of materials

4. Agriculture extension service provider

- Guide and demonstrate on latest technologies related to agriculture.
- Work with other experts in agriculture to learn more or even develop new methods that could advance production

5. Harvesting machine operator

- Set up the harvesting machine for day's work by conducting prestart procedures, operate the machine to harvest the crop, perform machine shut down procedure, day-to-day maintenance

- Take up basic repair of the harvesting machine to keep it operational during critical harvest time
6. Supply chain field assistant
- Manage the flow of goods and ensures continuity of supply by identifying the needs right from procurement, packing and transporting the goods to ensuring all requisites carried out for fresh quality of stock maintained till it reaches the buyer Warehouse worker
 - Receive, sort and store the agricultural produce
 - Keep records and assist in documenting
 - Organize transportation of goods stored to customer locations.
 - Ensure quality and safety of agriculture produce storage in the warehouse
7. Agriculture extension executive
- Working with R&D team in agriculture industries (including seed, fertilizer, pesticides, and micro irrigation industries) to satisfy the farmer needs.
 - Understand and market the technology to be transferred to farmers by way of demonstrations and training.
 - Coordinate and motivate the farmers to adapt to modern methods for good returns
8. Agriculture field officer
- Loan products of the financial institution to prospective farmers, visit their areas to pre-assess their credibility and reliability,
 - Disburse the amount, supervise and follow up for recovery of the loan amount

Crop Scientist

- Production Seed Officer
- Marketing Field Executive
Marketing this this sub segment is very crucial for the business
-75% of the farmers still use uncertified seeds, hence there is a huge scope for growth in this market
 - Marketing Field Executive
 - Production Workman
 - Workman form the core team responsible for production
 - ITI qualified, they undergo apprenticeship for training before working in the production plant
 - Technical Engineer
 - Servicing Technician
 - Salesmen
 - Workshop Supervisor
 - For the Manufacturing function, minimum qualification is a Diploma holder.
 - Potential areas of skill building are in the roles of technicians and salesmen. They are a crucial role since they act as ambassadors for the company by providing right advice to the farmers (buyers) for the right model of tractors

AUTOMOBILE SECTOR

- A. Fitter/ assembler (OEM and auto component)

A fitter should have basic knowledge of the work he is involved in. A fitter is also expected to be literate and follow shop-floor instructions. He should be able to handle basic machines and do basic diagnosis of machines. The ability to grasp the importance of time, material and quality is required. The person should be able to complete the tasks allocated to him with desired level of quality specifications. The fitter should be able to detect and highlight any variations in the production process or raw materials. The person should be able to follow standard operating procedures (SOP)

A fitter often lacks

- knowledge of the process he is performing
- is unable to identify mistakes
- lack of discipline in work and nonconformity to standard operating procedures
- lack of clarity of usage and functionality of components he is producing

B. Welder (OEM and auto component)

A welder should have good knowledge of various metals and their welding techniques. The person should have good skill and practice to ensure good welding finish with the required quality. A steady hand is required in some jobs. Other key requirements for the job involve selection of correct welding technique with setting up of correct temperature and other parameters according to the job in hand. Being able to follow the SOP and work safely in the shop-floor, is also imperative.

A welder often lacks

- the ability to choose correct welding techniques and to produce the required strength and finish in the joints
- understanding of safety procedures

C. Quality checker (OEM and auto component)

The quality checker should have good knowledge of various production techniques. The person is also expected to know and identify all common non conformities from the design. The person should be able to gauge whether the deviation would have any effect on the quality or performance of the vehicle and highlight to the supervisors if needed. The person should also be able to take measurements and draw various quality control charts and have a basic idea of quality tools, such as Kaizen, TQM etc.

Key issues

- Inadequate knowledge about production processes and types of defects
- Most of the quality checkers still heavily depend on visual inspection and are unable to implement statistical tools to avoid the defects.

D. Supervisor (OEM and auto component)

A supervisor should have good knowledge of all the production techniques employed in the plant. The person should also have good idea of the product/part which is being produced in his line and its use and functionality in the automobile. The person should be able to allocate resource, including man and material optimally and be able to handle resolve conflicts among operators. A supervisor should be capable of ensuring that the daily production targets are met along with quality conformation. A supervisor is expected to understand quality tools, such as six sigma, Kaizen and is expected to suggest improvements.

Key issues

- Inability to enforce discipline among workmen
- many times a supervisor is found incapable of resolving conflicts among operators and balance work among them.
- Lack of technical knowledge is another key problem
- insufficient business acumen and ability to find out the root cause of defects are other skill gaps pertaining to this role.

E. Maintenance personnel (OEM and auto component)

A maintenance personnel should have in-depth knowledge of the machine and its working. The person should be able to identify the root cause of the breakdown quickly and take necessary actions to reduce the downtime. The person should be able to perform preventive maintenance activities and ensure that the machine runtime is not lost. As the activities, which are performed, are not as repetitive as that of a production workman, thus, they are expected to be more careful about safety and strictly adhere to the Standard Operating Procedures (SOPs)

Key issues

- Lack of in-depth knowledge of working of machines
- Documentation of changes in machines is rarely done, which hampers the troubleshooting of the machines.
- Following safe maintenance procedures while working with electrical breakdown is rare.
- Insufficient knowledge of best practices, such as lockout/tagout before entering the machine for maintenance purposes.

F. Painters (OEM and auto component)

The painter should be able to understand the type of finish needed and select the processes required to get the correct finish. The person should have in-depth knowledge and skills in spray painting and use of spraying equipment. Proficiency in sanding, filling, chiseling and refinishing is expected from a person employed for this role.

Key issues

- Inadequate knowledge of the correct usage of equipment, the temperature needed for drying the paint and the mix of paint is a concern.
- Lack of perfection results in dripping down of paint or rusting.
- Use of personal protection equipment is also not seen in second and third tier manufacturers.
- Automation would see reduced job increase of painters in OEM and tier-I auto component manufacturers.

G. Module designer (Auto OEM)

A module designer is a skilled designer who is expected to have expertise in using design softwares, such as AutoCad, CATIA, ProE etc. The person should be able to understand the changes in design implications and should be able to integrate the module designs provided by tier-I suppliers. The person is expected to have an in-depth knowledge of manufacturing and assembly processes so that the design is easy to implement and economical to produce. The person should have the basic knowledge of FMEA, DOE etc.

Key issues

- Lack of highly skilled employees adept at handling more than 2 design software.

- They lack knowledge about manufacturing processes which results in designs that are tough or uneconomical to manufacture.
- Parts start to fowl in running vehicles if the designing is not done with precision.
- Proper documentation of design changes are not done by most of the employees.

H. Junior designers (Auto OEM)

A Junior Designer is an entry-level design role and the person is expected to design or modify a part of the module. The person should have knowledge of design software, such as AutoCAD, ProE, CATIA etc. and be able to gauge the impact of tolerances and design on the functionality of the product. An expertise in reading engineering drawing and the ability to perform Finite Element Analysis and Failure Mode and Effect Analysis are required.

Key issues

- Availability of manpower who have significant knowledge in design software is a concern.
- lack of understanding of production system results in designs that are difficult to manufacture.
- A junior designer is required to work in this role for some time to develop a good understanding of the requirements of the product.

I. Vendor development (Auto OEM)

The staff in vendor development should be able to work with vendors to ensure timely availability of materials in plant. This involves clear communication of product specifications and good negotiation skills to ensure best deal in terms of cost, quality and time. Technical knowledge of products and manufacturing is also needed.

Key issues

- Technical knowledge of products and their manufacturing is a concern in this role.
- Knowledge related to taxation and other commercial norms is also a key issue in this field.
- Inadequate knowledge to gauge financial and technical capability of tier-III component manufacturers is a concern.

J. Sales and marketing (Auto OEM)

A Sales and Marketing employee should be able to identify customer preferences and convey it to new product designers. They should be able to engage with various channel partners to ensure good sales of the product. The ability to understand regional requirements and technical knowhow of vehicles is required. The person should be able to maintain good relationship with dealers and take necessary steps for expansion of business.

Key issues

- Lack of knowledge of customers in a particular locality results in spending the marketing budget towards targeting the wrong customer segment is a concern.
- Inadequate forecasting accuracy results in inventory buildup at the dealer end. Old vehicles are sold at significantly less margin.
- Non-availability of vehicles is also a concern as they are unable to provide in-depth insights about future demand of its variants.

K. Spares/ service (Auto OEM)

A Service Manager should have good knowledge of vehicles and its components. The person should be able to identify the root cause of problems. The person should be able to ensure good service from service centres and spares availability. Further, the ability to handle irritated customers, in case the vehicle is facing frequent issues, is imperative. Knowledge of warranty procedures is also required.

Key issues

- Employees lack technical knowledge to handle the difficult service issues, which get escalated to the service manager.
- Inadequate capability of handling and ensuring quality service in multiple service centres spread across the region, is also observed.
- The lack of ability to ensure that mechanics work according to the SOP and job cards is hampering the service quality levels even in authorised service centres.

L. Technical services (Auto OEM)

A Technical Services manager should have good knowledge of manufacturing processes. The person should be able to implement line balancing and provide process facility to the line manager. The person should be able to gauge the requirements of the production department and should be able to provide the process designs to implement multiple or all product designs in the available facility. Designs should be such that capital expenditure is minimised.

Key issues

- The lack of knowledge about the business implications of the investments is a concern in this role.
- The ability to prioritise capital investment projects is missing. Inadequate knowledge about the latest trends in process-line establishment and technical knowhow to integrate different process lines is a concern.
- Limited understanding of product design and production requirements results in non-incorporation of multiple product designs while finalising the process design.

M. Sales executive/ accessories executive

Good knowledge of the vehicle and understanding of customer requirements is necessary. The person should be able to easily connect with the customers and possess good selling skills. Knowledge of local language is very important. Understanding of value proposition of the vehicle and its USP will help in excelling in this field. Knowledge of accessories and understanding of target customers is useful.

Key issues

- The knowledge of new products and their variants brought by the competitors is limited.
- Inadequate knowledge of customer-value proposition and selling skills is a concern.
- Understanding the customer's requirements and proposing the correct product helps to improve the sales conversion ratio.

N. Customer sales manager

Customer sales manager, also known as senior sales executive should be able to lead sales executives. They should have an in-depth knowledge of vehicles and its USP. They should be able to place the product as a superior product in comparison to products offered by other OEMs. Knowledge about automotive finance, insurance and registration of vehicles is also required.

Key issues

- The lack of knowledge about multiple product lines offered and the key selling points, which differentiates OEM from its competitors, results in low performance.

O. Purchase facilitator

A purchase facilitator should have good relationship with RTO employees, insurance agents and automobile finance companies. They should be ensuring a smooth paperwork for customers to ensure that the customers coming till this stage don't back off. The employee should be able to check papers submitted by the employee to ensure quicker processing from the registration/insurance/finance office.

Key issues

- The ability to liaise with RTO employees and other persons to get fast approval is limited.
- Inadequate knowledge about proper filling of application results in delay and rejection of applications.

P. Dealership manager

The dealership manager should be able to supervise entire staff of the dealership. The person should be able to maintain good relationship with OEM employees to ensure timely availability of vehicles, spare parts and accessories. Making good relationship with high-profile customers, including institutional buyers, fleet owners is key for a person employed in this role. A long-term vision on the products, which will succeed and decision on local promotional activities has to be taken by the dealership manager.

Key issues

- Inadequate knowledge about inventory management and business aspects of running a service centre.
- The capability of managing a team is limited.
- Knowledge of how and where to do promotional activities is poor, which results in ineffective use of budget.

Q. Second hand vehicles valuator

The second-hand sales valuator should be able to inspect and test the vehicles to come up with a correct valuation. The ability to gauge the demand of a vehicle in second-hand market is key in this profession. Moreover, he should be able to know what repairs have to be done before the vehicle can be sold again.

Key issues

- Lack of gauging correct demand of a particular model in second-hand market is a concern.

- Inability to correctly gauge the price and demand of repaired components from an old car will fetch in market, is observed.

R. Second-hand sales executive

A second-hand sales executive should have good knowledge on a wide variety of products offered by different OEMs. The person should know about the pros and cons of the OEM and its brand. The person should be able to approach customers through leads generated by telecalling, showroom visit and put forward a good sales pitch. Good relationship with RTO and insurance personnel is required.

Key issues

- Limited ability to find a customer for the used car in highly dispersed market makes the role challenging.
- Inadequate capability to estimate the customer perceived value of a used car poses hindrance to effective sales.

S. Drivers

A test-driver in a used car dealership should have good knowledge of vehicles. The person should be able to help the valuator to come up with correct valuation. The person should have an eye for detail to identify defects in the automobile and should be able to detect the defects that are not easily visible with naked eye.

Key issues

- Drivers lack the ability to estimate the monetary impact of the defects in a used car.
- There is also lack of skilled people available for this profession.

T. Accessories/ electrical fitter

The accessories/electrical fitter should have good knowledge of working of an automobile. The person should be able to diagnose the problem to find the root cause and do fitment work. The ability to follow the steps in the job card is required for good fitment.

Key issues

- Lacks knowledge of various accessories is seen trending in market.
- Difficulty in identifying real parts from spurious parts is another concern, especially in local workshops.
- Lack in awareness about impact of quality reduction by usage of spurious parts is observed.

U. Body shop repair/denter

The denter's job role entails repairing of damaged metallic parts, such as repairing dents as a resultant of accident. The denter should be able to bring a good finish to the vehicle and should be adept in identifying the best way to remove dents in a vehicle with least paint chipping.

Key issues

- Denters may lack the ability to achieve perfection to the finish after removal of dents.
- The increase in the use of plastics/fibre parts have resulted in reducing the role of denters as most parts have to be replaced nowadays.

V. Engine/ Transmission technician

The engine/transmission technician is a senior mechanic who has extensive knowledge of automobile and its components. The role requires understanding the functionality of parts and its fitment. The engine technology is advancing fast with the enforcement of norms pertaining to pollution and fuel efficiency.

Key issues

- With the increase in engine electronics, special tools are required to diagnose the problems and the technician should be adept in handling these tools.
- the ability to follow job cards is key in this role.

W. Service centre manager

The service centre manager should be able to lead the team at service centre. The person should have indepth knowledge of vehicles and the service procedures. Knowledge of various warranty clauses is also expected if it an OEM authorised service centre. The onus of profitability of the service centre is on the manager. Apart from ensuring customer satisfaction, the manager needs to reduce variable costs, for example, by deciding whether a part needs replacement or repair.

- Lacks ability to maintain discipline among technicians resulting in poor service quality.
- They are found incapable of standardising and enforcing job cards.
- Failure of rising customer satisfaction standards and monitor their satisfaction results in them migrating to competitor workshops.

X. Spare parts operator/ helper

The spare parts operator should have a good knowledge about various spare parts and its usage. The person should be able to keep track of all tools in the workshop. Further, the person should be able to help the mechanics in their job.

- Lack of maintaining and forecasting inventory requirement is a concern.
- Lack of proper inventory results in delayed service to the customers.

Y. Painter

The painter should have expertise in application of paint on the vehicle. The painter should also be adept in other services, such as putting a rust coating or a Teflon coating. They should be very careful about the quality of the finish.

- Keeping the painting booth dust free is a concern.
- shortage of skilled painters adept in providing quality finish.

BUILDING, CONSTRUCTION AND REAL ESTATE

Project Managers

Project Management Skills

- Good understanding of nuances of multi industry complexities
- Aptitude, attitude, intellect to react in uncertain times Communication and people skills
- Problem solving skills
- Planning and risk management
- Technical skills and experience

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- Vision and focus on the end results
- Leadership & Motivation Skills

Key issues

- Lack of leadership, managerial, supervisory and project management skills
- Some experienced people suffer from linear thought process
- Greater need to inculcate a positive attitude
- Grooming second rung leaders on a continual basis

Site/Project Engineers

- Analytical, communication skills
- Project management skills like, planning, scheduling, engineering, designing, procurement & contracting, execution
- Understanding of Project Risks and legal issues
- Overall Project Knowledge
- Management of Workers, Communication, Coordination and Team Management skills
- Technical Skills (Domain Knowledge)
- Safety Management Skills, Preventive Maintenance Skills

Key issues

- Lack of desired technical knowledge
- Lack basic understanding of engineering
- Huge mismatch in knowledge imparted and industry needs
- Lack of specialization in areas such as planning, execution, quality, CAD and process control
- Lack of industry knowledge as also the broader economic trends
- Poor employable skills of graduates
- Communication and writing skills

Supervisors

Technical Skills (Domain Knowledge)

- Ability to show and teach the labors how to do things in the right way
- Planning Skills - Ability to Anticipate & Forecast Material, tools, manpower & Machinery needs
- Ability to read the drawings
- Make the materials schedule

Key issues

- Communicating with and managing workers to ensure maximum productivity is a skill not easily available in supervisors making skilled supervisors much sought after
- Formal training in technical skills lacking and not up to the level desired by the industry

Bar-Bender, Mason, Plumber, Painter, Welder, Equipment Operator

- Basic knowledge of construction engineering
- Trade Skill – e.g. Bar Bending, Formwork carpentry, plastering, painting, plumbing, etc.
- Coordination Skills with unskilled workmen
- Ability to work at heights Ability to comply with safety and quality measures
- Knowledge of machine operations and basic machine troubleshooting

- Ability to operate key equipment such as cranes, especially tower crane operations, and also mechanisms for loading and unloading of cranes
- Loading and unloading

Key issues

- Sub-optimal equipment utilization due to lack of knowledge on machine operation
- Understanding of quality control process
- Ability to manage productivity
- Equipment maintenance
- Financial management and safety procedures

ELECTRONICS AND IT HARDWARE

Assembly Supervisor

- Understanding of various work processes and assembly procedure for different products as developed by the engineering team
- Supervisor shall have understanding of organization's standards on maintenance of facilities and equipment
- Understanding of production planning processes and resources and training required for carrying out production activities
- Understanding of maintenance schedule for equipment and machines, importance of checking assembled product at various stages
- Awareness with factors that need to be considered to avoid disruption of normal process of operation
- Understanding of health and safety norms while carrying out mechanical assembly operations, handling electronic components
- Understanding of electronics of components such as diode, transformer, LED, transistor, capacitor, resistor, inductor, thermistor, ICs
- Should be able to read values of resistors, capacitors, diodes and integrated circuits with specific reference to color coding, polarity, orientation, tolerance

Field technician – AC/Washing machine/refrigerator

- Understanding of company's products and recurring problems reported in consumer appliances
- Good communication skills do engage with customers
- Understanding of various electronics involved in the type of appliance, models of different appliances and their common and distinguishing features
- Good interpersonal skills while handling field calls and dealing with customers
- Ability to read and explain relevant reference sheets, manuals and documents
- Ability to educate customers on precautions to be taken post repairs to avoid recurrence of problem and inform about contractual issues such as warranty, cost of service and module replacement

Through hole assembly operator

- Understanding of basic electronics and component identification, components and forming
- Ability to handle hand tools for manual assembly, lead forming tools, cutter, cutting machine, Through-hole insertion machine types and their functions and controls
- Understanding of basics of soldering and types of soldering such as dry and cold solder
- To know the regulation of operating speed and temperature of machine

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- Understanding of precautions related with electro-static discharge (ESD)
- To be able to work on multiple machines at a time, as instructed
- Ability to work as a team and deliver assembled PCBs to next work process on time

Set Top Box installer

- Understanding of spectrum utilization, optimum signal strength/ signal quality for good reception
- STB Installer shall be aware with functions of the set top box , televisions remote control and tuners
- Ability to understand reasons for frequently occurring faults, causes and solutions
- Structure of cable, parameters and the implications on signal
- safety standards and practices to be followed while using power connection, stair to climb, first aid
- Understanding of compatible products such as LCD/ LED TV, Projectors, PCs connectivity of STB via additional device/ PC
- Safety precautions to be followed while using set top box by customer
- to use hand tools such as lead tester, spanner, cutter, etc. and to operate machines/meters such as drilling machine, angle meter, satellite meter, etc

Masking Machine Operator

- Understanding of different types of capacitors and special safety precautions to be taken during the processing of capacitors
- Understanding of related SOPs, instructions and quality standards
- FIFO system of inventory control and handling of raw materials
- routine maintenance of machines and basic repairs
- 5S standards (sorting, setting, standardize, sustain, shining) + safety, security
- Ability to understand and sort-out commonly occurring machine and component defects
- Ability to troubleshoot and rectify when capacitor gets stuck in the masking machine
- Understanding of process and documentation

Production Manager

- Understanding of key manufacturing process, ROI, planning and control mechanism
- Identification and planning of resources necessary in the manufacturing with respect to manufacturing facility , test equipment, competent manpower etc.
- Understanding of best practices and analysis and review of the manufacturing process in terms of technology, capacity & efficiency from time to time.
- Ability to understand existing process and propose next level of improvement
- Coordination with procurement and supply chain team for timely availability of raw material
- Understanding of production, planning and control process

BANKING AND OTHER FINANCIAL SERVICES

Entry Level (Clerk, Probationary Officer, Business Correspondent)

Clerk

- Transaction processing
- Single Window Operator doing all types of retail banking transactions in a bank branch
- Probationary Officer/ Assistant Manager (Scale 1/2)

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- Acts in the capacity of branch manager for small branches
- Authorizes transactions in retail banking
- First level credit appraisal

Business Correspondents (BCs)

- Spread awareness related to banking and bank's products
- Assist banks in business generation activities
- Carry out regular transactions for customers on behalf of banks

MIDDLE LEVEL (Branch Credit Manager, SME Officer)

BRANCH CREDIT MANAGER (Scale 3/4/5)

- Evaluates, authorizes, and recommends approval of loan applications for retail and corporate customers
- Compiles the loan application file
- Performs preliminary checks
- Approves loans
- Submits recommendations for loans further, if required

SME Officer

- Handles, maintains and builds relationships with SME customers
- Support customers with performing transactions, processing applications, monitoring accounts and advising customers

INSURANCE Entry Level (Life Insurance Agent, Sales Manager)

LIFE INSURANCE AGENTS

- Solicits and procures life insurance business
- Provides service to policyholders throughout the lifespan of the policy

SALES MANAGER

- Responsible for soliciting new business
- Assesses customers' requirements and suggests suitable products

MIDDLE LEVEL (Agency Manager, Zonal Manager)

AGENCY MANAGER

- Responsible for managing a number of insurance agents
- Derives insurance business through agents
- Engages new agents

ZONAL MANAGER

- Trains and motivates sales officers to generate business

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- Penetrates into new geographic areas to generate new business

OTHER FINANCIAL INTERMEDIARIES

ENTRY LEVEL (Mutual Fund Agent, Independent Financial Advisor)

Mutual Fund Agent

- Offers mutual funds to prospective investors
- Maintains records of customers' investments
- Conducts regular market research to advise customers
- Independent Financial Advisor
- Provides clients with advice on financial matters making recommendations on suitable investment avenues
- Researches and stays up-to-date on new financial products
- Provides service throughout the lifecycle of the product

MIDDLE LEVEL (Equity Dealer)

EQUITY DEALER

- Buys and sells investment and financial instruments on behalf of clients
- Provides market insights and investment advice to potential and existing clients

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IMPACT ASSESMENT

NSDC Training Centre

Abstract

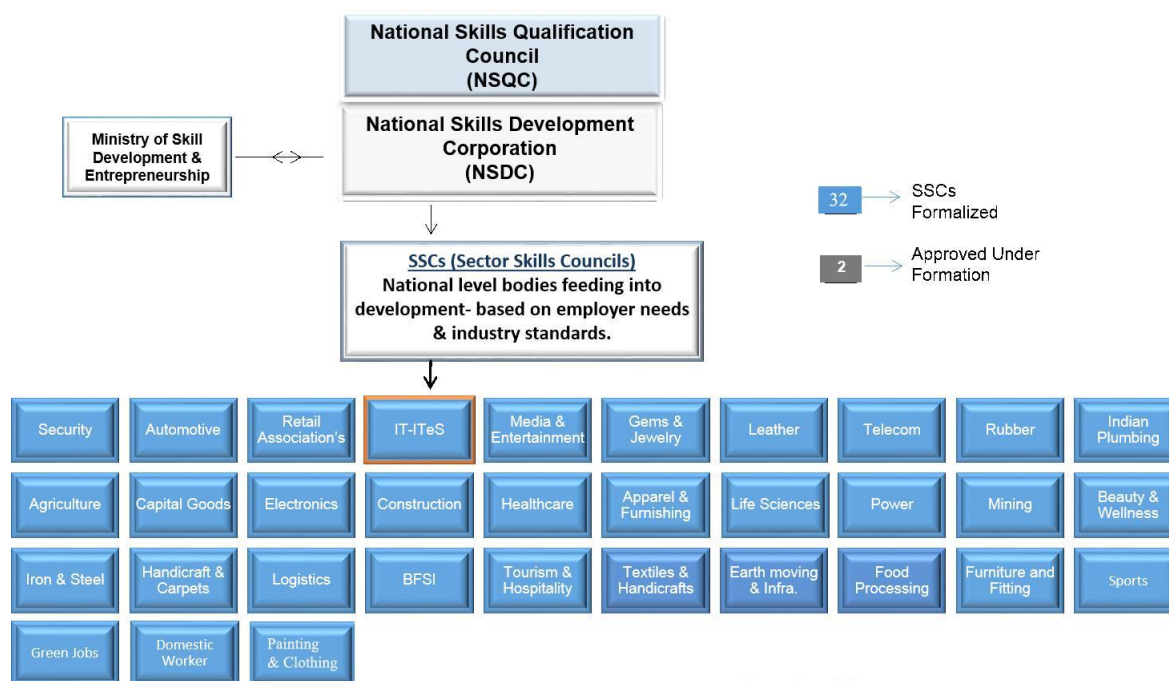
The below report assesses the feasibility of National Skill Development Corporation's flagship Training Program in Government Model Sanskriti Senior Secondary School, Gurugram implemented as part of PMKVY

TWINKLE MALHAN, SRISHTI NASA, ASISH SUNNY

OVERVIEW

National Skill Development Corporation India (NSDC) is a not-for-profit company set up by the Ministry of Finance, under Section 25 of the Companies Act, 1956 corresponding to Section 8 of the Companies Act, 2013. It aims to promote skill development by catalysing creation of large, quality and for-profit vocational institutions. Further, NSDC provides funding to build scalable and profitable vocational training initiatives. Its mandate is also to enable a support system which focuses on quality assurance, information systems and train-the-trainer academies either directly or through partnerships. NSDC acts as a catalyst in skill development by providing funding to enterprises, companies and organisations that provide skill training. It also develops appropriate models to enhance, support and coordinate private sector initiatives. The differentiated focus on 21 sectors under NSDC's purview and its understanding of their viability will make every sector attractive to private investment.

FRAMEWORK



Skill coverage under PMKVY

Sr. No.	Industry / Skill Council	Number of Courses / Job Roles
1	Agriculture	10
2	Apparel, Madeups & Home Furnishing	9
3	Automotive	10
4	Beauty and Wellness	7
5	BFSI (Banking, Financial Services & Insurance)	6
6	Capital Goods	6
7	Construction	7
8	Domestic Workers	4
9	Earthmoving & Infrastructure Building	10
10	Electronics & Hardware	9
11	Food Processing	5
12	Furniture and Fitting	2
13	Gems and Jewellery	9
14	Green Jobs	5
15	Handicrafts	8
16	Healthcare	8
17	Iron and Steel	9
18	IT and ITES	6
19	Leather	6
20	Life Science	5
21	Logistics	8
22	Media and Entertainment	8
23	Mining	9
24	Paints & Coatings	1
25	People with Disability	3
26	Plumbing	3
27	Power Industry	6
28	Retail	3
29	Rubber	9
30	Security Services	1
31	Sports	3
32	Telecom	10
33	Textiles & Handloom	7
34	Tourism & Hospitality	9
TOTAL		221

TARGET SITE

- Government Model Sanskriti Senior Secondary School, Sushant Lok, Sector 43, Gurgaon

(site of launch of PMKVY in government schools inaugurated by Dr. Kapil Sibal, then Minister of Human Resource Development)

- Inception of programme in 2011

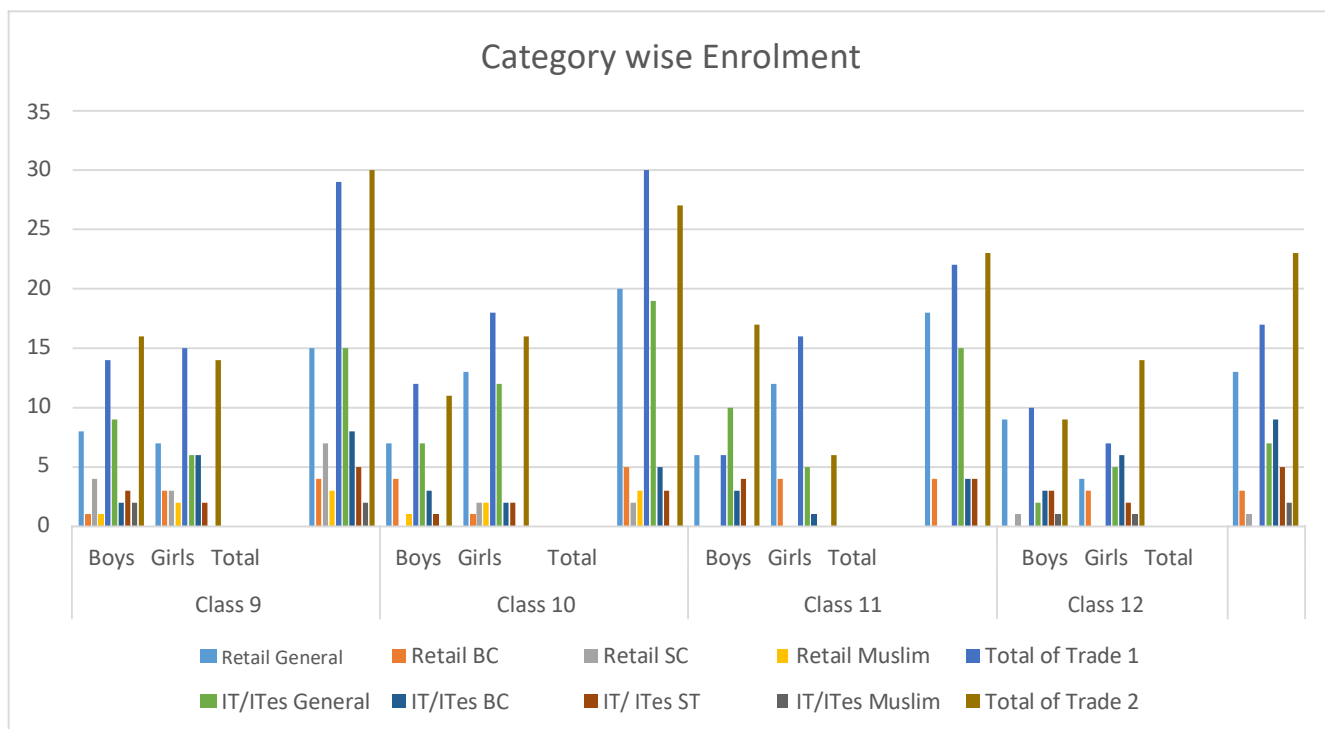


Number of courses offered at the site: 2

- IT and ITes
- Retail

SKILL SPECIFIC ENROLMENT DATA

Type of trade	Category	Class 9			Class 10			Class 11			Class 12		
		Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Total
Retail	General	8	7	15	7	13	20	6	12	18	9	4	13
	BC	1	3	4	4	1	5	0	4	4	0	3	3
	SC	4	3	7	0	2	2	0	0	0	1	0	1
	Muslim	1	2	3	1	2	3	0	0	0	0	0	0
Total of Trade 1		14	15	29	12	18	30	6	16	22	10	7	17
IT/ITes	General	9	6	15	7	12	19	10	5	15	2	5	7
	BC	2	6	8	3	2	5	3	1	4	3	6	9
	ST	3	2	5	1	2	3	4	0	4	3	2	5
	Muslim	2	0	2	0	0	0	0	0	0	1	1	2
Total of Trade 2		16	14	30	11	16	27	17	6	23	9	14	23
	Grand Total	30	29	59	23	34	57	23	22	45	19	21	40



TRAINING PARTNERS

Trainers are professionals who have to undergo an exam followed by interview to be hired by the school. They are hired on a contractual basis and their contract is renewed every 2 years. Training Partners are further trained by **SCERT (School Council for Education, Research and Training), Gurgaon**.

Trainer Data

Trade	Number of trainers	Gender (F:M)
IT and ITes	2	2:0
Retail	2	0:2

Names of trainers: Ms. Reema (IT and ITes), Ms. Gunita (IT and ITes), Mr. Sanjeev (Retail), Mr. Naveen (Retail)

Trainer Remuneration: Rs 18,000- Rs 25,000

Nature of work: Contractual

Hiring channel: External Agency outsourced by Government

External Agency: Retail: IIFS, Empower Pragati IT/ITes: Centum Learning Ltd, CWSC Ltd

Trainer Point of Contact: Ms. Reena

Trainer Complaints:

- Dissatisfaction owing to heavy workload despite contractual nature of work
- Sometimes, salaries get delayed by months

GMSSS S, Sushant Lok, Sector-43 (5520)	Gunita, Reena	IT/ITes	Yes	16+14	Yes	11+16	Yes	17+6	Yes	9+14
-do-	Sanjeev, Naveen	Retail	Yes	14+15	Yes	12+18	Yes	6+16	Yes	10+7

Name of School	Name of Skill-1 introduced in 2012-13 year	No. of students (session 2016-17)				No. of students passed in general exams against sr. no. 5	No. of students passed in general exams against serial no. 6
		Level	Appeared	Pass	Fail		
1	2	3	4	5	6	7	8
Government Model Sanskriti Senior Secondary School, Sector 43, Gurugram	Retail	I	30	30	NIL	29	NIL
		II	26	25	NIL	24	NIL
		III	21	21	NIL	17	NIL
		IV	20	20	NIL	20	NIL

CLOSING

The centre is among the best performing schools of Gurugram district and boasts of 100% pass record. The placement opportunities are also decent owing to association with professional VTs who manage to get companies on board for placements. However, there are some key issues that need to be addressed:

1. Students not taking up jobs or leaving them soon after joining due to low salary offerings
2. Dissatisfaction on part of VTs who are made to take up responsibilities of regular teaching staff despite being contractual staff and being offered much lower salaries
3. Hassles in renewing contracts of VTs

GLOSSARY

VT: Vocational Trainer

GMSSSS: Government Model Sanskriti Senior Secondary School

IT: Information Technology

ITes: IT enabled services

Level 1: class IX

Level 2: Class X

Level 3: Class XII

Level 4: Class XII

B: Boys

G: Girls

i

ⁱREFERENCESⁱ

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