



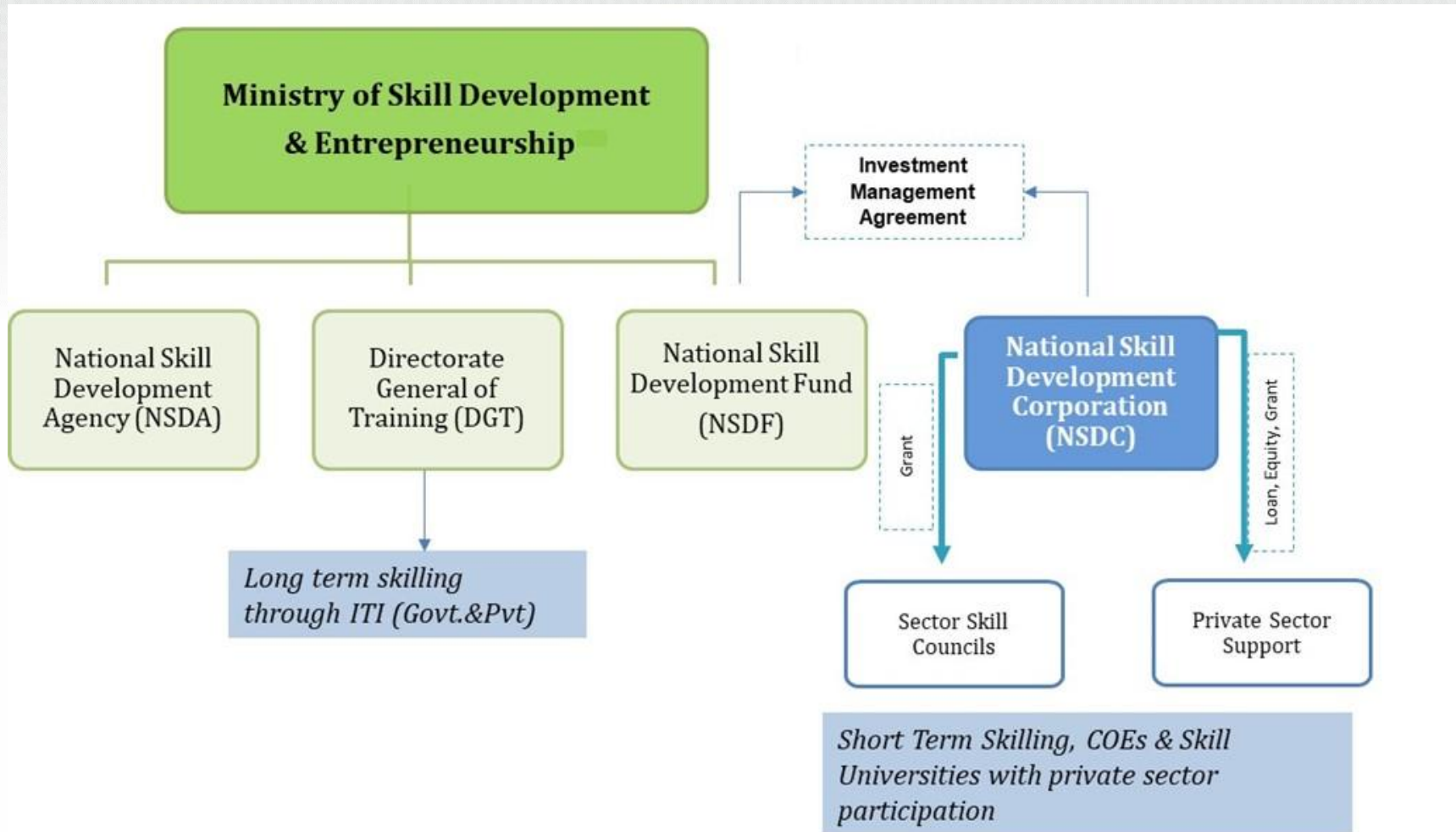
Skill India
कौशल भारत - कुशल भारत

Enhancing Outreach using Community Radios

By Ministry of Skill Development & Entrepreneurship



Skills Ecosystem of India



Skilling India: The Challenge

Inadequate VET capacity

- ❖ Issues about quality & employability of VET graduates

Skills not aspirational

- ❖ Social, cultural & historical factors
- ❖ Skill wage premium absent?

Michael Spence-signal value of education? / Is it George Akerlof at work?

- ❖ Lack of educational pathways?

Sub-optimal mobilization of students and trainees at the community level

leading to low enrollment in most training centers

Low Female Labour Force Participation

MSDE's Key Role in Large Scale Skill Development Programs

Pradhan Mantri Kaushal Vikas Yojana

INR 12,000 Crore scheme to impart training to 1 crore candidates till FY2020

Pradhan Mantri Kaushal Kendra

614 Centers established, covering 717 districts, with capacity to train 6 lakhs candidates

National Entrepreneurship Awards

To felicitate outstanding young first generation entrepreneurs

National Apprenticeship Promotion Scheme

INR 10, 000 Crore to Engage 50 Lakh Apprentices



सत्यमेव जयते
MINISTRY OF SKILL DEVELOPMENT &
ENTREPRENEURSHIP
GOVERNMENT OF INDIA

Counselling/Placement drives Programmes such as Rozgar Melas, Skill Saathi and Kauhsal Mela

International Training Centers ,
TITP

ITI's system

Around 14457 Nos / 33 Lakh seats/
CITS/CTS, Dual System of Training (DST)
Polytechnic

Jan Shiksha Sansthan

A INR 115+ Crores scheme to provide training in traditional skills

World Skills

Vocational education and skills excellence competition

48 participants competing in World Skills, Kazan 2019
Budget: INR 40.79 Crore

Envisaged Impact of Community Radio on Skill Map of India

CR can be a powerful and viable tool for dissemination of Skill India Message

- ✓ **Dissemination of Skill India Message** at the Grass-roots level
- ✓ **Higher enrollment in TPs** leading to their viability
- ✓ **Long term positive attitudinal changes** towards vocational education in the country
- ✓ **Emergence of Community leadership** leading to sustain enrollment in skill programs

“VOICE of INDIA”

MSDE with help of NSDC **telecasted skill development programs** in collaboration with its training partners/center **in 30 Community Radio Stations**

MSDE also worked on a pilot project with **CRS of eastern U.P to promote ‘Skilling’** via NSDC

PPP Model for Engaging Community Radio

A sustainable Community Radio Programme (PPP Model) can be designed to reach and disseminate information about skills to the marginal & under-served communities

Equity from Private Sector

Set up Support from
Government

Viability gap funding from
Banks

Sustainability may be ensured by **selling the advertising time**

Round the year CR campaign on Community Radio for schemes such as **PMKVY** and **Apprenticeship**

Periodic outreach for campaigns such a **Entrepreneurship Awards, Counselling and Rozgar drives**

Community Radio Stations can be aligned to the **Training Partners/ITI network of MSDE**

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/MSDESkillIndia

Thank You

Visit

www.dgt.gov.in

www.msde.gov.in

www.apprenticeship.gov.in

www.nsdcindia.org

For any details regarding the Community Radios,

kindly write to dir-nsdm@gov.in

[/Prateek.agarwal@nsdcindia.org](mailto:Prateek.agarwal@nsdcindia.org)





Short Term Training (Since Inception)

- Total number of candidates trained by NSDC: **2.11 Cr**
 - *Fee Based Model: 96.28 Lakhs*
 - *State Government Schemes: 21.87 Lakhs*
 - *PMKVY 2.0: 52.60 Lakhs*
 - *Other Central Government Schemes: 40.71 Lakhs*



*Other Government Schemes covers candidates trained under PMKVY 1, UDAAN, STAR
NSDC Fee Based covers trainings under Industry sponsored and self paid
Data Reported as of July 15, 2019*

Pradhan Mantri Kaushal Vikas Yojana



Flagship scheme to provide free of cost skill training to youth and to recognize the prior learning of workforce .

The scheme has three components of training, under which cost of training is borne by MSDE:

- 1. Short Term Training:** Fresh skilling of dropouts & unemployed youth, through 200-500 hour training programmes
- 2. Special Projects:** Short Term Training with focus on inclusive trainings for populations with special needs
- 3. Recognition of Prior Learning:** Recognising existing skills through certification via 12-80 hour training programme

Short Term Training (STT) (in lakhs)

28.5
Trained

23.0
Certified

12.4
Reported Placed

Special Projects (in Lakhs)

1.1
Trained

0.69
Certified

0.28
Reported Placed

Recognition of Prior Learning (in lakhs)

23.0
Oriented

16.7
Certified

*RPL candidates are already employed

Scheme of support to Jan Shikshan Sansthan for Skill Development

dakshata, swavlamban, samman

The objective of the JSS scheme is to supplement the income level of the beneficiaries by imparting/upgrading skill set based upon the local requirement

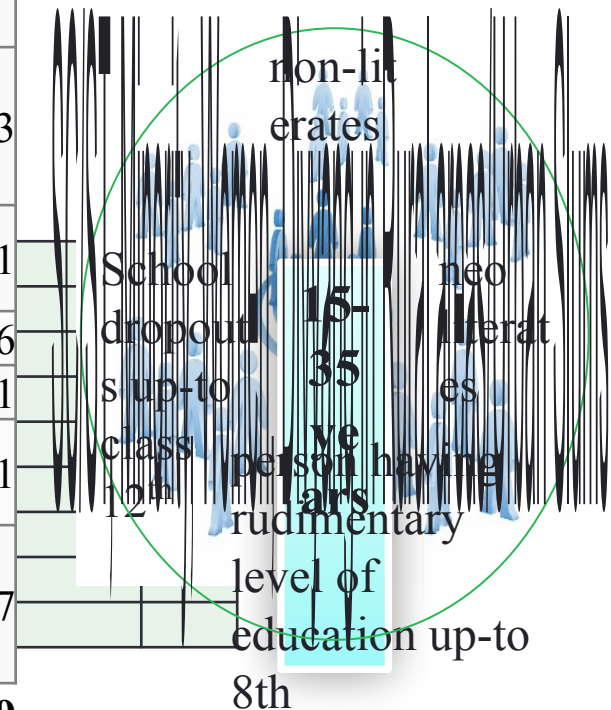
248-Functional- 27 States and 2 UTs

83 new JSS: Selection process underway

Target Group

Beneficiaries covered in 2018-19

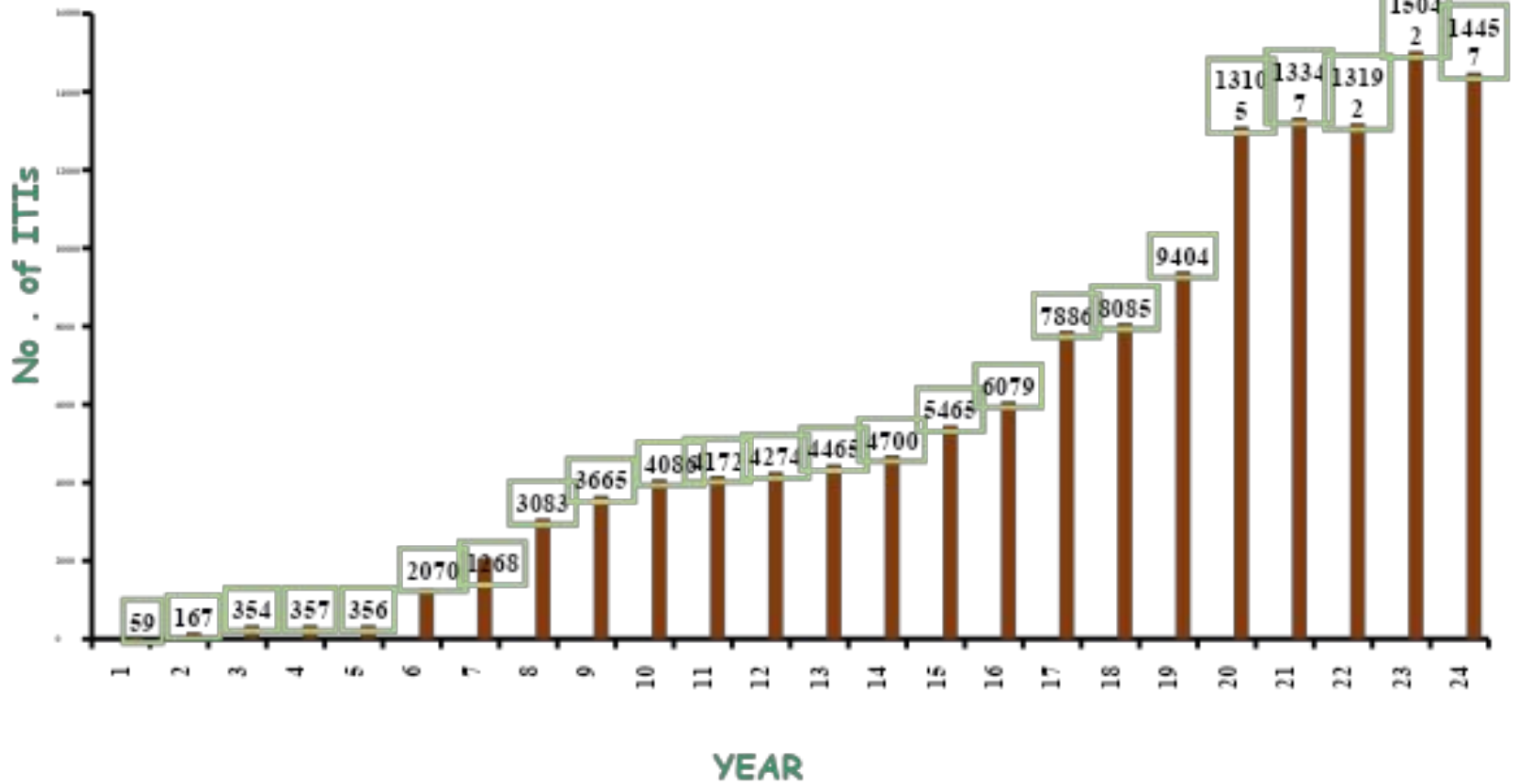
#	Zone	States / UTs	Beneficiaries
1	North & Central	Uttar Pradesh, Haryana, Punjab, Madhya Pradesh, Chhattisgarh, Delhi, Chandigarh	28,433
2	South	Telangana, Andhra Pradesh, Karnataka, Kerala, Tamil Nadu	66,651
3	East	Bihar, Orissa, Jharkhand, West Bengal	6,306
4	West	Rajasthan , Gujarat, Goa, Maharashtra	5,761
5	North East	Sikkim, Nagaland, Tripura, Arunachal Pradesh, Manipur, Assam	25,551
6	Northern Hilly States	Uttarakhand, Jammu & Kashmir, Himachal Pradesh	26,557
		Total	1,59,259



Flagship schemes for ITIs: Craftsmen Training Scheme

Number of ITIs (as on 27.08.2019)	14,457 as per NCVTMIS Portal (Govt.- 2876 & Pvt.- 11,581) https://ncvtmis.gov.in/Pages/Home.aspx
Number of Trades	138 (74- Engg. + 59- Non-Engg.+ 05 Divyang)
Duration	6 month to 2 years
Entry Qualification	8 to 12 Standard
Age	14 years & above

Growth of ITIs



De-affiliation of ITIs in the year 2019, figure come down to 14457

Growth of ITIs & Seating Capacity (2014-18)

S No.	Component	Year	
		July 2014	April 2019
1.	ITIs	10,750	14,457
2.	Seating Capacity in ITIs	15.23 Lakh	33.91 lakh

List of 10 Popular Trades under CTS

(as on August

2019)

Sl. No	Trade	ITI count	Seat Count	Trainee Count
1.	Electrician	12,288	12,49,248	9,94,285
2.	Fitter	9,672	7,73,388	5,35,420
3.	Computer Operator and Programming Assistant	2,614	1,42,662	91,993
4.	Welder	2,556	1,24,992	74,552
5.	Electronics Mechanic	1,839	1,16,350	66,916
6.	Mechanic Diesel	1,994	99,141	65,233
7.	Mechanic (Motor Vehicle)	1,413	75,915	53,937
8.	Wireman	1,351	71,463	48,420
9.	Draughtsman (Civil)	911	57,616	35,683
10.	Mechanic (Refrigeration and Air-Conditioning)	1,279	73,320	35,550

“Sub-Mission on Polytechnics under the Coordinated Action for Skill Development”

- The following four schemes of polytechnics under “Sub-Mission on Polytechnics under the Coordinated Action for Skill Development” have been transferred from Department of Higher Education, Ministry of Human Resources Development (MHRD):
- Setting Up of New Polytechnics in Un-served & Underserved Districts
- Central assistance for Construction of Women’s Hostels in selected Polytechnics
- Central assistance for up-gradation of selected Polytechnics
- Scheme of Community Development Through Polytechnics (CDTP)
- Total Revised Estimate (R.E.) for 2018-19 = 49.46 crore
- EFC memorandum for revision has been uploaded on portal for seeking comments from various Ministries.

Improving Quality of Long term Training Course

1. Grading of ITI

- **Phase-1 of ITI Grading:** 481¹₇ ITIs were graded and final grades were published on DGT/NCVT MIS website in June'2018. Twenty top graded ITIs were honoured by the Hon'ble Minister at New Delhi. *Participation in Phase-1 of grading was voluntary for ITIs .*
- **Phase-2 of grading process** was launched in January 2019 with the aim of grading all the remaining ITIs in the country. A total of 12,116 ITIs have submitted their self-grading.
- *Participation in Phase-2 of grading is mandatory for all ungraded ITIs.*

3. New ITI Affiliation Norms

Improving the Quality of infrastructure and training in ITIs - new ITI affiliation norms.

- New norms for land ,civil infrastructure for ITIs so as to curb mushrooming of sub standard ITIs.
- Efficient and transparent Standard Procedure for affiliation of ITIs.
- New Affiliation Norms for ITIs Year-2018 released.

3. New ITI Affiliation Norms - Key features

- Pivotal role of State Govt. in Affiliation
- Mandatory requirement for ownership of the building
- Enforcement of Building Completion Certificate (BCC) as per local building Bye-Laws
- Well defined norms for requirement for common areas , Principal Room, Staff Room, Drawing Room, Store Room, Library, Wash Room, canteen etc., is being strongly emphasized and the size of each is prescribed.

3. New ITI Affiliation Norms - Key features

- Norms for toilets, parking area, drinking water facility and playground etc. is mandatory to provide as per local building bye laws.
- The Fire and Safety Norms and Green building norms have been emphasized.
- The accreditation and affiliation procedure has been clearly defined in 3 steps with definitive timelines.
- Applications which conform to all the requirements as per NCVT norms will be accredited by the State Directorate and affiliated by NCVT through DGT.
- General guide lines for equipment/Machinery have been emphasized.

5. Dual System of Training

1 Objective

Strengthen industry connect

Impart quality, industry relevant training

Encourage more participation from ITIs and Industry

2 Significant Changes to provide

Change in **Duration** of Industrial Training

Duration of Trade / course	Duration of industrial exposure/ training (as per previous guidelines)	Duration of industrial exposure/ training (as per revised guidelines)
6 months	Not Defined	1-3 months
1 Year	5 months	3-6 months

May choose **block / multiple block / mixed mode** training

ITIs may **sign MoUs with multiple industry partners**

Industry Partner may conduct **part/ full formative assessment**

5. Dual System of Training – Revised Eligibility Criteria

5 Other relevant highlights

- All affiliated ITIs (*Govt. & Pvt.*) with **grading** ≥ 2 can offer trades in DST
- The Dual System of Training is currently operational in 17 trades
- Unwilling / unfit trainee admitted in DST course may opt for regular CTS course in the same ITI
- The Industry Partner may train the trainee at multiple locations, to train him/her on multiple skills
- The MoU may be signed for a minimum of 3 years in case of engineering trades, and minimum of 2 years for non-engineering trades, which could be later extended on mutual understanding
- Intervention of State Directorate/ DGT may be sought only in case of MoU have any deviation or disagreement from the prescribed guidelines

6. World Bank Assisted Vocational Training Improvement Project (VTIP)

23

- Commenced FY 2007-08
- Closed FY 2018-19
- Cost USD 280 Million
- Focus on upgrading 400 Government ITIs in 34 States/UTs, and 14 central institutes
- Funding pattern (Center: State): 75:25 (90:10 for NE states)
- Total Project allocation: Rs 1,928 crore
- Expenditure incurred: Rs 1,700 crore

VTIP Achievements

- ❑ A national NCVT MIS portal developed which captures data of all trainees right from their admission to examination and certification
- ❑ Internet based distance learning by setting up 10 hubs in central institutes & spokes in 194 ITIs developed
- ❑ More than 20,000 instructors trained
- ❑ 1,300 ITI Principals trained in IIMs and other premier institutions
- ❑ Various other innovative activities undertaken/being undertaken such as: Telecast of Hunarbaaz, felicitation of successful ITI graduates as Brand Ambassadors, grading of ITIs

7. Upgradation of 1396 ITIs through PPP

- Under the scheme of Upgradation of 1396 Government ITIs through PPP, 1227 Government ITIs have been covered and an Industry Partner (IP) is associated with every ITI covered under the scheme. Institute Management Committee (IMC), registered as a society.
- Interest free loan of Rs. 2.50 crore per ITI was released by the Central Government directly to the IMC Society of the ITI.
- The interest free loan is repayable by the IMC with a moratorium of 10 years and thereafter in equal annual installments over a period of 20 years. 31 States/UTs have been covered under the scheme and Rs. 3067.50 crore has been released to 1227 Government ITIs throughout the country during the XI Plan period.

8. Upgradation of Existing Government ITIs into Model ITIs

- Under this Scheme, an existing ITI in a State is being upgraded as Model ITI which will be evolved as an institution showcasing the best practices, efficient and high quality training delivery and sustainable and effective industry relationship by:
- Becoming a demand centre for local industries for its expertise and best performance in training.
- Better engagement with local industries
- Signing flexi MoU with industry to conduct training program to meet specific skill requirement of the Industry. For such approved courses, examination / assessment and certification will be done by NCVT

9. Scheme: Enhancing Skill Development Infrastructure in NE States & Sikkim (ESDI)

- The scheme envisages to enhance the existing infrastructure of skill development in North Eastern States. The scheme is aimed for:
- Upgradation of 22 ITIs by introducing three new trades per ITI with 100% Central funding;
- Supplementing infrastructure deficiencies in 28 ITIs by constructing new hostel, boundary wall and supplementing old and obsolete tools and equipment with 100% Central funding; and
- Establishment of 34 new ITIs in 8 North Eastern States with 90% Central and 10% State funding.
- The total cost of the scheme is Rs. 420.24 crore. The duration of the scheme is upto 31st March, 2020. So for Rs. 187.13 crore (Rs. 174.41 Crore as Central Share and Rs. 12.71 Crore as State Share) out of total allocation of Rs. 416.19²⁷

10. Skill Development in 47 Districts affected by Left Wing Extremism

- The scheme envisages creation of Skill Development infrastructure closer to the people of left wing extremism (LWE) affected districts. The scheme covers 47 LWE Districts in 10 States. The cost of the scheme is Rs 407.85 crore with duration of implementation upto 31 March 2019 proposed for continuation of Scheme beyond 31 March 2019 is in process.
- The scheme interalia, envisages creation of infrastructure for 47 Industrial Training Institutes (ITIs) @ one ITI per district in 47 districts of 10 States and Creation of infrastructure for 68 Skill Development Centers (SDCs) @ 2 SDCs per districts in 34 districts of 9 States. Establishment of SDCs in added 13 districts in the revised scheme has not been taken up. So far central share of Rs. 259.35 crore out of total allocation of Rs.403.40 crore has been released to 10 states under the scheme.

Skill Development in 47 Districts affected by Left Wing Extremism

S No.	States	Districts covered	
		No.	Name
1	Andhra Pradesh	1	Vishakhapatnam
2	Telangana	1	Khammam
3	Bihar	9	Jamui, Gaya, Aurangabad, Rohtas, Jehanabad, Arwal, Muzaffarpur, Banka and Nawada
4	Chhattisgarh	9	Dantewada, Bastar, Kanker, Surguja, Rajnandgaon, Bijapur, Narayanpur, Sukma and Kondagaon
5	Jharkhand	16	Chatra, West Singhbhum, Palamau, Garhwa, East Singhbhum, Bokaro, Lohardaga, Gumla, Latehar, Hazaribagh, Girdih, Khunti, Ranchi, Dumka, Ramgarh and Simdega
6	Madhya Pradesh	1	Balaghat
7	Maharashtra	2	Gadchiroli and Gondia
8	Orissa	6	Gajapati, Malkangiri, Rayagada, Deogarh, Sambalpur, Koraput
9	Uttar Pradesh	1	Sonebhadra
10	West Bengal	1	Paschim Midnapur (Lalgarh Area)
	Total	47	

11. STRIVE: Key Highlights

- Duration: 5 Years (2017-2022)
- Type of Scheme: Central Sector Scheme
- Budget: Rs 2,200 crore (50% funding through World Bank)

#	Components	Budget (in INR crore)
1	Improved Performance of Industrial Training Institutes (ITIs)	1000
2	Increased Capacities of State Governments to support ITIs and Apprenticeship Training	330
3	Improved Teaching and Learning	435
4	Improved and Broadened Apprenticeship Training	212
	Technical Assistance	223
	Total	2200

11. STRIVE: Components & Description

1 **Result Area 1: Improving performance of ITIs (INR**

1,000 Crore)

- Competitive Selection of 500 ITIs in 2 phases on basis of grading and Institutional Strategic Plan
- An average allocation of INR 2 crores per project ITI
- Fund disbursement to ITIs on achievement of agreed milestones [Signing of Performance Based Grant Agreement, % increase in number of graduates, increase in female enrolment rate, % increase in enrolments, % increase in number of trainees undergone OJT].

2 **Result Area 2: Increased capacities of State Governments (INR 330 Crore)**

- Incentivize States/UTs for carrying out reform activities (3 mandated and other state-specific)
- Allocation of funds to States on basis of number of govt. ITIs as on 31st May 2018 in NCVT MIS portal
- Fund release to State Societies on achievement of agreed milestones [Signing of Performance Based Funding Agreement, Conducting tracer study, developing sustainability plan and reducing trainer vacancy].

11. STRIVE: Components & Description

2

3 Result Area 3: Improved teaching and learning capabilities (INR 435 Crore)

- Funding for carrying out reforms activities in areas of teaching and learning by DGT and NSTIs/NIMI/CSTARI
- Key reforms include online examination, NSQF compliance training and assistance for revamping of Employability Skills Module (including on Bharat Skills)

4 Result Area 4: Improved and broadened apprenticeship training (INR 212 Crore)

- Competitive selection of 100 Industry Clusters in 2 phase on basis of IC Application
- Funds up to INR 1 crore to each selected IC
- Fund disbursement to ICs on achievement of agreed milestones [Signing of Tri-partite agreement, capacity enhancement of staff, % of apprenticeship contracts signed and completion report].

11. STRIVE: Components & Description

33

Eligibility Criteria for States and UTs

All States and UTs are eligible, provided they form SSC and SPIU (including SAMC) as per the STRIVE OM within three months of signing of PBFA, and designate one nodal officer for environmental monitoring to ensure compliance to systems established in each ITI and IC

Key Reform Activities

Fund disbursement against performance in KPIs (included in PBFA to be signed with Central Govt.)

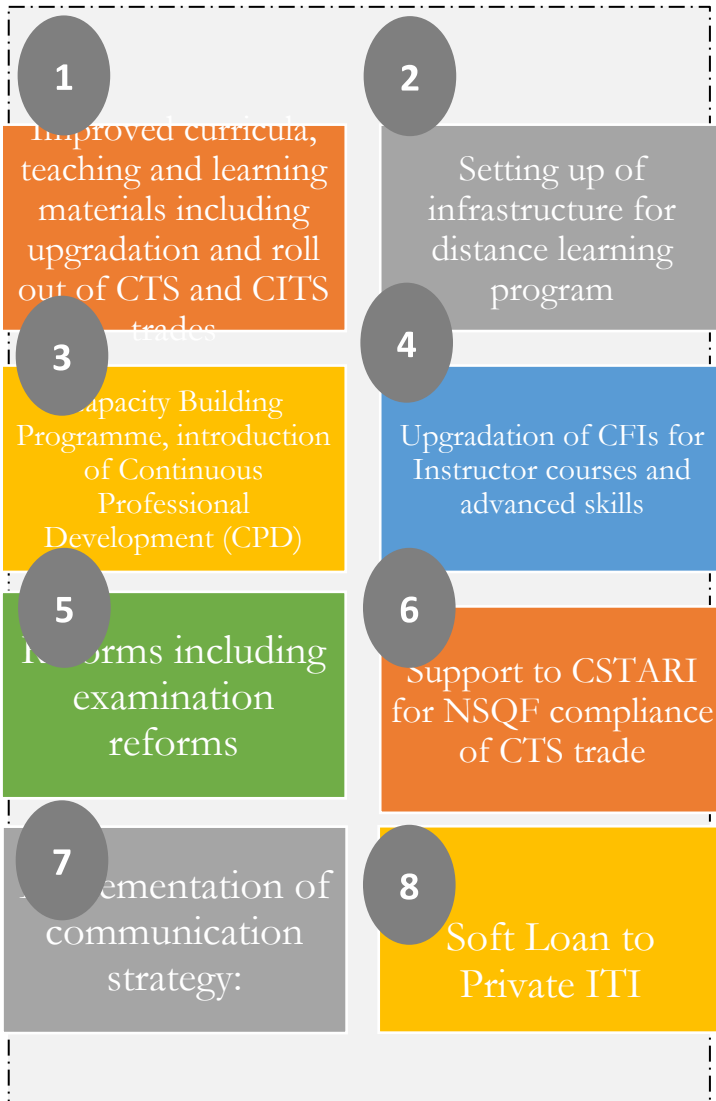
Conducting tracer studies

Career progression policy for ITI trainers (based on guidelines by the MSDE)

Reducing vacancy of ITI trainers

11. STRIVE: Components & Description

34



Total 2200 Cr

RA3: 435 Cr

Sub-components as per CCEA note	Total Budget (INR Cr)
1. Improving curricula, teaching and learning materials/ upgradation of CTS and CITS Trades	80
2. Setting up of infrastructure for distance learning program	34
3. Capacity building programs, introduction of continuous professional development (CPD)	45
4. Upgradation of CFIs for Instructor courses and advanced skills	150
5. Reforms including examination reforms	20
6. Support to CSTARI for NSQF compliance of CTS trade	0.40
7. Implementation of communication strategy	5.60
8. Soft loan to private ITI s	100
Total	435

Skills Strengthening for Industrial Value Enhancement (STRIVE) - Status

Activity	Timeline	Status/ Remarks
Phase-1 ITI Selection	15 th March 2019	Completed
Phase-1 IC Selection	15 th March 2019	Completed
Signing of PBGA and PBFA with ITIs/States	30 th June 2019	25 States have signed PBFA and PBGA received from ITIs of 4 states
Signing of MoU with selected ICs	30 th June 2019	Approval of 8 MoUs under process by competent authority
Phase-2 ITI Selection	15 th December 2019	Phase-2 ITI Self-grading in Progress
Phase-2 IC Selection	15 th August 2019	Phase-1 IC Pilot Phase in Progress
Revamping of Employability Skills Module	20 th June 2019	Consultations with stakeholders such as industry partners, trainers in progress
		Review of existing process

Advanced Technical Diploma Program in IT, Networking & Cloud Computing in collaboration with IBM-India

- This course has been started at NSTI Bangalore , NSTI Hyderabad, NSTI Kolkata, NSTI Mumbai and NSTIs(W) Panipat.
- MoU has been signed between DGT-MSDE and IBM India for Launching of Advanced Technical Diploma Program in IT, Networking & Cloud Computing
- This MoU is first of its kind and over the next two years DGT-MSDE and IBM India will proactively develop and improve models/contents of this course through IT³⁶

DGT' Central Funded Institutes

1/2

National Skills Training Institutes (NSTIs) at Hyderabad, Mumbai, Chennai, Kolkata, Kanpur, Ludhiana, Choudwar, Calicut, Haldwani, Dehradun, Hyderabad, Bangalore, Jamshedpur and Jodhpur

National Skills Training Institutes (NSTIs) for Women

Noida, Panipat, Indore, Jaipur, Allahabad, Thiruvananthapuram, Bangalore, Kolkata, Mumbai, Vadodara, Tura, Mohali, Shimla, Patna, Agartala, Hyderabad, Goa and Tiruchirappalli

22 Regional Directorates of Skill Development & Entrepreneurship (RDSDEs) located at Delhi, Haryana, Jammu & Kashmir, Punjab, Himachal Pradesh, Rajasthan, Uttarakhand, Gujarat, Uttar Pradesh, Chhattisgarh, Madhya

DGT' Central Funded Institutes

2/2

Central Staff Training and Research Institute, Kolkata (CSTARI): Development of curricula etc

National Instructional Media Institute, Chennai (NIMI)- An autonomous institute: Development of instructional material (now shifted to MSDE)

Photos of ITIs covered under VTIP

ITI Sangli, Maharashtra



ITI DEWAS - Madhya Pradesh



ITI Behrampur, Odisha

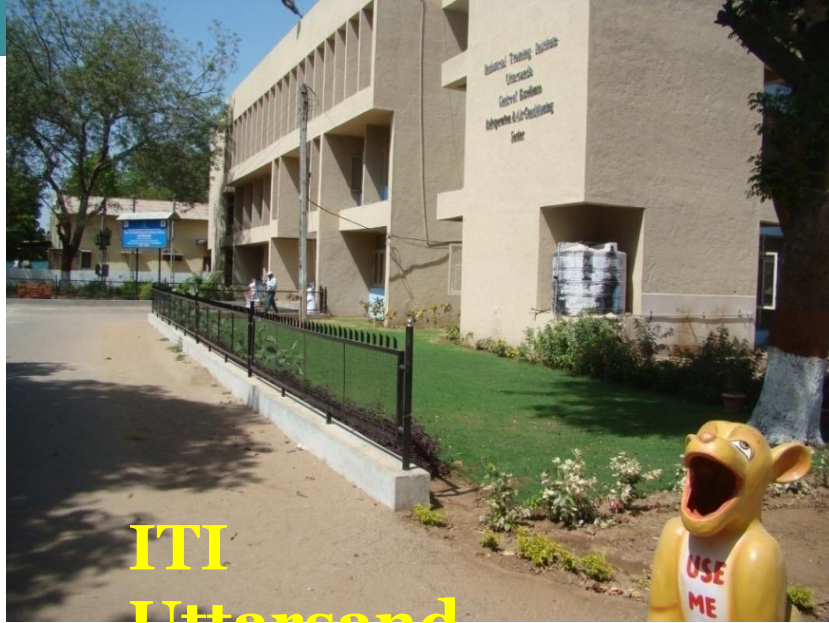


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AUTOMOBIL E (Tamil Nadu)



Environment Management Framework



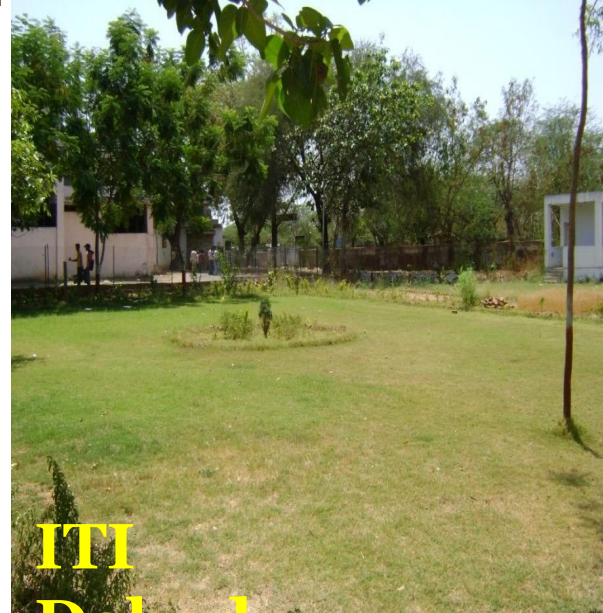
ITI
Uttarsand



ITI
Vadnagar



ITI
Jamnagar



ITI
Dahod

IToT Bhopal, M.P

