

# Demand Responsive Vocational Training State Labour Ministers Conference



Directorate General of Employment and Training  
Ministry of Labour and Employment  
Government of India

New Delhi  
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# Structure of presentation

- **Approach**
- **Strategies/interventions**
  - Re-establishing brand equity of ITIs
  - Setting up Model ITIs
  - Skill upgradation of unorganised sector workers
  - Restructuring employment services and setting up career centres
  - National Career Service portal
  - Policy framework for National Career Services
  - Recognition of Prior Learning for construction sector workers
  - Last mile employability
- **Way forward**

# Approach

- To enhance employment and employability of youth and catalysing entrepreneurship
- Career counselling and vocational training means to achieve the above objective
- Meaningful and outcome driven linkages of local industries with Career Centres and training institutions being established
- Implementation of all initiatives to be **driven by the States** to get desired outcomes
- Role of Central Government to support States by providing appropriate frameworks, best practices, IT architecture, etc.

# Re-establishing brand equity of ITIs

- Curriculum as revised by Mentor Councils (with representatives from industry, academia, Champion ITIs, CSTARI and NIMI) in 11 core sectors being implemented w.e.f. August 2014 session
- Incubation Centres (4) and Chairs (6) being set up in premier institutions including IIT-Chennai, IIT Delhi, IIT-Kanpur, IIT-Roorkee, NIFT Delhi and ISM-Dhanbad
- Infrastructure for training of trainers in distance mode being created
- Training in semester pattern introduced in ITIs in February 2014
- First phase of ITI e-governance portal to be launched in November 2014
- E-certification for CTS courses being launched from November 2014
- Leadership and Management training of all Government ITI Principals being conducted in premier management institutions including IIM-Lucknow, MDI-Gurgaon, IIFT-Delhi, etc. (1071 Principals trained till September 2014)

# ITI-industry partnership framework

- Flexible MoUs for running industry-driven courses in ITIs
  - Customised industry-led courses with high employment potential (min. 80%) brought under NCVT certification
  - Detailed policy guidelines issued in July 2014
  - MoUs signed Tata Sons, Flipkart, Cadila Pharmaceuticals, Gujarat Industries Power Company Limited, LabourNet and Raymond in August 2014 and with Maruti Suzuki Pvt. Ltd. In October 2014

# Concept of Model ITIs

- With the national goal of Skilled India, a fresh thinking required to take the ITIs to the next level by making them more demand-responsive
- Proposal to upgrade **one Government ITI in each State / UT** as a model institution with industry engagement, optimum capacity utilization, unorganized sector training etc.
- Model ITIs are expected to become demand centres for the local industries, and evolve as institutions showcasing best practices, efficient and high quality training delivery, and sustainable and effective industry leadership

# List of Activities under Model ITIs Scheme

- Reassessment of all existing trades and units for their relevance with local market demand
- Converting / opening relevant units based on the reassessment exercise
- Upgradation of all retained units
- Upgradation of overall facilities in the institute, including building, workshops, etc.
- Filling up all vacant instructor positions by hiring contractual faculty
- Setting up a full-fledged training and placements cell and appointing a full-time training and placement officer
- Overhauling the institute management committee and attracting at least one industry house to conduct training programmes in the most popular trade
- Creating suitable infrastructure for upgradation of skills of the existing workforce of the local industrial units
- Carrying out advocacy activities for institute promotion amongst candidates and potential employers by creating websites and holding job fairs

# Model ITIs – Structure of scheme

- **Proposed scheme structure:**

- Rs. 10 crore budget for each Model ITI
- Centrally Sponsored Scheme with 70% Central Share and 30% State Share (NE-90:10)
- One Government ITI to be identified by each State / UT Directorate and an Action Plan to be developed
- Upgradation work to be taken up on an immediate basis after approval of the Action Plan



# Model ITIs – Proposals received from States

S. No.	State / UT	Location
1.	A&N Islands	Dollygunj, Port Blair
2.	Andhra Pradesh	Gajuwaka, Visakhapatnam
3.	Assam	-
4.	Bihar	Digha, Patna
		ITI (W) Digha, Patna
5.	Delhi	Sir C.V. Raman ITI, Dheerpur
6.	Goa	Margao
7.	Gujarat	Dashrath
8.	Haryana	Rohtak
9.	Himachal Pradesh	Nalagarh, Solan
		Shahpur
10.	Jammu and Kashmir	ITI Jammu
		ITI Srinagar
11.	Jharkhand	Ranchi
12.	Karnataka	Bangalore

# Model ITIs – Proposals received from States

S. No.	State / UT	Location
13.	Maharashtra	Nashik
14.	Meghalaya	Tura
15.	Mizoram	Aizawal
16.	Odisha	Barbil, Keonjhar Talcher, Angul
17.	Punjab	Patiala
18.	Rajasthan	Udaipur
19.	Tamil Nadu	Trichy Coimbatore Madurai
20.	Tripura	Indranagar
21.	Uttar Pradesh	Saket, Meerut
22.	West Bengal	Durgapur

- Remaining States to kindly expedite proposals

# Model ITIs – Points to consider when submitting proposals

- States are requested to send complete proposals ensuring that following deficiencies are removed:
  - Industry clusters served are either not mentioned or too many industry clusters have been identified
  - High focus on new construction activities; more than 25% of the total project cost
  - Only location of the ITI has been mentioned; action plan has not been sent
  - Only outline of proposal has been received lacking details of activities, their justification and component-wise break up of cost
- Further, States to also keep the following points in mind while preparing proposals:
  - Duration of the project is remaining 12<sup>th</sup> Plan period, i.e. till FY 2016-17
  - IMC has to be constituted in society mode
  - Overhaul of IMC to have representation of majority of trades in the ITI

# Skill upgradation of unorganised sector workers

- A new scheme for providing training and improving existing skills of workers in traditional occupations in the organised and unorganised sectors has been formulated
- An additional shift will be run in urban ITIs (Govt. & Pvt.) across country to provide training
- Guidelines pertaining to the scheme communicated to States in September 2014
- Special focus is being given to courses on modern construction technology
- Training and assessment cost will be borne under SDI scheme
- To ensure adequate focus is given to the scheme, States and UTs will earmark 20% of the funds for FY 2014-15 and 30% from FY 2015-16 for the scheme
- BOCW Welfare Board will assist identified ITIs financially for setting up additional infrastructure for courses relating to construction

# Skill upgradation of unorganised sector workers

- Courses covered under SDI scheme will not be allowed; DGET will separately notify the admission courses for the scheme
- States are requested to expedite action on the following:
  - Identify at least one ITI in a urban/semi-urban centre within 5-10 kms of periphery of Municipal Corporation/Council where training courses can be conducted in the second shift (3 pm/4 pm); such ITIs to also be encouraged to register as VTPs
  - States may allow Government ITIs selected under the scheme to retain revenue earned from SDI training to meet necessary expenses, on the basis of IMC model
  - States requested to identify and furnish list to DGET of courses required based on the needs of the local area

# Restructuring employment services and offering career services

- To reposition all Employment Exchanges as a hub for all career related services - National Career Service (NCS)
- Focus on providing career counselling and vocational guidance
- Portal for effectively delivering services of NCS being developed
- National number based call centre and helpdesk will also be integrated into NCS
- Capacity building programs for employment exchange officers to be conducted
- NCS will be one-stop-shop for all other career related services as placement services, internships, apprenticeships, etc.

# Objectives of Career Centres

- Assess skills requirements at local, regional, national and international levels
- Provide counselling both to youth visiting the centres and by outreach to educational institutions about various training, on-the-job training and job opportunities, etc.
- Youth from rural, semi urban areas as well as from disadvantaged sections of the society to get information on training/employment options
- Connect job-seekers and employers through portal, job fairs and other mean such as campus placement
- General gap training for college pass outs through specially empanelled training providers

# Career Centres – salient features

- 50 **Model Career Centres** to be established this year itself; six VRCs will also be transformed into Model Career Centres for PwDs. Central support of about Rs 50 lakh each
- States given flexibility to choose model for operating career centres (State funding, PPP-Industry Association Sponsorship/Company Sponsorship/Pvt. Owned/Partial Ownership, CSR funds, etc.)
- Outcome-based monitoring - No. of candidates/ schools provided counselling; no. of candidates placed through various channels; job fairs conducted, etc.
- 6 Model Career Centres to be made operational by December 2014 and remaining 44 to be made operational by March 2015



# Model Career Centres – proposals received from States

S. No.	State / UT	Number of MCCs	Location
1.	A & N Islands	1	Port Blair
2.	Andhra Pradesh	1	Chittoor
3.	Bihar	2	Bhagalpur/ Muzzafarpur Patna
4.	Jammu & Kashmir	1	Jammu
5.	Jharkhand	1	Ranchi
6.	Karnataka	2	Bangalore Mysore
7.	Meghalaya	1	Shillong
8.	Puducherry	1	Puducherry
9.	Punjab	1	Bathinda
10.	Tamil Nadu	2	Coimbatore Vellore
11.	Uttar Pradesh	2	Lucknow Ghaziabad

# Model Career Centres – VRCs proposed to be converted

S. No.	State / UT	Location
1.	Tripura	Agartala
2.	Odisha	Bhubaneswar
3.	Delhi	
4.	Assam	Guwahati
5.	Uttar Pradesh	Kanpur
6.	West Bengal	Kolkata

# National Career Service portal

- State-of-the-art technology driven NCS Portal will provide information about available job opportunities and resources for Career Centres to function effectively
- Some of the services that will be made available through NCS portal are:
  - An updated knowledge repository on Career Related content for effective counselling
  - Job & Skill Mapping for contemporary/popular careers
  - Job & Vacancy Postings
  - Training Calendar & Scheduler
  - Candidate Registration & Tracking
  - Skill Assessment and Aptitude Testing interfaces
- PWC has been engaged as the Project Management Consultant for NCS portal and RFPs for selection of Implementing Agency (System Integrator) and Content Service Provider have been floated and agencies will be selected by November 2014
- Around 200 Employment Exchange officers have undergone Orientation Training of one week at IIFT, Delhi and ASCI, Hyderabad; more trainings have been planned
- The portal is expected to go live in February 2015

# NCS Portal – expectations from States

- Expedite proposals for transformation of employment exchanges in Model Career Centres
- The NCS Portal will dynamically interact with States' employment systems for exchange of information so that the users have access to a wider range of services and career opportunities; for such data migration on NCS portal following is expected
  - **States not having any IT based employment systems:** Such States will directly use the NCS portal for their employment related activities
  - **State systems on NIC network:** The NIC office will assist the State in developing an interface for information exchange with NCS portal
  - **States having independent systems:** These States will need to facilitate the interaction of their technology team with the central team to develop an interface with the NCS portal

# Employment Exchange Act, 1959

- Employment Exchanges (Compulsory Notification of Vacancies) Act, 1959
  - Requires all establishments in the Public Sector and non-agriculture establishments in Private Sector where 25 or more workers are employed to work for remuneration, to mandatorily notify vacancies to Employment Exchange as may be prescribed by the respective State Government/Union Territory
  - Employer not obliged to recruit the person through employment exchange
  - Penal provisions in case of non compliance
- 956 Employment Exchanges across the country with around 4.5 crore people registered (TN, WB, UP, KL, MH, MP account for 3 crore approx.)
- Annual placements – around 5 lakhs (GJ and MH account for 3 lakhs approx.)

# Policy framework for supporting National Career Service

- A Policy for National Career Service is proposed to address the changing needs of the labour market and align it with the policy initiatives for enhancing employability and connecting youth with employment opportunities by giving a focus on career counselling
- An Inter Ministerial Committee has been constituted for recommending amendments to the Employment Exchange (Compulsory Notification of Vacancies) Act, 1959

# Recommendations of Inter-Ministerial Committee

- After deliberating on the discussion paper, following decisions were taken by the IMC:
  - Employment Exchange (CNV) Act, 1959 has lost its relevance and needs reconsideration
  - An NCS Policy to be formulated with provisions and mechanisms for functioning of Public and Private Placement Agencies
    - The Policy would encompass a Code of Conduct, MoU/agreement arrangements
    - NCS system to have a subscription model for authorized users
    - Issues like Centre-State operations, Data Sharing and Privacy Issues to be addressed
  - NCS policy to establish governance structures like employment authorities and regulatory machinery at various levels for effective monitoring
  - The Act could be repealed after the policy framework has been operational for a few years

# Recognition of Prior Learning

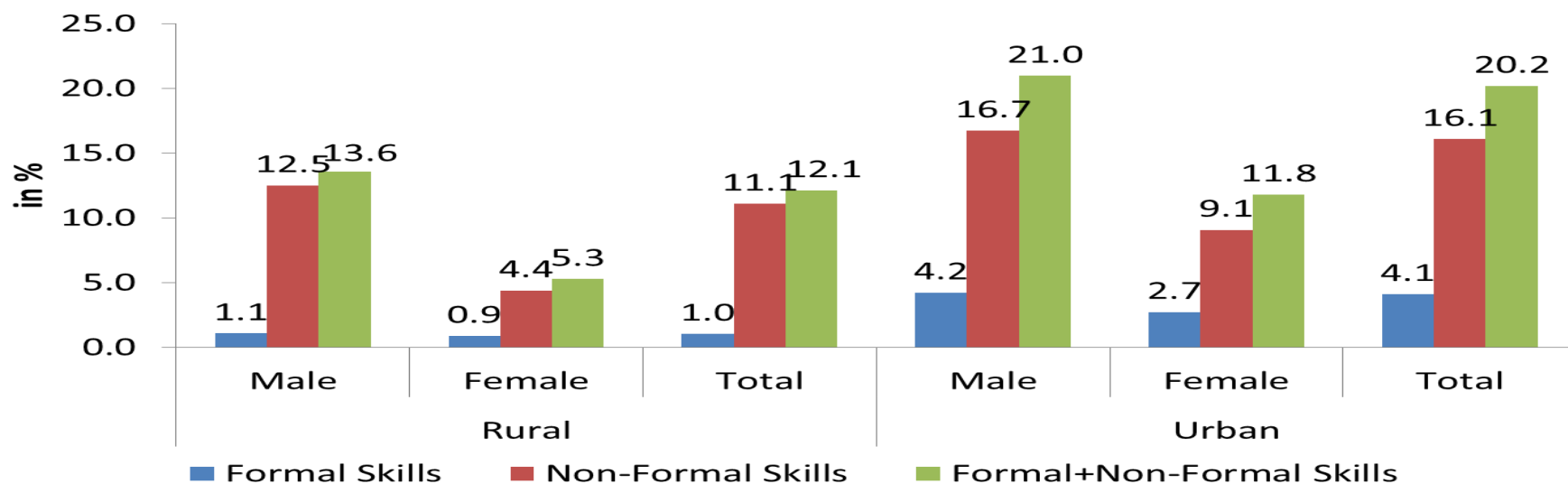
- Only 10% of the labour force has acquired some technical skill out of which only 1/4<sup>th</sup> have received formal technical education
- 83% of the workforce is in unorganized sector
- Mainstreaming of the informally learnt skills is an urgent need
- Proposal to upscale the recognition of prior learning
- Initiatives proposed:
  - Mandatory for all contractors of government projects to have at least 30% certified workers; to be increased gradually
  - Large scale publicity



# Construction sector skill scenario

- Labour intensive sector with 42.3 million workers
- Major issues:
  - Low productivity and low wages
  - High share of female workers with significant wage differentials and almost no prospect of vertical mobility
  - Only around 1% workers in rural area are formally skilled

**% of Rural and Urban Construction Workers with Formal & Non-Formal Skills, 2011-12**

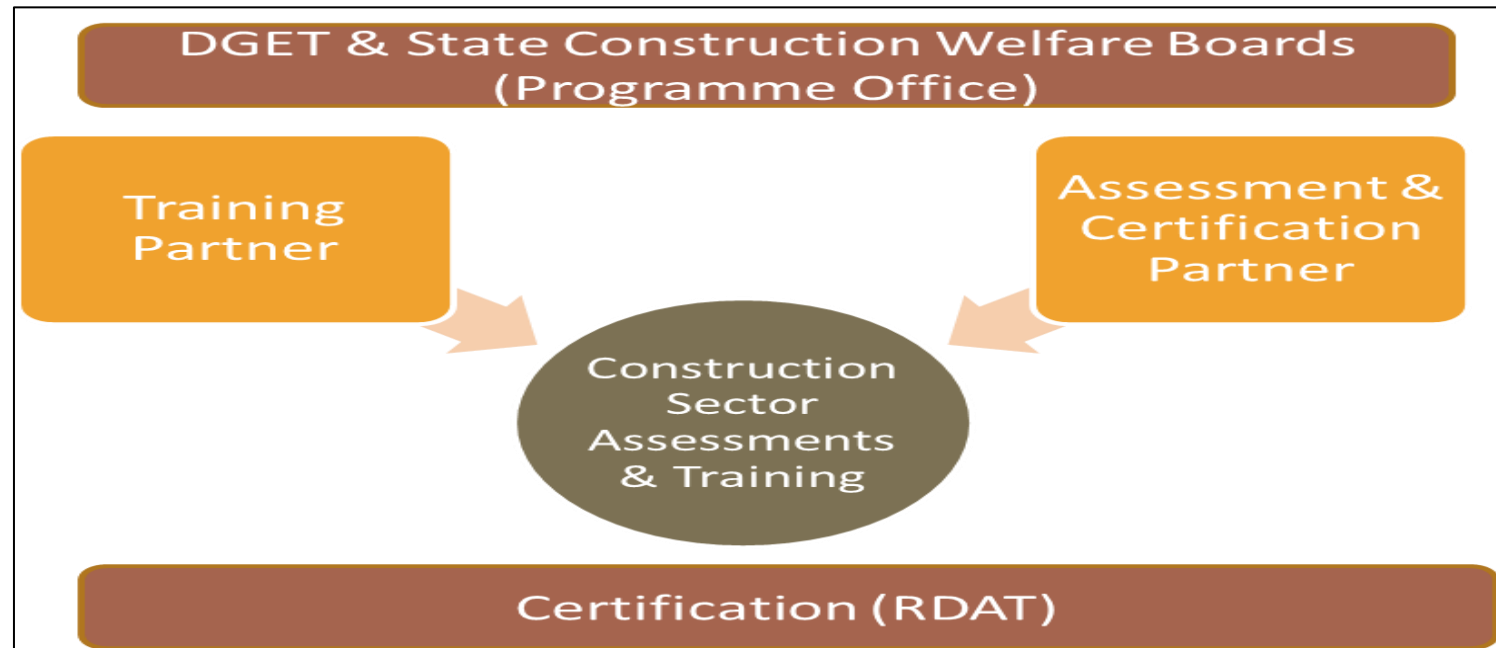


# Recognition of Prior Learning – Working Group

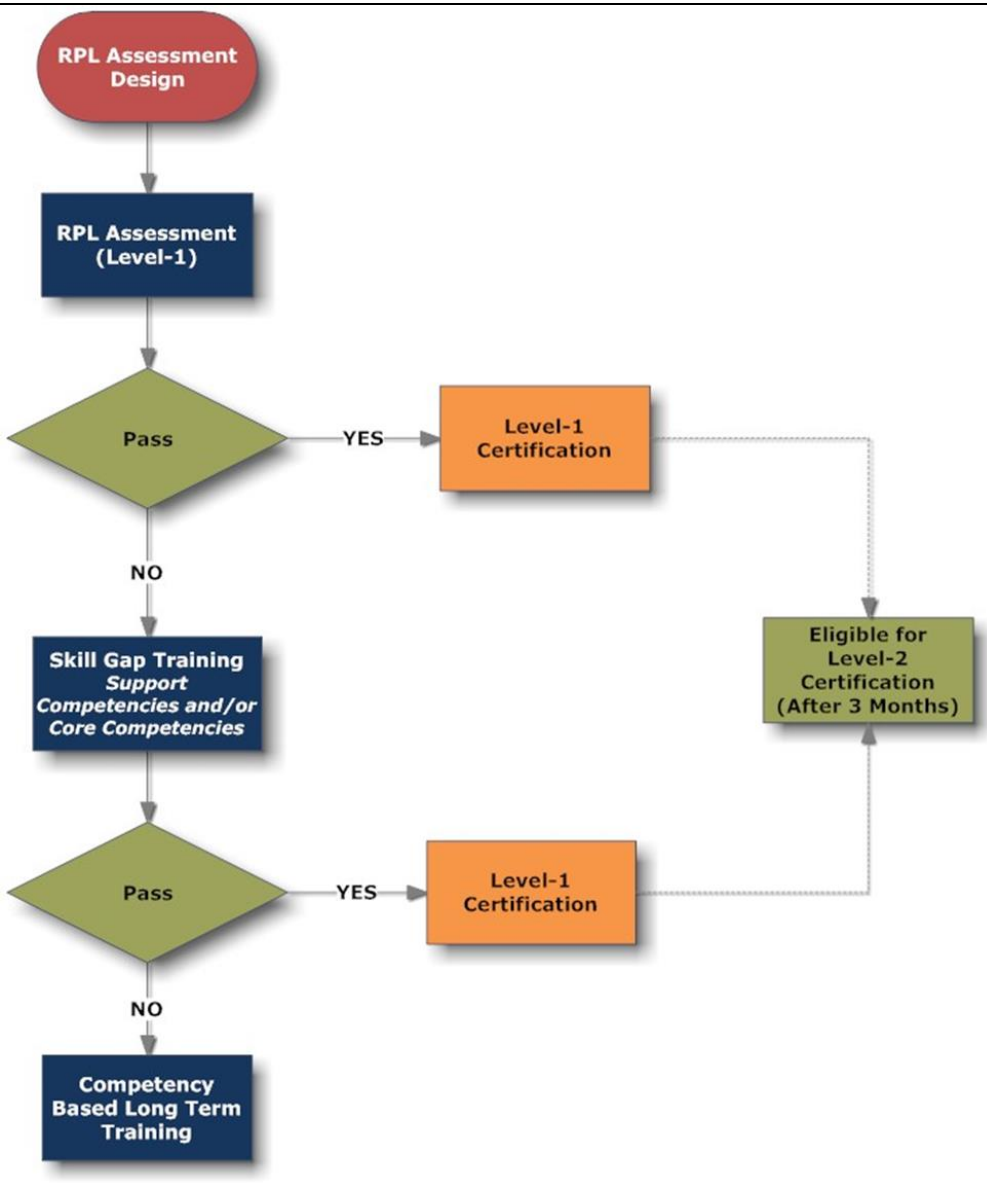
- A Working Group has also been constituted to help devise a program for mainstreaming the informal skills in construction sector
- The constitution of the Working Group is as follows:
  - DG, DGE&T, Chairman
  - DG, NSDA or his representative, Member
  - DG, CPWD or his representative, Member
  - Chairman, National Institute of Open Schooling, Member
  - DG, Construction Industry Development Council, Member
  - CEO, Labournet, Member
  - CEO, Pipal Tree Ventures Ltd, Member
  - A representative of Larsen & Toubro, Member
  - DDG (AT), Member
  - DDG(E), Member

# RPL-led Skill Development Initiative for the construction sector

- Worksite led training & assessment of existing workforce
- Scheme anchors – DGE&T & State Construction Welfare Boards
- Independent assessment of skills by Assessment agency and skill gap training by training partner in work site.
- Beneficiary – Construction workers Labour Welfare Board or their eligible family members



# RPL-led Skill Development Initiative for the construction sector – Process flow



- Initial assessment to recognize prior learning
- Competency based Assessment & Training in
  - NSQF Level 1 – Helper (unskilled) and
  - NSQF Level 2 – Assistant Tradesman (semi-skilled)
- Skill gap training (hours)
  - Support competencies (40)
  - Core competencies (80)

# Identification of industry/work site for training

- Number of unskilled and semi-skilled workers on work site >200 across 6 trades
- A cluster of work sites to be managed by training provider
- Training centre with equipments to be setup in worksite.
- Trades – Bar bending, Masonry, Shuttering Carpentry, Plumbing, Painting, Scaffolding

Assessment  
(Recognition of  
Prior Learning)

Skills Training

Final Assessment  
& Certification

Tracer Study

# Training Partner and Assessment Partner Selection

- Training partner and Assessment partner empanelled centrally by DGE&T
- Selection criteria w.r.t Organization profile, Technical capability and Infrastructural capability is defined
- At the end of objective evaluation, Organizations clearing 70% cut-off will be eligible for Training/Assessment under this scheme
- Organizations scoring below cut-off will be considered after improvement based on panel recommendation

# Funding and reimbursement procedure

- Source of funding for:
  - Assessment (RPL & Final Assessment), Certification, Training, Wage allowance – BOCW Cess
  - Impact Evaluation – SDIS fund
  
- Committee comprising representatives of DGE&T, Welfare Board at RDAT level to meet monthly and settle claims
  
- Claims will be submitted to State Labour Welfare Boards for:
  - Reimbursement of training cost to Training Provider
  - Payment of wage allowance to workers through Training Provider
  - Reimbursement of Assessment cost to Assessment Partner

# RPL – Action taken

- Working Group developed formal scheme which was presented to State Labour Ministers and State Secretaries in August 2014 and has been approved by the Competent Authority
- Communication sent from DGE&T to States in September 2014 requesting them to implement scheme
- Letter has also been sent from DGLW to State Governments requesting them to utilize BOCW Cess funds for training under the RPL Scheme
  - As per direction of MoLE issued in July 2013, State BOCW Welfare Boards have to spend at least 20% of the Cess balance at the beginning of every financial year on activities related to skill development of registered workers and their dependents
- The scheme has also been approved to be included as Model Scheme for Skill Development
- Training agencies and Assessment agencies empaneled
- A pilot has also been initiated in Haryana and Telangana



# RPL – Action expected from States

- States requested to implement scheme and fund various activities under the scheme from BOCW Cess funds
- Necessary steps for creating awareness about the benefits of RPL to be taken in the State
- Camps for registration of workers under the BOCW Act, 1996 at the time of starting RPL projects may also be organised so that all eligible workers get benefitted
- Claims of training partners and Assessing Bodies to be reimbursed strictly as prescribed schedule to ensure smooth implementation of scheme

# Last mile employability

- DGE&T is working to improve last mile employability through finishing skills courses to be imparted through reputed institutions
- Scheme to be run through Career Centres
- The courses will aim to improve the employability of youth through soft skills, especially in areas such as IT literacy, personality development, communication, health & hygiene etc.
- A Group on Last Mile Employability has been constituted with representatives from Maruti Suzuki India Ltd, IL&FS, UNFPA, NTTF, CII, Cummins India Ltd and Government of Tamil Nadu

# Recommendations of Working Group

- The recommendations of the Working Group are as follows:
  - Have two different courses – Basic course of 90 hours for Class X pass students and an Advanced course of 140 hours for Class XII pass and above
  - The Advanced course will contain 50 additional hours of training over and above the basic course
  - The courses will be available to students in age group 16-25 years of age; a 3-year relaxation to Graduate students and students belonging to weaker and backward sections of society including SCs, STs, OBCs, Minorities, etc.
  - Initial stage will involve profiling of candidates through an assessment test followed by one-to-one interaction

# Recommendations of Working Group

- Contents of Basic course will include:
  - Introduction and importance of Life Skills including topics such as transforming from student mode to working mode, value systems, personality, communication, use of technology in daily life, sensitivity to social diversity, etc.
  - Understanding Professional Skills including safety consciousness (health, fitness, environment friendliness, road and transport safety and workplace safety) and working culture (need to be disciplined, regular & effective, principles of 5-S, 3G, 3K, 3M etc.)
  - Module on preparing for interview
- Advance course will include 30 hours of communication skills and 20 hours of IT skills over and above contents of basic course to adequately prepare candidates for higher level jobs

# Last mile employability – Next steps

- The curriculum structure has been finalized in consultation with States and industry partners
- Course contents are being developed by the industry partners and UNFPA so that it is relevant to industry needs
- Scheme will be ready in November to be launched through the Model Career Centres

# Thank You

## **Directorate General of Employment & Training**

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