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**SKILLING
FOR JOBS**



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**INEVITABLE INDIA
#BUILTBYSKILLS**



INDUSTRY CONNECT

**BRIDGING THE
SKILLED
WORKFORCE GAP**

**SECTOR SKILL COUNCILS:
TRANSFORMING THE SKILLING ECOSYSTEM, ONE SECTOR AT A TIME**



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Dear Reader,

As we navigate the intricate landscape of skill development in India, it brings me great pleasure to welcome you to the fifth edition of NSDC Connect. In these pages, we delve into the rich tapestry of our nation's workforce evolution, exploring the history, evolution, and the profound impact of the Sector Skill Councils (SSCs) that contribute to the skilling ecosystem in India.

The SSCs, incubated by the National Skill Development Corporation (NSDC), serve as an important conduit between industries and the skilling ecosystem of the country to ensure steady support to the unique skilling requirements of each sector in a targeted manner. This edition serves as a comprehensive guide into the evolution of SSCs and their remarkable contribution to the mission of Kushal Bharat, Viksit Bharat.

Skilling India, One Sector at a Time

As we dive deep into the complex and multidimensional world of skilling in this edition, our feature stories unfold the work done by various SSCs, playing a pivotal role in crafting a skilled and empowered India. From the Life Sciences Sector Skill Development Council (LSSSDC), set to create over half a million opportunities by 2026, to the Automotive Skills Development Council (ASDC), aligning with Sustainable Development Goals (SDGs) and pioneering gender equality and climate action, these Councils are proving to be the architects of change.

The Media and Entertainment Skills Council (MESC) takes center stage with its *Vidyadaan* sessions, transcending borders and reaching audiences in more than 20 countries. It exemplifies the global impact of our skilling initiatives; fostering collaboration and knowledge exchange worldwide. From the SSC for Agriculture, we learn more about the innovative initiatives such as *Pashu Sakhi* that focuses on skilling and industry-preparedness of rural women working in the dairy and animal husbandry domains. Meanwhile, the #BuiltBySkills movement, led by the IT-ITES SSC, NASSCOM, is shaping the digital future, ensuring that no sector is left untouched by the transformative power of digital skills.

We also learn about the Electronics Sector Skills Council, (ESSC) of India that has an active portal specifically designed for opportunities in the electronics and IT hardware sectors. It is a digital platform to bridge the gap between skilled resources and industry's demand, redefining the employment landscape in the electronics sector.

One of the key functions performed by the SSCs is to create NSQF (National Skills Qualifications Framework) aligned curriculum that prepares candidates for absorption into the workforce. In a pathbreaking development in this regard, the Logistics Sector Skill Council (LSC) spearheads collaborations with international universities, enabling aspiring logistics professionals to pursue higher education. These partnerships not only elevate skill sets but position our workforce as global leaders ready to shape the future of international logistics.

Stories of Transformation

Embedded within the heart of this edition are stories that encapsulate the transformative power of skill development. The tale of Subhasis Paul is emblematic of the positive change that SSCs are bringing to individual lives; transcending barriers and rewriting destinies.

In times of the COVID-19 pandemic, the Healthcare Sector Skill Council (HSSC) swiftly responded to the pandemic and launched a customized crash course for frontline workers, thus upskilling 150,000+ candidates to meet the unique challenges of public health services. Additionally, the Telecom Sector Skill Council's (TSSC) 'Telecom Grameen Udyami' project, initiated in 2023, aligns with the vision of Digital India, bringing digital empowerment to the grassroots.

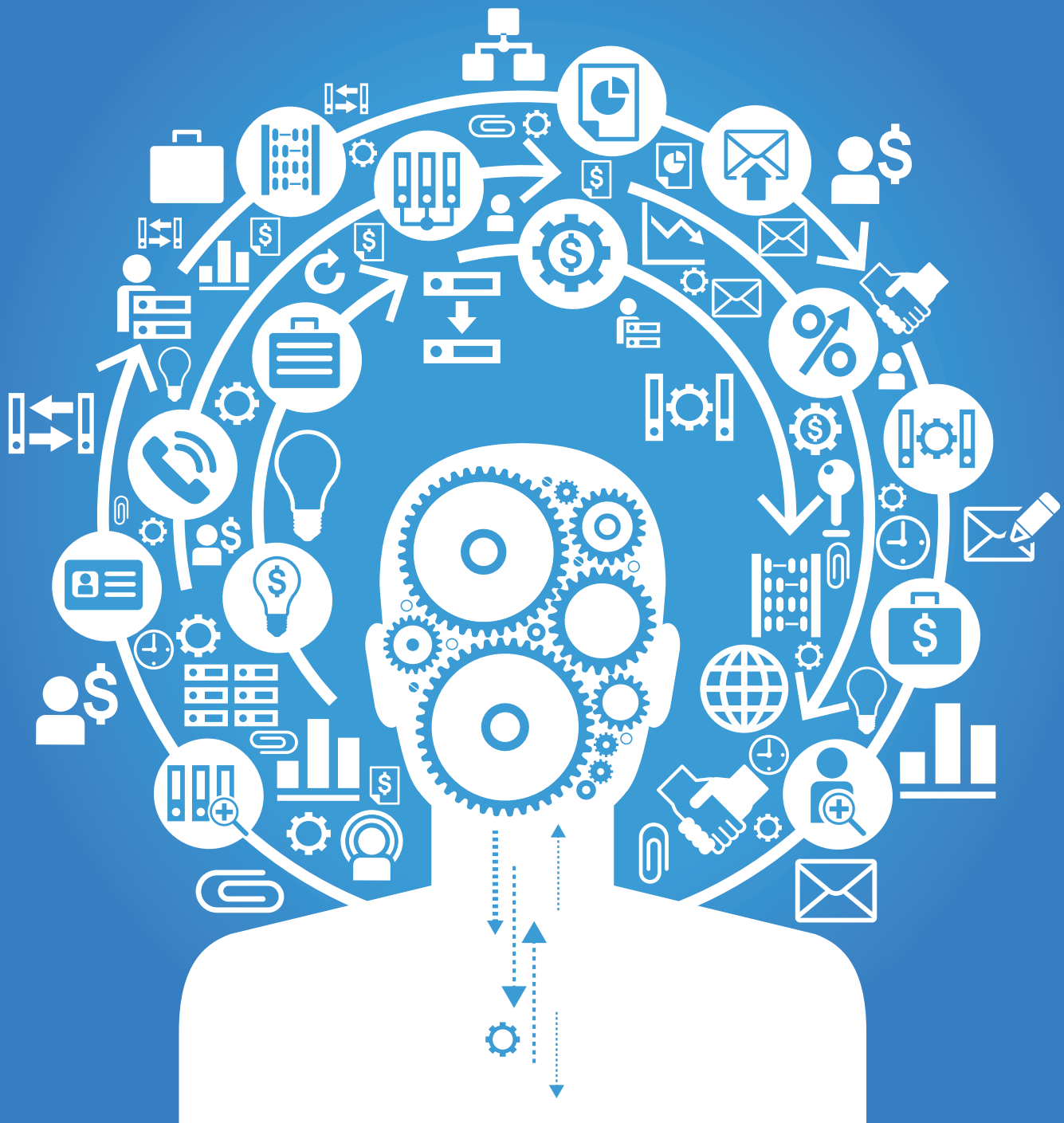
In closing, it is important to note that the accomplishments of our SSCs are vast and varied. While we have attempted to capture a glimpse of their journeys in this edition, there are countless stories waiting to be documented and shared. As we celebrate their milestones, let us be inspired to contribute to the ongoing narrative of skill development, fostering a skilled, empowered, and prosperous India.



VED MANI TIWARI
CEO, NSDC

NSDC Connect embodies NSDC's values: Integrity, Innovation, Inclusion, and Impact. We aim to provide trustworthy, innovative, and inclusive content that aims to make a positive impact on education and skill development. Join us in reimagining a better future.

SECTOR SKILL COUNCILS: CHAMPIONING THE MISSION OF #KUSHALBHARATVIKSITBHARAT



The article highlights India's emphasis on sector-specific skill development initiatives and the role of Sector Skill Councils (SSCs) in driving them. The article delves into the structure, functions, and contributions of the SSCs, emphasizing their adaptability to evolving job market needs, integration of technology, focus on new-age skills, and their role in establishing industry networks to ensure absorption of the skilled workforce as per industry needs.

The story of India's development mirrors the story of skill development for its young and capable populace. This sentiment was reflected in the Hon'ble Prime Minister Shri Narendra Modi Ji's address during the recently held *Vibrant Gujarat Summit* in January 2024. In his address, he reiterated the commitment to the development of new age skills as one of India's clear priorities as we strive to achieve the goal of *Viksit Bharat* by 2047 while we celebrate 100 years of our independence. But skills are not stagnant. As the world transforms with the advancements in technology, each livelihood option will go through unique transformative changes in terms of relevant skills and workforce requirements.



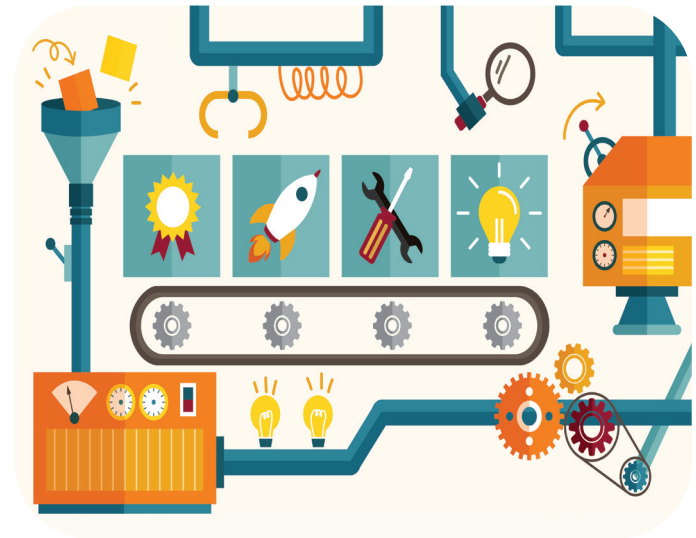
According to the World Economic Forum's Future of Jobs Report 2023, a quarter of the jobs available today will be disrupted during the next five years. This disruption, however, will not be felt uniformly across occupations. While workforce demand will soar in some occupations, such as caregiving for ageing populations, several other jobs will become obsolete due to automation. It means that different livelihood avenues, and industrial sectors will need different interventions to stay relevant, productive, and profitable. While some sectors may need more skilling budgets, the others might need more research or outreach support. Some sectors may experience growth, and some may require greater capacity building, while others may require more regulatory and policy support.

India took cognizance of this sectoral dimension of future skilling and livelihood way back in 2009 by proactively establishing 36 autonomous Sector Skill Councils (SSCs) that operate as the apex sectoral industry bodies in the country and continue to drive and champion the mission of *Kushal* and *Viksit Bharat*.

Genesis of Sector Skill Councils

The SSCs were established with the mission to act as a bridge between the industries, as the source of demand for skills, and educational institutions, as the source of vocational and skills training. The key mission of SSCs is to ensure the quality of skill supply to meet the demand and absorb the skilled resources through jobs and entrepreneurial ventures. By acting as a conduit between the industry requirements and the available workforce, SSCs act as pillars for NSDC (National Skill Development Corporation) operations in the skilling ecosystem. Together, these

SSCs encompass all the major livelihoods and industries in India including Logistics, IT-ITES, Agriculture, Sports, Handicraft, Automotives, Construction, Hydrocarbons, and many others. The SSCs were constituted as per the National Policy on Skill Development, 2009.



The SSCs have been set up as autonomous, industry-led bodies. They aim to cater to the paradigm shift in the skilling ecosystem and bridge the gap between industry demand and requirements of the skilled workforce in the ecosystem. They act as national partnership organizations bringing together key stakeholders like industry, workforce, and academia. Created to operate as financially self-sufficient industry bodies, the SSCs were given an initial seed funding of ₹ 50 million, either as loans or grants and incubated by the National Skill Development Corporation (NSDC) till they attained self-sufficiency.

The SSCs are responsible for curriculum development, assessment, and certification besides aggregating skill demand and establishing industry connections. Some recent initiatives for the SSCs include the creation of blended learning programs in alignment with the NSQF (National Skills Qualifications Framework) standards, design of assessment criteria and process, development of greater industry linkages, and establishment of Centers of Excellence (CoE) for qualitative improvement in the workforce.

Roles & Responsibilities of SSCs

Since inception, the SSCs have played a crucial enabler role in the skilling ecosystem. The National Skill Development Policy, 2015, in alignment with NSDC Skill India Mission, lays down the functions of SSCs.

Sector Skill Councils-India



- Identifying skill development needs**
 Conducting research and identifying sector-specific skill gaps and developmental requirement, including real-time workforce market analytics and trends.
- Charting the development plan**
 Planning sectoral skilling intervention plans in alignment with the industry requirements.
- Setting the Standards**
 Determining the skills/standards and qualifications fitting the sectoral skill development plan in alignment with the NSQF.
- Standardization of Skills**
 Conducting assessments and awarding affiliation, accreditation, and certifications of training programs and institutions as per NSQF standards. SSCs may also conduct skill-based assessment and certification of Qualification Packs (QPs) and National Occupational Standards (NOS) aligned training programmes as well as set up accreditation, affiliation, examination, and assessment norms for their sectors.
- Developing Learning & Training Curriculum**
 Creating training curriculum for aspirants and providing training to trainers and assessors to deliver high quality learning programs.
- Establishing Industry Networks**
 Creating and maintaining active communication channels with sectoral industry associations and leaders to enable absorption of skilled workforce into jobs at decent wages and knowledge-sharing among key stakeholders.

Additionally, SSCs also bear the mandate of paying attention to the skilling needs of SC/STs, differently abled, and minority groups within their sectors and ensure fairness of opportunities and security for vulnerable groups as they join the workforce.



Structure of SSCs

At their core, SSCs function as industry-led bodies with adequate representation from the industry to uphold the overall national vision in the skills and livelihood domain. As per the new compliance norms issued by NSDC in consultation with MSDE in 2019, SSCs must have representation from recognized industry associations, large industries, MSMEs, informal/unorganized businesses, states based on industry concentration, line Ministries and at least one domain institution of repute at the national level operating within the respective sectors.



Out of 36 SSCs, 18 are registered as Section 8 companies, 17 are registered as Societies and 1 SSC for IT-ITES has been set up by the industry association NASSCOM. SSCs are led by the Governing Council/ Governing Board (GC/GB). Chairperson of the SSC must be a prominent industrialist elected by the members of this GC/GB. Led by its Chairperson, the GC/GB of a Council is mandated to take all decisions in consonance with its Charter, Aims, and Objectives.

The objectives and charter are different for different SSCs based on peculiarities and trends within the sector. As of January 2024, the 36 SSCs have 600+ Industry representatives on their GC/GBs.

Role of SSCs in the Skilling Ecosystem

SSCs undertake various developmental functions by linking relevant industries with job placements at decent wages, On-the-Job Training (OJT), apprenticeship, assessment of skills, training of trainers & assessors, creation of Centers of Excellence (CoE) and counselling for candidates.

- SSCs have worked extensively in the past on apprenticeships, QPs creation, Pradhan Mantri Kaushal Vikas Yojana (PMKVY) implementation, and other special projects.
- Created nearly 2,700 industries specific QPs.
- Collaborated with the relevant industries to place almost 1.65 million apprentices in nearly 600 job roles to date.

- Successfully trained over 12 million candidates since 2016 as part of the PMKVY, under segments like STT (Short Term Trainings), RPL (Recognition of Prior Learning) and Special Projects.
- Collaborated with various Industry & Academic partners to create over 200 CoEs across India.

These interventions have effectively managed to address skill gaps, thus fostering employment opportunities, and contributing to the holistic development of individuals across diverse sectors.

The future growth of SSCs and their impact would depend on their preparedness and ability to meet the evolving skilling needs of the job market. In this regard, the SSCs will continue to evolve and adapt to the rapid transformation by:

- Integrating technology in their activities for better outreach and stakeholder engagement. For example, the Digital learning system, especially through Skill India Digital platform, will enable inclusivity and better access to skilling for all.
- Adapting curriculum to focus on new age skills like AI, Data Analytics, Industry 4.0, IoT (Internet of Things), etc.
- Facilitating international mobility of Indian workforce to access global livelihood opportunities. With globalization and China plus One strategy being adopted by many developed nations, coupled with the demographic advantage that India faces, our youth need to be prepared to take on a variety of roles at the global stage, thus providing immense opportunities for the youth and the country as a whole.
- Adopting an inclusive approach for skilling across all the sectors. The focus should be on facilitating new and effective ways of skilling to enable inclusion of all sections of the society and meet the diverse needs of people.
- Expanding the network of industry allies to facilitate the absorption of our skilled youth not just into jobs but also in entrepreneurial endeavours. SSCs will need to work closely with Industry to understand the changing skill needs and prepare plans to meet them accordingly.

The concept of SSCs is not unique to India. Many countries including Japan, United Kingdom, Indonesia, South Africa, and Kingdom of Saudi Arabia have their own SSCs, sometimes known as Sector Skill Bodies, that align with key sectors of the economy. The rules, mandates, and operational details may vary, but the concept itself remains pertinent and impactful as a policy directive. International Labour Organization (ILO), in its 2019



policy note, has identified SSCs as effective institutions “to contribute a sectoral ‘voice’ to education and training arrangements.”

Having successfully established its thriving SSC ecosystem, India firmly believes in knowledge sharing and learning from best practices from other countries by fostering national and sectoral collaborations at the international level. Overall, the approach to organizing vocational training and skilling is apt for the ever-changing world of technology and promises to be a significant enabler of economic prosperity for the country.



Rishikesh Patankar (Author)

VP, Industry & Academia Collaboration, (NSDC)

Rishikesh Patankar has more than two decades of experience including stints at World’s largest e-Governance institution, National R & D Lab, top universities abroad, and Indian Navy. He holds an M. Tech and a Ph.D. degree in Computer Science. He looks after SSC coordination, NSDC Academy, CSR Operations and MEL as part of his work profile with NSDC.

BRIDGING THE SKILLS GAP IN THE MEDIA AND ENTERTAINMENT SECTOR



Media and Entertainment Skills Council (MESC) is an industry - led and employer - driven organization setup with a mission to bridge the skill gap in the media and entertainment sectors. It is the apex body to train and meet the requirement of a skilled workforce for the media and entertainment sectors on a sustainable and evolving basis. The main task of MESC is to develop skill competency standards and qualifications for the industry and benchmark them against international standards. MESC is working under the aegis of the Ministry of Skill Development and Entrepreneurship (MSDE) to achieve its aligned Skill India Mission successfully. MESC is an awarding body with the National Council of Vocational Education and Training (NCVET).

MESC has adopted a multifaceted approach to achieve its mission through:

- Developing National Occupational Standards that harmonize with industry benchmarks and cater to consumer requirements.
- Standardization of affiliation, accreditation, assessment, and certification processes is meticulously undertaken in alignment with the National Skills Qualifications Framework (NSQF) as dictated by the National Skills Qualification Committee (NSQC).
- Leveraging technology-enabled platforms to ensure the transparent and equitable assessment of candidates and certifying them upon successful completion.

MESC is committed to make high-quality content accessible to aspirants at a cost-effective rate. Moreover, it integrates continuous professional development programs designed to upskill and reskill trainers and industry professionals, keeping them abreast of evolving trends. On a broader scale, MESC envisions the establishment of state-of-the-art infrastructure across the nation, facilitating the delivery of industry-aligned skilling programs and unlocking exciting career opportunities for graduating aspirants. Additionally, MESC endeavours to set up Centers of Excellence and Creative Entrepreneurship, fostering research, innovation, incubation, and support for startups in the media and entertainment sectors.

In addition, the council has taken up several initiatives to further the Skill India Mission, which includes identifying, nurturing, and skilling candidates for both national and international competitions with the overarching goal of bringing pride and glory to the nation. Finally, it collaborates with industry partners to develop opportunities for internships, apprenticeships, placements, & entrepreneurship, contributing to a robust and thriving ecosystem for livelihoods in the media and entertainment sector.

The council is built on a robust foundation, with industry stalwart Shri Kamal Haasan (an Indian actor, filmmaker, screenwriter, playback singer, and television presenter) serving as its founding chairperson. The Governing Council (GC) of MESC comprises eminent industry leaders and professionals from diversified sub-sectors of the M&E industry. The GC is

responsible for providing strategic direction to the organization and ensuring the development of the overall skill ecosystem by integrating best practices and strong industry alliances.

Under the leadership of its current chairperson, Padma Shri Ramesh Sippy, a distinguished Indian filmmaker, director, producer, and educationist, MESC is dedicated to heralding a new era of advancement in holistic skill development and supporting the vision of the Hon'ble Prime Minister to make India the skill capital of the world.

Presenting an overview of the sub-sectors, MESC encompasses a total of twelve distinct sub sectors: **Television, Animation, Event Management & Live Performance, Radio, Gaming, Theme & Amusement Parks Films, Digital Media, Creative & performing Arts, Print, Sound & Music, Out of Home Media & Advertising.**

MESC has established several events, avenues, and products strategically designed to cater to the diverse needs of stakeholders within the sub-sectors.

Media & Entertainment Creative Aptitude Test (MECAT)

MECAT empowers creative mavericks with personalized guidance, industry recognition, and diverse career pathways, enabling individuals to explore strengths, make informed decisions, and excel in the media and entertainment industry. MECAT provides students with a deeper understanding of their own strengths, interests, and aptitudes, allowing them to make informed decisions about their educational and career paths.

Assessment covers a range of aptitude areas, including creative thinking, problem-solving, communication, teamwork, adaptability, and other skills relevant to the media and entertainment sectors. It serves as a standardized platform for assessing candidates' suitability for various sub-sectors and programs within the industry.



Vidyadaan: Connecting Guru-Shishya beyond formal education

Vidyadaan is the brainchild of the former chairperson of the MESC, the honourable Shri Subhash Ghai, an eminent film maker and renowned educationist. *Vidyadaan* is a platform through which experts impart their knowledge to students and learners. The platform places a strong emphasis on affording learners the opportunity to get training, insights, and wisdom from experts in their respective fields.

MESC has organized over 500 *Vidyadaan* sessions featuring experts, reaching audiences in more than 20 countries with participation from experts around the globe. *Vidyadaan* goes beyond the transmission of academic knowledge, encompassing life-changing experiences, consultations, stress-relief sessions for those on the edge, motivational discussions on mental and physical health, as well as sessions focused on grooming and personality development. Experts can register on *Vidyadaan* as gurus and share their expertise with the community.

Creative Warriors

The Creative Warriors, an initiative of the MESC, transcends traditional classroom methods, offering a dynamic platform for learning. In response to the evolving landscape of skilling, students now require exposure to contemporary learning approaches. The Creative Warriors LMS (Learning Management Systems) provides a diverse array of learning programs, allowing students to engage with a broad spectrum of features and resources. The platform aspires to catalyze the transformation of the education system, ensuring accessibility for every student, teacher, professional, and institution.

Organized into three levels—Beginners, Experts, and Professionals, Creative Warriors offers career-oriented programs by industry legends like singing with Asha Bhosle, acting with Nawazuddin Siddiqui, dancing with Ganesh Acharya, and many more. Recognizing that learning is an ongoing journey, the platform accommodates both beginners and professionals, providing equal opportunities for career growth aligned with future skill trends.

Manthan - Impeccable Academia

Manthan is a national - level summit launched in 2019 by the MESC, highlighting the connection and collaboration between the MESC and academic institutions. Since then, MESC has conducted three Mega Manthan Summits, including one virtual summit conducted during the pandemic in 2020. Additionally, MESC has successfully conducted more than 250 events connecting industry and academia.

Sankalp- Industry Partnership Initiative

Sankalp is an industry round table summit, introduced by the MESC. It presents a unique opportunity for professionals and institutions to engage with leaders in India, addressing diverse aspects of the industry. Sankalp aims to establish a platform for industry collaboration, promoting synergy and growth. As of 2023, MESC has conducted over 50 Sankalp summits across the country.

Performance at Prestigious IndiaSkills/WorldSkills

MESC also provides national and international level competitive platforms to its students and candidates. For the IndiaSkills competition, MESC showcased seven skills: 3D Digital Game Art, Graphic Design Technology, AR/VR, Industrial Design Technology, Costume Design, Prosthetics & Makeup and Drone Filmmaking on a pan India level. Out of these, three skills- 3D Digital Game Art, Industrial Design Technology, and Graphic Design Technology, moved forward for the prestigious international competition called

WorldSkills. Shweta Ratanpura became the first Indian woman to bag a medal at WorldSkills in 2019, whereas various medals of excellence were won by candidates in media and entertainment skills from 2011-2022.

Representing Skill Development During AVGC Policy Formation

Keeping in view the potential in the industry, the Government of India announced the development of the National Animation, Visual Effects, Gaming, and Comics - Extended Reality (AVGC-XR) policy, with the objective of focusing on developing talent by offering courses of international standards in Indian educational institutions to aid in the creation of world-class animators, illustrators, Computer Generated Imagery (CGI) artists, game developers, etc. The MESC has been an integral part of policy formation that was encapsulated in the AVGC policy.

The policy will facilitate awareness and education regarding the AVGC-XR sector among students through curriculum development and delivery mechanisms across the sector. It will provide quality education by setting up a National Center of Excellence for AVGC- XR and laying down the vision for Regional COEs (Centre of Excellence) on AVGC-XR. One such center has already been finalized to be established in Nagaland, for which the floor plan has been developed.

The AVGC policy will promote skill development via creation of specialized finishing schools and training institutes across the country and promote the idea of lifelong learning and mentorship for AVGC-XR professionals in the country.

Media and Entertainment Courses at AICTE - Approved Institutions

MESC, in partnership with industry and academic collaborators, has formulated the course content and curriculum (3 years) for the following programs, which have received approval from the All India Council for Technical Education (AICTE).

- Advanced Diploma in Animation and VFX
- Advanced Diploma in Game Art and Design
- Advanced Diploma in Event Management
- Advanced Diploma in Digital Marketing and Advertising
- Advanced Diploma in Film and TV Production
- Advanced Diploma in Media Communication

MESC is currently finalizing the Memorandum of Understanding (MoU) with AICTE to facilitate the launch of

these courses.

International Footprints

MESC has established a global presence, actively participating in events such as Mipcom in Cannes, France, and engaging in discussions in various countries, including Nepal, Bhutan, and more.



Collaboration with CBSE

MESC has collaborated with the Central Board of Secondary Education (CBSE) to develop a course curriculum for integration into CBSE schools starting in the 6th grade and aligning with the New Education Policy (NEP 2020). Additionally, the council has also conducted capacity-building sessions for over 43,000 teachers and organized orientation workshops for 2,000+ school principals.

Skill Gap Report

In the near future, the MESC is ready to unveil its ground-breaking "Skill Gap Report", a comprehensive analysis addressing the current state of skills within the media and entertainment sector along with an execution plan for addressing the gaps.

Furthermore, MESC is actively engaged in shaping the state policies of Kerala, Maharashtra, and Madhya Pradesh with regards to the skill requirements for the media and entertainment sectors. Overall, MESC operates with the overarching objective of serving as a conduit between industry and academia, cultivating a dynamic ecosystem for holistic skill development, and expanding livelihood opportunities within the media and entertainment sectors.

Mohit Soni (Author)

CEO, Media & Entertainment Skills Council(MESC)

Mr. Mohit Soni is a seasoned professional with over 22 years of experience. He is renowned for his prowess in building start-ups, fostering emerging businesses, and establishing noteworthy education brands within the media and entertainment sector. His visionary leadership has played a pivotal role in creating robust industry-academia collaborative models and fostering international alliances, significantly contributing to the growth of the media and entertainment sector.



BUILDING THE PHARMACY OF THE WORLD



Do you know which country is called the “Pharmacy of the World”? – India. We got this coveted title because every 1 in 3 generic medicines in the US and every 1 in 4 generic medicines in the UK are produced by an Indian pharmaceutical company. Presently, over 80% of the antiretroviral drugs (ARVs) used globally to combat AIDS (Acquired Immune Deficiency Syndrome) are supplied by Indian pharmaceutical firms. We supply medicines to almost 200 countries and territories in the world, with the top 5 destinations being the USA, Belgium, South Africa, the United Kingdom, and Brazil. India is known for its high quality and low cost medicinal products. Transformed over the years into a vibrant sector, the pharmaceutical industry in India is the 3rd largest in the world in terms of volume and the 14th largest in terms of value. The pharmaceutical sector currently contributes to around 1.72% of the country’s GDP.

The life sciences sector is identified as a key futuristic sector comprising Pharmaceutical, Biotechnology, Medical Devices, In-Vitro Diagnostics (IVD), Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy (AYUSH), Contract Research and Manufacturing Services (CRAMS) and others. The Indian lifesciences sector is a rich network of large Indian and multi-national companies along with several small and medium companies, together comprising over 3,000 drug companies and about 10,500 manufacturing units.

The sector has seen high growth during and after the pandemic years and continues to have high growth projections for the next five years. Further, Indian government programmes like *Atmanirbhar Bharat* and *Ayushman Bharat* which recently announced Production Linked Incentive (PLI) schemes for Active Pharmaceutical Ingredient (API), Medical Devices, and Biotechnology Clusters would be augmenting its growth. The

sector employs over 1 million people and is expected to create 0.6 million new opportunities by 2026 in an optimal growth scenario.

The Indian life sciences sector has experienced unprecedented growth in both breadth and depth over recent decades, growing at a Compound Annual Growth Rate (CAGR) of 9.43% in the past nine years. The biotechnology industry in India, valued at \$137 billion in 2023, is forecast to surge to \$150 billion by 2025 and an impressive \$300 billion by 2030, fueled by the escalating demand on both domestic and international fronts. India is also known as the ‘Powerhouse of Vaccine Production’ as it supplies over 60% of the world’s vaccines.

In this transformative landscape, the Life Sciences Sector Skill Development Council (LSSSDC) emerges as a pivotal organization to meaningfully contribute the most important ingredient of skilled manpower for sustainable growth to the sector. LSSSDC was formed as not-for-profit industry body under the aegis of the Ministry of Skill Development and Entrepreneurship (MSDE) and incubated by the National Skill Development Corporation. It also operates as a vocational education awarding body recognized by the National Council for Vocational Education and Training (NCVT) to conduct and accredit skill development initiatives in the lifesciences sector across the country. LSSSDC is mandated to identify and address skill development needs in Pharmaceuticals, Biotechnology, Medical Devices, and Research & Development and operates nationally in collaboration with diverse stakeholder groups to address skill gaps within the sector. LSSSDC operates on a scalable and sustainable model to deliver high quality, standards aligned, and demand driven curriculum and vocational training to all aspirants in the

sector. The council formulates sector-specific skill development plans and maintains a skill inventory to ensure alignment with industry demands.

Committed to 'Skilling-4-Employment,' LSSSDC takes proactive measures to ensure that individuals not only acquire academic knowledge but are also equipped with practical skills that are highly sought-after within the industry. As a catalyst for skill development, LSSSDC plays a crucial role in cultivating a skilled and adaptable workforce for the rapidly advancing Life Sciences sector in India.

LSSSDC is committed to bridging the gap between industry and academia by actively fostering collaborations with multiple universities, particularly through its skill development initiatives in industry clusters. The main objective of this approach is to ensure that the university students graduate with the essential skills demanded by the life sciences industry. LSSSDC places a strong emphasis on Recognition of Prior Learning (RPL), certifying the existing workforce based on their acquired skills and knowledge. Presently, LSSSDC has 39 approved qualifications and 12 micro-credentials in areas ranging from Research and Development (R&D), regulatory affairs, manufacturing, quality, engineering and maintenance, supply chain, sales, and marketing, etc.

Furthermore, LSSSDC actively engages with companies in the sector for apprenticeship training under the Apprentices Act 1961 and promotes the National Apprenticeship Promotion Scheme (NAPS). Expanding its outreach, LSSSDC broadens its offerings to encompass various vocational education qualifications as standalone courses tailored for both young individuals and working professionals. All diploma, certificate, and short-term skill development courses align with the National Education Policy (NEP) 2020, adhering seamlessly to the National Credit Framework (NCrF). Notably, selected qualifications find integration as electives in the 8th semester of the Bachelor of Pharmacy program, a regulation overseen by the Pharmacy Council of India.

Furthermore, LSSSDC collaborates with CBSE and AICTE to deliver pertinent qualifications and vocational education courses in the life sciences domain (Pharma and Biotech) at various levels, including schools, polytechnics, engineering, and management colleges, as integrated programs.

The recent introduction of the Medical Device Policy (MDP) has triggered a significant surge in the demand for skilled professionals in the medical device sector. Anticipating this trend, LSSSDC took proactive measures by launching specialized courses for medical devices. In alignment with the

"Scheme for Human Resource Development in the Medical Device Sector" by the Department of Pharmaceuticals (DoP), LSSSDC serves as the implementation partner of the DoP. This strategic collaboration aims to address existing gaps in education and research within the medical devices sector, emphasizing the provision of high-quality teaching, training and the cultivation of excellence in medical technology education. The overarching objective is to cultivate a substantial pool of trained human resources capable of meeting the evolving needs of the multidisciplinary realms of medical technology and fostering an R&D ecosystem for the medical device sector.



Furthermore, the core principles of pharma manufacturing come under Schedule M, which has undergone recent revisions. LSSSDC collaborates with various partners to address the demand for upskilling the existing workforce on Schedule M in the pharmaceutical industry.

The pandemic years have also validated the role of Artificial Intelligence (AI) and other Industry 4.0 technologies as drivers of transformation in the life sciences domain. Consequently, the council is proactively preparing to meet the future demand for skilled professionals in the sector by developing forward-looking IT integrated courses. These programs will be designed to target specific skill gaps and fulfill the sector's evolving requirements, thus addressing requirements for the adoption of Pharma 4.0.



Goutam Bhattacharya (Author)

CEO, Life Sciences Sector Skill Development Council (LSSSDC)

Goutam Bhattacharya is a pharmaceutical and healthcare professional with three decades of working experience at leading multinational pharmaceutical and medical device companies in India. Prior to joining the Council, he worked in senior leadership positions with companies in India like LG Life Sciences, Boston Scientific, and Win-Medicare, having started his career as a medical representative with Lupin Labs.

SKILLING INDIA IN ELECTRONICS



Electronics is the foundational science that has led to the development of semiconductors and all its applications which defines the 21st century digital transformation and strides in information technology. Therefore, our nation's capabilities and advancements within the electronics sector is crucial to realizing the vision of 'Viksit Bharat' as articulated by Hon'ble Prime Minister Shri Narendra Modi.

To support this mission, the Electronics Sector Skills Council (ESSCI) of India (ESSCI) was established as a not-for-profit organization in 2012. ESSCI has been promoted by the six major industry associations representing the Electronics System Design & Manufacturing (ESDM) sector: Electronic Industry Association of India (ELCINA), Manufacturers Association Information Technology (MAIT), India Electronics & Semiconductor Association (IESA), Indian Printed Circuit Association (IPCA), Consumer Electronics and Appliances Manufacturers Association (CEAMA), Electric Lamp and Component Manufacturers Association of India (ELCOMA) and National Skill Development Corporation (NSDC).

ESSCI is an organization set up to meet the requirements of a skilled workforce for the ESDM sector. To fulfil this role, ESSCI works closely with the industry, NSDC, Ministry of Skill Development and Entrepreneurship (MSDE), and Ministry of Electronics and IT (MeitY) to provide skilling, upskilling, and re-skilling services to the industry. ESSCI is also recognized as an awarding body of National Council for Vocational Education and Training (NCVET) for the ESDM Sector.

ESSCI is responsible for standardization, accreditation, and certification processes to enhance the employability of the Indian workforce globally. ESSCI envisions enabling a world-class electronics manufacturing industry with an ecosystem for skill development and enhanced employability for aspirational Indian youth. Its core mission is to establish a structured mechanism with industry to strengthen the skill development system through E-Skilling, R&D, Innovation and the adoption

of state-of-the-art technologies to reach the masses and lead to the growth of the ESDM sector.

To achieve its mission, ESSCI has built a robust ecosystem of industry and knowledge contributors, who conduct research, analysis, and develop a structured training mechanism leading to accreditation and certification of trained individuals. The trained candidates are certified under the National Skills Qualifications Framework (NSQF), and ESSCI conducts the assessment as an awarding body for electronics job roles.

The council works across the ESDM landscape and divides the sector into 8 sub sectors, each having a special focus and National Occupation Standards (NOS) Committee to ensure alignment with the latest technology in each sub-sector.

- 1. Industrial Automation** - Industrial automation refers to the use of intelligent machines and programmable logics to automate several industrial processes and minimize human intervention. The automation improves the efficiency and quality of the output and maintains consistency throughout the micro and macro-level processes across industries.
- 2. PCB Design and Manufacturing** - Printed Circuit Boards (PCBs) are the backbone of all electronic devices powering the global economy. PCBs have been instrumental in reducing the size of such devices across segments like Consumer Electronics & Mobile Phones to Industrial Electronics, Defence Electronics, and Computer Hardware.
- 3. Semiconductor and Components** - The Indian semiconductor industry has a fabless ecosystem hosting the R&D and design capabilities of major global players. Over the past decades, India has become a hotspot for fabless IP or SoC (System on a Chip) design, primarily due to the vast availability of domain knowledge at an economical cost as compared to Europe and the United States of America (USA). As this field becomes more specialized, our young and aspirational workforce will

need more advanced degrees or skill training to stay competitive in the sector. This can include specialized qualifications such as Integrated Circuit (IC) Package, Very Large Scale Integration (VLSI) Design, and Package Design.

4. **e-Mobility and Battery** - The e-Mobility and battery space in India have been on the rise. The industry has been attracting interest from both established conglomerates and start-ups to bring new technological advancements and innovations to the sector, to increase the efficiency of the e-vehicles. As batteries are an integral part of the EV ecosystem, the falling cost of batteries is expected to further drive this growth throughout the next decade.
5. **Solar and LED** - Solar and LED sectors are integral components of the global shift towards sustainable and energy-efficient technologies. There are a lot of opportunities for the installation and maintenance of solar panels in both rural and urban India, giving the sector immense potential and demand for a skilled workforce.
6. **Security and Surveillance** - Security and surveillance technologies have evolved significantly in recent years, driven by advancements in digital, artificial intelligence, and communication technologies. These technologies play a crucial role in safeguarding public and private spaces, preventing crimes, and responding to emergencies. The major types of security and surveillances include CCTV Installation, Access Control, Biometrics and Analytics.
7. **Communication and Broadcasting** - This sector is responsible for a variety of products and services that support the communications infrastructure of the modern age, including routers, modems, set top boxes etc. The Communication and Broadcasting industry has witnessed robust growth in the last few years, primarily due to an increase in per capita expenditure, improving lifestyles, greater digital connectivity, and access to smartphones. The sector is poised for further growth as we complete the rollout of 5G infrastructure in the country and therefore will require a more skilled workforce to support the demands of the industry.
8. **Consumer Electronics and IT Hardware** - The major products covered under this sector are television sets, washing machines, refrigerators, air-conditioners, water purifiers, personal medical devices, and other small home appliances. It also includes services such as repair and service for mobile phones, computers, networking storage, and connected peripherals. Given the preference for service sector jobs amongst youth, this sector can be a lucrative option for our aspirational workforce, provided they are able to acquire the necessary skill sets.

skilled workforce within the ESDM sector, the ESSCI has developed over 100 qualifications across the nine sub sectors, and has developed a large capacity to undertake skill training across the country in collaboration with its training, academia, and industry partners.

ESSCI currently has over 4,500 training centres across the country that are well equipped to undertake skill development across job roles in all segments of ESDM.

The Electronics Sector Skills Council of India has so far



skilled over 1.9 million candidates in various job roles in the electronics sector across the country. It currently has over 3,000 industry partners that provide placement support and apprenticeship opportunities under the National Apprenticeship Programme Scheme (NAPS). So far, more than 125,000 apprentices have been recruited through these efforts and initiatives by the ESSCI.

ESSCI also has a job portal specifically designed for electronics and IT hardware sectors. It is a digital platform to bridge the gap between skilled resources and industry's demand. It connects jobseekers and recruiters by accurately matching a candidate's profile to a relevant job opening through an advanced 2-way matching technology. It focuses on the entire career growth of candidates, including career counselling, skill training, placement assistance, and upskilling in their domain.

The ESSCI is moving ahead with an ambitious program to work closely with the industry and is committed to meeting the demand for skilled workers in the ESDM sector and making India the skill capital of the world.

Given the diversity of roles and growing industry demand for a



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COO and officiating CEO of Electronics Sector Skills Council of India (ESSCI)

She is responsible for overseeing the operations of ESSCI and works closely with its governing board on strategic issues related to the growth of the Electronics Systems Design and Manufacturing (ESDM) industry in India.



NEWS BYTES



PM MODI'S VISION: EDUCATION AND SKILL DEVELOPMENT INITIATIVES LAUNCHED IN UP AND GOA

Union Minister for Education and Skill Development and Entrepreneurship, Hon'ble Shri Dharmendra Pradhan, and Chief Minister of Uttar Pradesh, Shri Yogi Adityanath, jointly introduced PM SHRI Schools in Lucknow. This initiative is set to modernize and elevate over 1000 schools in Uttar Pradesh, including 81 Kendriya/Jawahar Navodaya Vidyalayas, aligning seamlessly with the principles of the National Education Policy (NEP) 2020. Hon'ble Chief Minister Yogi Adityanath outlined comprehensive plans for 1,753 selected schools, incorporating features such as smart classrooms, laboratories, libraries, and sports amenities.

In a parallel effort, Union Minister of State for Skill Development and Entrepreneurship, Shri Rajeev Chandrasekhar, and Goa Hon'ble Chief Minister Shri Pramod Sawant jointly inaugurated 10 Skill Development Centres under the PM Vishwakarma Scheme in Goa. These centers aim to generate skilled manpower, fostering increased employment opportunities within the state. CM Shri Pramod Sawant praised Hon'ble Prime Minister Shri Narendra Modi for implementing such a scheme, providing financial support and skill enhancement to traditional artisans, thereby granting them dignity and recognition.

KAUSHAL RATH: EMPOWERING YOUTH WITH RELEVANT SKILLS

Shri Dharmendra Pradhan has launched "Kaushal Rath," an innovative initiative focused on empowering youth with market-relevant skills. These specially designed buses, equipped with state-of-the-art tools, facilities, and certified trainers, are set to provide accessible and hands-on skill training in Odisha's Sambalpur, Angul, Dhenkanal & Deogarh districts. The courses, covering Digital Literacy, Financial Literacy, Retail & Entrepreneurial Skills, can be undertaken on Skill India Digital, a platform dedicated to skill development. Kaushal Rath aligns seamlessly with the government's Skill India Mission, aiming to extend the transformative impact of skill development to even the remotest corners of the nation.



PRERANA: AN EXPERIENTIAL LEARNING PROGRAM

The Ministry of Education, Government of India, has unveiled a groundbreaking initiative named 'Prerana: An Experiential Learning Program,' aligning with the National Education Policy (NEP) 2020. This transformative program targets students from Class IX to XII and is conducted as a week-long residential experience in Vadnagar, Gujarat. With a focus on nine value-based themes, Prerana transcends traditional teaching methods, employing innovative approaches to foster holistic learning.

VIBRANT GUJARAT SUMMIT 2024

Shri Dharmendra Pradhan participated in the inaugural session of "Building Workforces for Future: Development of Skills for Industry 4.0" at the Vibrant Gujarat Summit 2024. During the event, he emphasized the summit's significance as a platform to contemplate India's developmental journey and establish national priorities. He underscored the pivotal role of the National Education Policy (NEP) 2020 in aligning education and skills and emphasized India's potential in harnessing the opportunities presented by Industry 4.0.

COAL INDIA LTD. INKS PARTNERSHIP WITH NSDC FOR SKILL DEVELOPMENT

Coal India Ltd. and NSDC signed an MoU for setting up Multi Skill Development Institutes (MSDIs) in coal-bearing areas on January 5, 2024. This partnership is in synchronicity with the Government of India's thrust on skilling as a focal point and looks at market-oriented training for the local youth through MSDIs in the command areas of CIL's subsidiaries- CCL, BCCL, MCL, NCL and SECL. The project will cover one-time capex for repurposing of existing infrastructure as MSDIs and Recurring & Project Management Unit (PMU) expenses per year.



PMKVY: SKILL DEVELOPMENT INITIATIVES & FELICITATION OF VISHWAKARMA GURUS IN TRIPURA

On January 19th, 2024, Shri Rajeev Chandrasekhar, Union Minister of State for Electronics and Information Technology, Skill Development and Entrepreneurship, and Jal Shakti, inaugurated skill development initiatives in Tripura, aimed at equipping the youth with industry-relevant skills. Aligned with the Pradhan Mantri Kaushal Vikas Yojana (PMKVY 4.0), this initiative intends to cater to the aspirations of Tripura's youth by offering 100+ future-ready skills, including 3D additive manufacturing, Drone Technology, and Data engineering.

During the event, in a tribute to the skilled artisans and craftsmen of the state, the Minister honoured Vishwakarma Gurus in five trades; Tailoring, Fishing Net Making, Carpentry, Bamboo Craftsmaking, and Pottery.

The Minister marked a significant step forward by virtually inaugurating two centers in West Tripura for skill training implementation under the scheme.

NIESBUD PARTNERS WITH TRIFED FOR SKILLING UNDER PM JANMAN SCHEME

In the presence of Shri Atul Kumari Tiwari, Secretary of MSDE, a Memorandum of Understanding (MoU) was signed between the National Institute of Entrepreneurship and Small Business Development (NIESBUD) and the Tribal Cooperative Marketing Development Federation of India (TRIFED). This collaboration, under the Ministry of Skill Development and Entrepreneurship (MSDE) and the Ministry of Tribal Affairs, aims to implement the skilling component of the Pradhan Mantri Janjatiya Abhiyaan (PM JANMAN) Scheme. Shri Atul Kumari Tiwari emphasized the transformative role of skilling in enhancing livelihood opportunities for tribal groups, highlighting the scheme's focus on showcasing the arts, crafts, and culture of these communities.



NSDC HONOURED WITH GREAT PLACE TO WORK® CERTIFICATION

National Skill Development Corporation (NSDC) has achieved the prestigious Great Place to Work® certification, solidifying its reputation as an exemplary workplace under the esteemed Non-Profit and Charity category. This recognition serves as a testament to NSDC's commitment to fostering a workplace culture that is conducive to employee well-being and professional growth. The overwhelmingly positive experiences of its workforce further underscore NSDC's dedication to creating an environment that values and prioritizes its employees, contributing to its distinction as a Great Place to Work®.

LSSC COLLABORATION WITH REDINGTON LIMITED

The successful launch of the Centre of Logistics Training for Excellence (COLTE) by Hon'ble Minister Shri Dharmendra Pradhan represents a key milestone in the partnership between Redington Limited and the Logistics Sector Skill Council. COLTE, characterized by its innovative and inclusive approach, is poised to redefine logistics education in India. With cutting-edge facilities, including advanced classrooms and labs, COLTE demonstrates a commitment to nurturing learning and kindling aspirations within the logistics sector.

SKILLS MINISTRY TO USE GATI SHAKTI DATA TO CHART TRAINING

The skilling program in India has seamlessly integrated with the PM Gati Shakti National Master Plan portal, marking a pivotal step towards data-driven expansion and the enhancement of training centers nationwide. The Ministry of Skill Development and Entrepreneurship (MSDE) has introduced an innovative gap-analyzer tool designed to meticulously map skill training centers in proximity to key projects, facilitating a comprehensive identification of needs and strategic planning for center upgrades.

ASDC PARTNERS WITH BLUSMART

BluSmart, an electric vehicle ride-hailing service, has entered into a MoU with the Automotive Skill Development Council (ASDC) to train 250 women in Delhi NCR. The joint effort is geared towards creating employment opportunities with a specific focus on gender diversity and inclusivity within the transportation sector. ASDC will administer a comprehensive 3-month driver skills training program, and BluSmart will extend employment opportunities to the trained women drivers.

MEITY LAUNCHES ERNET INDIA'S WEB PORTAL FOR EDUCATIONAL SERVICES

The Ministry of Electronics and Information Technology (MeitY) has unveiled a comprehensive web portal facilitated by ERNET India, tailored to cater specifically to educational institutes. This integrated portal offers an array of domain services, encompassing Domain Name System (DNS) management, and introduces value-added services such as Website as a Service (WaaS) and Learning Management as a Service (LMaaS).



IMPACT STORIES



FROM HOWRAH TO DALLAS: SUBHASIS PAUL'S REMARKABLE JOURNEY



Subhasis Paul is a young man from Howrah, West Bengal, who glittered like a star in the world of jewellery because of his hard work and dedication. Subhasis completed his higher secondary education at Parbatipur Vidyapith High School, Howrah. He comes from a middle-class family and has been trained in jewellery manufacturing art in the state of Tamil Nadu with the help of Vummidi Bangaru Jewellers (VBJ) in Chennai. Subhasis's journey began in 2021 when he cleared the screening rounds of NSDC and entered the industry, or Track-II round, for the WorldSkills competition. For this round, he created a product made from brass (as per the rules of the competition), which made him the highest scorer for the round and opened doors for the regional competition held at Vishakhapatnam, where he won a silver medal.

After his success at Vishakhapatnam, Subhasis was nominated for the national competition. But due to his lack of experience and exposure at the time, he didn't feel very confident for a competition at this scale. At this point, experts from NSDC, WorldSkills, and the Gem and Jewellery Skill Council of India (GJSCI) came together to mentor Subhasis and help him overcome his nervousness. A comprehensive training schedule was planned for him, including daily activities such as yoga, meditation, and cycling to help with his interpersonal development and confidence. He also worked on overcoming the language barrier and took up the challenge of learning English and Hindi simultaneously.

Finally, it was time for Subhasis to participate in the National Skill Competition held in January 2022 at Pragati Maidan, Delhi and he entered the premises with his head held high. He focused on the aspects where he lost points at Vishakhapatnam. Within the stipulated time, he managed to complete the task, produce a 'creative element', and win the Gold Medal.

The journey did not end here; it was now time to prepare for the WorldSkills competition—the biggest competition of skills in the world! NSDC and GJSCI started their training on pure gold at

VBJ Chennai. He was encouraged to participate in some international competitions so he could work on his confidence and get familiar with the talent levels and the overall environment of an international competition. This was the very first time that he visited a foreign country and felt the scale and pressure of an international competition with several countries participating and displaying their skills.

For the 'WorldSkills Competition' to be held in Switzerland in 2022, Subhasis was being trained under the close observation of the WorldSkills Expert team at GJSCI. They prepared several test projects in pure gold. Due to his determination and hard work, Subhasis managed to learn English. To polish his personality, GJSCI provided him with special sessions on interpersonal development, time management, and communication skills. Finally, the day arrived, and Subhashish was at the WorldSkills Competition in Switzerland. All the preparation and hard work paid off, and Subhasis went on to win the 'Medallion of Excellence', making India proud.

He was thereafter felicitated by the 'Ministry of Skill Development and Entrepreneurship' (MSDE), where Hon'ble Minister Shri Dharmendra Pradhan congratulated Subhasis for the overall journey. His achievements at WorldSkills opened many other opportunities for him.

Vummidi Bangaru Jewellers in Texas, USA absorbed Subhasis as an employee. This transformation, coming from a middle-class, small-town family in India and being in the United States with a promising career in his field of choice, would have been beyond his dreams, and yet only made possible through his own hard work and determination.

Now, with the spirit of paying it forward and helping others make their dreams come true, Subhasis offers guidance to candidates participating at various levels of competitions within the gems and jewellery sector. Candidates like 'Subhasis Paul' are like a 'Jewel' of the nation and 'Pride' of the country.

INEVITABLE INDIA #BUILTBYSKILLS: A DIGITAL TRANSFORMATION JOURNEY



India is undergoing a digital revolution, and this transformation is #BuiltBySkills. The year 2023 marked significant milestones in upskilling, employability, and digital literacy in this sector, with IT-ITeS Sector Skill Council (SSC) or National Association of Software and Service Companies (NASSCOM), taking the lead in fostering a robust learning ecosystem and talent pipeline across the country.

State-Level Collaboration for Skill Development

IT-ITeS SSC NASSCOM made strategic moves by signing Memorandums of Understanding (MoUs) with the Technical Education Department and/or Higher Education Department of six states- Madhya Pradesh, Odisha, Gujarat, Andhra Pradesh, Maharashtra, and West Bengal. These collaborations aim to upskill millions of students and trainers in emerging technologies, laying the foundation for a skilled workforce across diverse sectors.

NASSCOM Talent Connect Portal: Bridging the Talent Gap

To bridge the digital talent supply - demand gap, IT-ITeS SSC NASSCOM launched the Talent Connect Portal, connecting businesses with digitally skilled candidates. The portal boasts a talent pool of over 150,000 skilled and certified individuals, with more than 50 corporate partners offering more than 35,000 live job opportunities. Notably, 80% of the talent pool hails from tier 2 and tier 3 cities, highlighting the inclusive nature of this initiative.

SSC NASSCOM Skilling Awards: Celebrating Academic Contributions

Acknowledging the pivotal role of academia in shaping India as a Digital Talent Nation, IT-ITeS SSC NASSCOM, introduced its first-ever skilling awards and awarded 7 educational institutions such as D Y Patil University, Maharashtra; Rathinam Arts and Science College, Tamil Nadu; Panimalar Engineering College, Tamil Nadu; DPSGR Krishnammal College for Women, Tamil Nadu; Asansol Engineering College, West Bengal; Reva University, Bangalore, and IBS, Bangalore. These awards celebrated the adoption of NSQF (National Skills Qualifications

Framework) standards and encouraged enrollment in emerging technology courses, making students more employable through NASSCOM certifications on FutureSkills Prime.

Digital Skilling on a Global Stage

NASSCOM took center stage at the G20, partnering with MeitY as the knowledge partner and presenting India's Digital Skills Agenda. Addressing the shortage of digitally skilled workers hindering global business growth, NASSCOM highlighted initiatives like #FutureSkillsPrime, narrowing the digital divide, and aligning talent with industry demands.

Empowering Traditional Artisans Digitally

In a groundbreaking move, IT-ITeS SSC NASSCOM, under the PM Vishwakarma Scheme, supported the digital skilling journey of 600,000 traditional artisans and craftspeople. The curriculum and content on digital literacy, provided in English and Hindi, aimed to empower artisans in scaling up their traditional products and services.

Red Hat Collaboration: National Recognition for Training Courses

IT-ITeS SSC NASSCOM collaborated with Red Hat to offer the first set of six training courses aligned with NSQF (National Skills Qualifications Framework) and accepted by NCVET (National Council for Vocational Education and Training). This partnership ensured national recognition for Red Hat courses in India, with the potential for acknowledgment by universities and colleges for academic credit. This serves as a way forward for better alignment of various other OEM (Original Equipment Manufacturer) courses with NSQF standards and adoption in academic curricula. The #BuiltBySkills movement in India, led by IT-ITeS SSC NASSCOM, is steering the nation towards a digital future. The initiatives undertaken in 2023 have laid the groundwork for a skilled workforce, bridging the digital gap, and empowering individuals across diverse sectors. As India continues its digital transformation journey, the emphasis on skills remains at the forefront, making the future inevitable and bright.

ELECTRIC VEHICLE TECHNICIAN PROGRAM: TRANSFORMATION OF AUTOMOTIVE EDUCATION

The automotive landscape in India is charging towards an electric future. This radical transformation brings with it an urgent need to equip technicians with the skills to excel in Electric Vehicle (EV) technologies. Recognizing this imperative, Automotive Skills Development Council (ASDC), an institution working to enhance automotive skills and productivity under the aegis of Ministry of Skill Development and Entrepreneurship (MSDE) and National Skill Development Corporation (NSDC), has partnered with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) India, a German development agency, to introduce an innovative Electric Vehicle Technician programme. This timely short-term course targets recent ITI (Industrial Training Institute) graduates, preparing them to access the opportunities emerging in the growing EV industry.



The program was launched in September 2023 at the Amass Skill Centre in Gurugram, and the event was graced by the presence of Dr. Rodney Reviere, Project Head, GIZ India, and Vinkesh Gulati, VP, ASDC. The enthusiastic response to the first batch highlighted the appetite for developing expertise in this domain.

It was heartening to note that 20% of the participants in this training program were women. This underscores the partnership's commitment to empowering female youth with future-oriented green skills. The course culminated in a milestone achievement - the entire inaugural batch of 100 students securing placements at Tata Motors. This incredible 100% placement record at one of India's most prominent automakers strongly validates the effectiveness of the training program.

Tata Motors is widely recognized as a pioneer in driving India's transition to electric mobility. Its willingness to absorb the entire first batch of trainees from the ASDC-GIZ course is an endorsement of the quality of the skilling programme. It also indicates Tata Motors' bullish plans for expanding its EV manufacturing and service capabilities in line with rising adoption. Equipped with sharp skills and now placed at the forefront of the e-mobility revolution in India, these trainees symbolize the transformative potential of the ASDC-GIZ initiative. The program has clearly succeeded in bridging the

industry-academia gap and producing immediately job-ready talent scaled to the needs of leaders like Tata Motors. As part of the curriculum, trainees undergo intensive training across the entire EV ecosystem, including maintenance, repair, charging infrastructure, manufacturing, and soft skills. The meticulously designed hands-on pedagogy ensures that they acquire not just technical aptitude, but also the critical, analytical, and collaborative abilities to thrive in the workplace. Tata Motors' positive response and the placement of the pioneering batch set a strong precedent for the programme as ASDC and GIZ look to scale it up. They plan to continuously train batches of 100 students, mobilizing trainees countrywide through ITIs and Skill Centres. This will create a sizable pool of skilled EV technicians to meet exponential growth predictions for the sector. Projections indicate the Indian EV industry will balloon to a \$206 billion market by 2030. With this bright outlook, upskilling initiatives like this are indispensable to developing talent that can support large-scale mainstream adoption.

The current gaps in India's EV ecosystem, including sparse charging stations, limited model options, and higher upfront costs, are fast diminishing. Accelerating consumer awareness about the ecological and economic benefits of EVs is expected to catalyse demand. As the industry expands, a workforce armed with the technical expertise and practical experience to work on EVs becomes critical. Here, the ASDC-GIZ programme promises to make a vital contribution by nurturing skilled technicians ready to hit the ground running. The roles of engineers, designers, technicians, and maintenance crews will grow in importance as EVs become ubiquitous. Upskilling them to design, build, operate, and maintain electric vehicles and charging infrastructure will be the key to unlocking India's sustainable mobility future. The course content encompasses the complete range of knowledge and skills students require - EV manufacturing processes, maintenance of electrical and battery systems, repair of motors and controllers, installing and servicing charging stations, and honing soft skills. The comprehensive coverage will equip graduates to deliver excellence across EV value chains, from R&D to after-sales support. By adopting a competency-based curriculum aligned to industry needs, the programme ensures trainees are job-ready from day one. Its emphasis on hands-on learning, critical thinking, and problem diagnosis will empower them to thrive even as technologies continue to evolve.

This programme benefits seeking high-quality EV talent, like Tata Motors, as well as the nation. With transportation accounting for 18% of India's total emissions, proliferating EV's powered by renewable energy is vital for climate change mitigation. Upskilling workers to produce and maintain EVs will accelerate this transition.

Beyond vocational training, ASDC and GIZ India are also collaborating with academic institutions and polytechnics to integrate EV skills into mainstream technical education. Curriculum design support and aligning courses to industrial and National Occupational Standards will engender a steady pipeline of young, EV-ready talent.

TELECOM GRAMEEN UDYAMI: EMPOWERING ENTREPRENEURSHIP AND SKILLS IN RURAL INDIA



India's rural landscape has witnessed a remarkable transformation in recent years, primarily driven by the rapid expansion of technology. This transformation has empowered rural communities, creating new opportunities for growth and development. The increased penetration of the internet and the availability of affordable smartphones have revolutionized the lives of rural residents, granting them access to online services and significantly improving their quality of life. The telecom sector has been a catalyst for this change in India, especially in rural and tier 2 and 3 cities.

Digital literacy is on the rise in rural India, equipping more individuals with technological awareness and skills. This growth in awareness and accessibility of digital technologies, the internet, and other solutions is helping businesses grow in these geographies. Additionally, the Indian market and consumer behaviour are also going through a transformation with the emergence of innovative business models that leverage digital infrastructure.

India has added more rural internet subscribers than urban in the last 4 years, and this is a testimony to the growth of telecom-based technologies. According to Nielsen's India Internet Report 2023, India has over 700 million active internet users, of which the number of rural internet users was almost 44% higher than that of urban internet users. This illustrates, that in terms of digital literacy and usage, the urban vs rural growth gap is steadily closing.

Some notable government projects, such as the BharatNet Project, the Telecom Development Plan, the Aspirational District Scheme, initiatives in the North-East Region through the Comprehensive Telecom Development Plan (CTDP), and projects in areas affected by Left Wing Extremism (LWE), have

played an integral role in this transformation. Together, these changes have created strong business and profitability potential in rural areas across value chains and sectors, especially telecom.



The growth of IT and telecom companies in rural India has necessitated a demand for a proficient workforce to fulfil the operational requirements. Instead of fulfilling this workforce requirement through migration from cities, it would be more cost effective and efficient to have a proficient local workforce to cater to its requirements. This creates a strong potential for rural youth to upskill themselves and earn their livelihood from diversified avenues at a local level. The growth of telecom in rural India also promotes entrepreneurship for allied services to the industry.

As 5G, fibre, smartphones, passive infrastructure, digital solutions, and other sub-domains and technologies flourish, rural enterprises will tend to grow, which in turn will lead to more employment avenues for rural youth. But all of this can only happen through committed efforts for skill development among the rural workforces.

In response to these changes and industry demands, the Telecom Sector Skill Council introduced the 'Telecom Grameen Udyami' project in 2023, which is a skill development project aimed at empowering the local population as a viable workforce for the telecom sector. The aim of this project is to boost the confidence of the telecom industry in expanding to rural and remote areas, with the assurance that a skilled local workforce will be available either as employees or entrepreneurs. This workforce is envisioned to address a diverse range of requirements essential for the successful implementation of their services.

While India has improved its ranking in terms of the Ease of Doing Business Index, the challenges and concerns faced by rural entrepreneurs in running and scaling their enterprises persist. The concerns range from the prevalent societal and gender-based biases to a lack of entrepreneurial and industry skills.



Inconsistent market linkages, severe competition from urban markets, a lack of infrastructural facilities, logistical challenges, and an inadequate understanding of the available government support mechanisms also exacerbate the challenges for aspiring rural entrepreneurs. The 'Telecom Grameen Udyami' project is aimed at mitigating these challenges and empowering the rural population with leadership and entrepreneurial skills.

The project will skill, upskill, and reskill the youth of rural India in electrical functions, wiring, Wi-Fi, and broadband backhaul, optical fibre, in-building systems, FTTH/X Cabling, configuration for wired connectivity, troubleshooting, handset and device repair, and servicing. The project also provides comprehensive skills for employability and entrepreneurship. The project has two parts -

1. An NSQF (National Skills Qualifications Framework) aligned QP (Qualification Pack) includes classroom learning and hands-on training under paid projects.
2. Government funded projects and a cluster of ten digital eLearning courses hosted on telcolearning.com cover the necessary skills to augment the upskilling process.

This online component ensures flexibility and wider reach, enabling individuals in remote areas to access quality education. Breaking geographical barriers and fostering a culture of continuous learning in rural India are central aspects of the initiative. Furthermore, as these initiatives take root, there is a growing emphasis on encouraging innovation and entrepreneurial spirit among the rural population.



The convergence of traditional knowledge with modern technology is unlocking many possibilities for the rural. Local entrepreneurs are exploring innovative ideas and product, from agricultural practices to small-scale manufacturing, infused with digital advancements. This not only enhances productivity but also contributes to the overall economic resilience of rural communities.

The infusion of bold ideas and technological integration is creating a unique blend that propels rural India into a new era of sustainable development. In this sense, this is a testament to the potential and adaptability of rural India in embracing the opportunities presented by the digital age.

The project is centred on the overarching vision of Digital India. TSSC is bringing prominent industry players in the telecom sector, including government departments, skill development institutes, and academic institutions, together to forge a robust integration with the industry, standardize qualifications for telecom professionals, and create employment opportunities in the domain.

Arvind Bali (Author)
CEO, Telecom Sector Skill Council
(TSSC)



Mr. Arvind Bali is an accomplished business leader with 35+ years of expertise in managing various business streams with globally respected outcomes. In addition to his role as CEO at TSSC, he acts on advisory boards for consulting promoters and their organisations in Telecom, IT and Security, and on surveillance for performance improvement and strategic guidance.

NURTURING HEALTHCARE TALENT FOR VIKSIT BHARAT

The Healthcare Sector Skill Council (HSSC) has emerged as a transformative force in healthcare skilling in India, addressing training needs across diverse healthcare domains. With a vision to be the apex body for high-quality skilling, both nationally and internationally, HSSC aims to bridge the demand and supply gap through robust, sustainable, and industry-aligned skilling programs.

The wide variety of programs offered by the HSSC reflect a comprehensive approach to addressing the multifaceted needs of the healthcare sector. HSSC has developed programs like Emergency Care Assistant, Emergency Medical Technician-Basic, and Pre-Hospital Trauma Assistant, which serve as examples of its responsiveness to and recognition of the importance of enhanced emergency care services. The HSSC has so far trained more than 650,000 lakh healthcare professionals and had a transformative impact on the healthcare workforce in India.

The HSSC also played a crucial role in India's fight against the COVID-19 pandemic. Notably, a customized crash course program for COVID-19 frontline workers in healthcare was launched by the Hon'ble Prime Minister Shri Narendra Modi in 2021, where nearly 150,000 lakh candidates were upskilled to



meet the unique challenges of public health services.

Extending its influence beyond conventional healthcare systems, HSSC collaborates with the Ministry of Ayush to create diverse skilling programs in the areas of Ayurveda, Yoga, Unani, Siddha, and Homeopathy, which include courses like Panchakarma Assistant, Ayurveda Dietician, Cupping Therapy Assistant.

Importantly, HSSC caters to the entire gamut of healthcare

professionals, this outlook resulted in meticulously crafted programs aligned with the National Skills Qualifications Framework (NSQF), harmonizing qualifications with the National Credit Framework (NCrF) and the National Classification of Occupations (NCO).

HSSC is continuously evolving to meet the global needs of healthcare skills through initiatives like international benchmarking and enabling mobility for healthcare professionals on a global scale through partnerships with countries such as Japan, the United Kingdom (UK), Australia, Germany, and more. Collaborations with the National Health Authority (NHA) and the National Skill Development Corporation (NSDC) have led to the initiation of 100,000 Arogya Mitra training under the Pradhan Mantri Jan Arogya Yojana. The success of HSSC is measured not only in numbers but also in the empowerment of individuals, especially women, contributing to their personal and professional growth, breaking down barriers, and promoting gender equality. With over 4,500 certified trainers, 1,200 certified assessors, and 72% of certified candidates being women, HSSC signifies a genuine and impactful contribution to the growth and inclusion of women in various professional spheres.

Collaborating closely with schools and higher education institutions, the HSSC aims to create industry-specific programs and learning resources to ensure that students are well-prepared and future-proof for real-world challenges and demands in the healthcare sector, including degree programs within the domain of hospital management. As part of this forward-thinking approach and a commitment towards last-mile access to healthcare services, many futuristic roles, such as Telehealth Services Coordinator and Genetic Counsellor, have been developed by the HSSC. To create a wider outreach for its skilling programs, the HSSC actively collaborates with strategic stakeholders, including SSDM (State Skill Development Mission), the Ministry of Health and Family Welfare, the Ministry of Women and Child Development, and the Ministry of Ayush, among others.

As we look towards the future, aligning efforts with the futuristic goals of a Viksit Bharat is crucial. Anticipating trends, embracing technological advancements, and adapting programs to meet future demands contribute not only to a healthier and more self-reliant Bharat but also to the overall development of the nation's healthcare fabric. The journey is ongoing, and



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Mr. Ashish Jain is a seasoned management professional with over 27 years of experience spanning various sectors and industries. Mr. Jain also serves as the Joint Apprenticeship Advisor and has established a distinguished career working in collaboration with government bodies, industry stakeholders, academic institutions, global standards organizations, and multilateral entities.



Dr. Smita Saxena
(Co Author)
Assistant Manager, Healthcare Sector Skill Council (HSSC)

Dr. Smita Saxena is a healthcare professional instrumental in defining quality and accreditation standards across each vertical of healthcare delivery systems.

TRANSFORMING LOGISTICS: BRIDGING THE SKILLED WORKFORCE GAP

Logistics Skill Council (LSC) is an autonomous non-profit organization set up in 2013 with a forward-looking vision of tackling the persistent challenge of a skilled workforce shortage in the logistics industry and innovating the sector to meet 21st century skills requirements. At the core of its strategy is a commitment to fostering national and international mobility and ensuring a robust and dynamic talent pool that can meet the evolving demands of the global logistics landscape.

One of the groundbreaking initiatives is the collaboration with the National Institute of Open Schooling (NIOS), offering comprehensive courses on logistics. Recognizing the diverse needs of learners, these courses extend up to the pre-degree level, aligning with the National Education Policy (NEP) 2020. By catering to a heterogeneous group, the LSC is democratizing access to logistics education and empowering individuals from varied backgrounds to contribute to the industry.



Creating employment opportunities is a key focus of LSC initiatives. Through strategic partnerships with prestigious international universities, including Bradley University in the US, Aivancity in France, Aston University, the University of Plymouth, and TU Dublin in Ireland, the LSC is paving the way for aspiring logistics professionals to pursue higher education as an extension of its Apprenticeship Embedded Degree Program. These collaborations not only elevate the skill sets of our workforce but also position them as global leaders, ready to shape the future of international logistics.

In addressing the growing demand for commercial vehicle drivers, the training programs go beyond technical skills. The LSC equips drivers with a deep understanding of international regulations and best practices, opening doors for employment opportunities abroad. This not only fills the immediate workforce gap, but also transforms the perception of logistics into an aspirational profession, inspiring more individuals to join the ranks.

LSC extends its commitment to upskilling and reskilling to its warehouse associates. In a rapidly evolving industry, it recognizes the need to empower these professionals with the latest knowledge and technological advancements. By investing

in their growth, the council not only enhances their careers but also contributes to a larger pool of skilled workers, ready to take on the challenges of the logistics sector.

Anticipating the future needs of the industry, the council is creating Qualification Packs (QPs) for futuristic job roles. From drone operators and functional analysts in Warehouse Management Systems and Transport Management Systems to packaging designers and rail logistics executives, these QPs ensure that the LSC workforce is future ready. By identifying and preparing for emerging roles, the council is staying ahead of the curve and aligning its training programs with the evolving demands of the logistics industry.

LSC's commitment to excellence extends to improving operational standards and creating a work-life balance. Collaborating with partner organizations it is driving initiatives to enhance the overall work environment within the logistics sector. By advocating for improved standards, it aims to create an industry where employees thrive, leading to higher job satisfaction and increased retention rates.

The LSC acknowledges the significance of industry partnerships to further the outcomes it wants to achieve. And to achieve the desired momentum for these outcomes, LSC is expanding the scope of its industry partnerships beyond placements and apprenticeship and internship. The council is now partnering with companies like Linde, Expeditors, Redington, Tata, and Mahindra for skilling interventions along with livelihood opportunities, thus leading to further alignment of skill development with industry needs.

In conclusion, the LSC is pioneering transformative initiatives to bridge the skilled workforce gap in the logistics industry.

From educational collaborations and international Partnerships, innovative training programs, and the creation of futuristic job roles are laying the foundation for a robust and future-ready workforce. Together with its partners and stakeholders, they are not just addressing the immediate challenges but also shaping a logistics industry that is globally competitive, technologically advanced, and people centric. The journey ahead is exciting, and the LSC is committed to steering the logistics sector towards a vibrant and sustainable future.



Ravikanth Yamarthy

(Author)

CEO, Logistics Skills Council, (LSC)

Ravikanth Yamarthy has over 20 years of experience in the logistics and supply chain sectors. He provides strategic planning with an outlook towards the future, prioritises performance improvements, and works towards organisational goals. Mr. Yamarthy has previously worked with Mahindra Holidays and Sutherland Global and has held different leadership roles in companies like DHL, the UAE, KSA, India, Qatar, Nepal, Bangladesh, and Egypt.

ENABLING EXCELLENCE IN THE DAIRY SECTOR

When we think of agriculture, often the first image that crosses our minds is someone on a field working with crops. But agriculture is a much more diverse field of work and includes several other sub-sectors such as horticulture, fisheries, and dairy. Together, a healthy agricultural ecosystem determines the health of food and the nutritional security of a country.

Understanding the significance of developing capacity within the agricultural sector, and in particular the dairy sub-sector, Agriculture Skill Council of India (ASCI) established its first Centre of Excellence for Dairy Skills in India (CEDSI), in 2020. The centre helps in empowerment and betterment of the livelihoods of dairy farmers, wage workers, and other stakeholders in the dairy value chain. There is a large skills gap amongst farmers in the dairy sector across the country, with only 3.2% of dairy farmers trained in raising cattle, and 6.9% of dairy farmers trained in the production of milk.

Activities Undertaken by CEDSI

- 1. Industrial Training:** CEDSI is actively collaborating with leading companies in India to skill their employees in relevant fields as per the industry requirements. So far, skill training has been initiated for over 1100 employees.
- 2. Pashu Sakhi Training:** CEDSI has collaborated with NGOs and CSR Foundations across the country to provide Pashu Sakhi (friends of animals) training, which has led to more than 50 Pashu Sakhis becoming self-reliant and industry ready.
- 3. Dairy Farmers Training:** CEDSI has trained more than 200 dairy farmers in collaboration with NGOs and CSR Foundations. Its aim is to make dairy farming a primary source of income for the resource deprived community.
- 4. International Association with KOLD College (Denmark):** CEDSI signed an Memorandum of Understanding (MoU) with KOLD College, Dairy Division in 2021. KOLD is a Denmark based institution working in the dairy skills space since 1880. This collaboration has led to the mutual sharing of knowledge and best international dairy practices, coupled with learning opportunities through student exchange programs.
- 5. National Association- Verghese Kurien, Centre of Excellence, IRMA:** Understanding the importance of Skill Development in the Dairy sector and intending to augment the knowledge and skill levels of the workforce CEDSI signed an MoU with VKCoE at the Institute of Rural Management, Anand (IRMA). This collaboration helped the dairy stakeholders become more sensitized to the current and upcoming technological advancements.
- 6. National Association- Apollo Veterinary College, Jaipur:** CEDSI signed an MoU with Apollo Veterinary College, Jaipur, in 2023. This collaboration between both institutions benefited dairy stakeholders by bringing them up to date with current and emerging technological advancements. Both entities recognized the critical role of skill development in the dairy industry and aimed to enhance the knowledge and skillset of the workforce.

CEDSI also took several initiatives to create wider awareness and outreach regarding skill requirements, future trends, and the profit potential of the dairy sector. These initiatives bring stakeholders from across the industry together to share knowledge, form partnerships, encourage sustainability, and boost dairy entrepreneurship as a livelihood in the dairy sector. Furthermore, CEDSI also undertakes research projects, such as publishing a report for the Prakash Jayantilal Chauhan Foundation (PJCF) focusing on the income enhancement of farmers. Another example is a field study organized by the Ambuja Cement Foundation (ACF) to identify current dairy practices and milk management techniques and explore market linkages to fetch better prices through the sale of milk and milk products for the farmers of Darlaghat, Himachal Pradesh.



Similarly, CEDSI conducted a field study for the LACTALIS group with experienced dairy professionals. The objective was to find and analyse the scope of improvement in milk procurement and quality assurance systems. CEDSI also organized a Dairy Farmers Training Programme for the farmers affiliated with Sakhi Mahila Milk Producer Company (SMMPC). This initiative is aimed at empowering dairy farmers to play a vital role in conservation while improving their livelihoods. The programme was organized under the Climate Change Fund by the World Wildlife Fund (WWF).

Overall, there is a strong and growing need to transform the dairy sector and bring the overall skill level of people in the sector to match the latest industry trends. As such, CEDSI will continue to play the role of an enabler for the ecosystem and help people in this industry achieve their full potential.



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CEO, Agriculture Skill Council of India (ASCI)

Dr. Satender Arya is the Chief Executive Officer of Agriculture Skill Council of India (ASCI). Senior management professional of proven capability with 33 years of Corporate and Development Sector experience in Skill Development, Category Management, Food and Agri Supply Chain, International Business, New Business Development and Vendor Management functional areas and worked in reputed Indian and Multinational Corporations viz. NDDDB, Grasim Industries, SINOCEM and Reliance industries.

ANYWHEREJOBS: EMPOWERING INDIAN YOUTH WITH THE GLOBAL SKILLING INITIATIVE



NSDC (National Skill Development Corporation) and Anywhere Jobs have embarked on a pivotal mission to unlock global opportunities for skilled Indian workers amid the challenges presented by a rapidly ageing world population. According to recent data, the global demographic landscape is undergoing a significant shift, with an ageing population creating an urgent need for 300 million skilled workers within the next decade. Factors such as increased life expectancy and declining birth rates are driving this transformation, placing unprecedented demands on the workforce.

Recognizing this scenario, NSDC International and Anywhere Jobs are strategically positioned to address this need by leveraging India's demographic advantage and equipping the Indian youth with essential skills to contribute significantly to the international job market, particularly within the transport and logistics sector.

A specific focus of this joint initiative is directed towards aspiring trailer drivers, aiming to equip them with the essential skills for success in the European job market. The comprehensive vision includes the establishment of international driver training institutes in every Indian state, ensuring strict adherence to global standards encompassing tracks, regulations, equipment, simulators, and thorough training methodologies.

Anywhere Jobs envisions skilling 10 million workers, aspiring to position India as the global skill capital. Alongside NSDC, it plays a pivotal role in providing comprehensive skilling programs, including immersive training experiences, language proficiency development, and cultural orientation. This holistic approach ensures that Indian professionals not only possess technical expertise but also the cultural and linguistic competencies essential for thriving in an interconnected global economy.

As India's demographic dividend aligns with the world's demand for skilled workers, this collaboration creates a win-win scenario for both the nation and the global community, setting the stage for a brighter future where India's youth can thrive on the global stage. This collaborative effort becomes even more critical considering the escalating challenges posed by the ageing world population, where the demand for skilled workers is escalating exponentially, making India's contribution even more significant to address the evolving needs of the global workforce.

This strategic partnership is not merely addressing the challenges posed by an ageing population but is actively shaping a future where India stands as a beacon of skilled professionals in the global arena.



Deepak Garg (Author)
Founder, AnywhereJobs

Deepak is the founder of Anywhere Jobs and Rivigo, two path - breaking organizations within the transport and logistics sectors in India. For his achievements as an entrepreneur, Deepak has won several awards - Economic Times 40 under 40, Fortune 40 under 40, TVS Entrepreneur of the Year Award, Marico Innovation Foundation Award, and Distinguished Alumnus Award from IIT Kanpur. He is also a member of the National Start - Up Advisory Council under the leadership of Sh. Piyush Goyal, Minister of Commerce and Industry.



#COMMUNITY CHRONICLES

READERS
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EXPERIENCE

TRANSFORMATIVE
CAREER JOURNEY

My degree in hospitality led me to Trident Hyderabad, but my passion for floristry bloomed during third year. From Hospitality to Floristry, my journey has been truly transformative. I honed my skills and won medals at state and national competitions.

As a floral designer, I recently participated in the prestigious Swiss Art Night organized by the Swiss embassy Delhi. In the last 16 months as a floral designer with Interflora India, I have gained incredible experiences and is currently in Dubai.

I am excited to train florists and happy to contribute to the company's grand opening.



Name: Adarsh SS
Location: Dubai
Job Role: Floral designer

The way the personal trainer course from K11 School of Fitness Sciences which is affiliated with SPEFL-SC teaches the basics of Exercise Science is so simple yet, so truthful.

With science as their guiding light, they are easily able to walk through the myths surrounding Fitness in India educating and empowering "Personal Trainers" across the country.

It not only creates an authentic relationship but, it helps you earn respect, as an individual. Embracing a scientific approach not only enhances the trainers' credibility but also contributes to a healthier and more informed fitness culture in India.



Name: Dhrupad Mukherjee
Location: Mumbai
Job Role: Personal Trainers

Enrolling in the fitness course from the K11 School of Fitness Sciences which is affiliated with SPEFL-SC has been transformative for my career. The comprehensive training provided not only enhanced my fitness knowledge but also equipped me with practical skills. This course has opened doors to new opportunities, allowing me to excel in the dynamic field of fitness. Moreover, what I feel is it stands out due to its hands-on approach and focus on real-world applications that go beyond theoretical knowledge, providing practical experiences that helped me to face the challenges of the fitness industry. I highly recommend this program for anyone aspiring to thrive in the fitness industry.



Name: Sakina Tarwari
Location: Maharashtra
Job Role: Fitness Professional

COLLABORATION

Collaboration noun | [kuh-lab-uh-rey-shuhn]

Definition: **Collaboration** is the ability to work interdependently and cooperatively in teams. It is an organised and coordinated activity between two or more people to realise shared goals and outcomes. It includes the ability to manage team dynamics and challenges, and learning from and contributing to the learning of others. Collaboration is a key skill that enables individuals to get along and work effectively with others, including people from diverse cultures.

Collaboration: In today's dynamic and interconnected world, the ability to collaborate is not just a valuable skill; it's a life skill that



empowers individuals to navigate and thrive in diverse environments. Collaboration goes beyond mere teamwork; it's about actively engaging with others, co-creating ideas, and contributing to a shared vision.

Welcome back!
Remember **Lata & Subbu**? They have been assigned a project to design a dam.



Lata & Subbu team up with two other classmates for the project. Each student researches a specific aspect, shares findings, & assigns roles for the task.



They work together to form a joint plan for the dam, supporting one another to co-create its working model.



Lata & Subbu's effective teamwork along with their classmates showcases the power of **collaboration**.

Stay tuned for more interesting stories from them. To know more about life skills, **visit our website!**

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