



NSDC CONNECT

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CARE FOR VIKSIT BHARAT

DIGNITY, SKILLS, AND REFORMS FOR THE HOME MANAGEMENT & CAREGIVING SECTOR

**EMPOWERING INDIA'S
CARE ECONOMY**

**SKILLING FOR A
SUSTAINABLE FUTURE**

**DEMAND SCENARIO FOR
CARE WORK**

**INDIAN SKILLED
TALENT FOR
GLOBAL HEALTH**

DIGNITY IN CARE

**NEED FOR RECOGNITION,
RESPECT, AND REFORM
IN ELDER CARE**

Making India the Skill Capital of the World

Reimagining
India's Future

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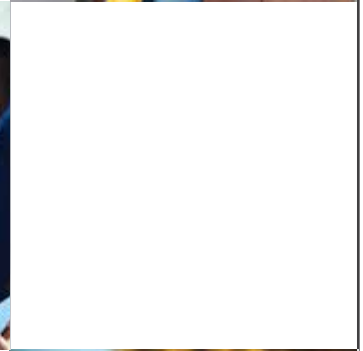
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Editor's Note



Welcome to the nineteenth issue of NSDC Connect!

This month, we delve deep into the heart of a sector that is often underrepresented, and yet, holds a critical place in India's growth journey – Caregiving and Home Management. This sector doesn't paint the usual growth picture of factories or offices. Instead, it puts the focus on our homes, our elders, and women, who make up the majority of workforce in the caregiving and home management sector.

Prof. Mona Gupta, CEO of HMCG SSC, sets the stage with her insightful spotlight article, "Empowering India's Care Economy: Skilling for a Sustainable Future." Her vision emphasises the crucial role of skill development in creating a thriving care ecosystem, aligning perfectly with the Atmanirbhar Bharat mission. By equipping our workforce with the necessary competencies, we are not only enhancing the quality of care but also opening up new avenues for sustainable livelihoods.

Further, Mr. Sandeep Kumar, Head HR Operations India, Sodexo and Chairperson, shares broader perspective of opportunities, and the growth potential of this sunrise sector. His analysis of the direct care and home management subsectors highlight the increasing demand for professional caregivers, driven by demographic shifts and evolving family structures across the globe. This presents an opportunity, as well as the challenge to equip our workforce with relevant skills for the industry.

Shri. Ajit Kumar Jain (IAS Retd.), Director, HMCG SSC, takes us further into the realm of policy and advocacy for the sector. He emphasizes the importance of robust policy frameworks and advocacy efforts in ensuring fair working conditions, social security, and legal protections for caregivers. By championing the rights of this vital workforce, we are laying the foundation for a more equitable and dignified caregiving landscape.

Dr. Srinivas Rao Pulijala, CEO, Apollo MedSkills, offers a crucial perspective on "The Ageing Population and Elderly Caregivers." He highlights the urgent need for specialized training and infrastructure to support our aging population. By addressing the specific needs of the elderly, we are not only enhancing their quality of life but also contributing to the overall well-being of our nation.

Our insightful conversation with Mr. Himanshu Rath, Founder and Chairman, Agewell Foundation, brings a human-centred approach to the discourse. His work with Agewell Foundation showcases the importance of recognizing the dignity and worth of every individual, particularly our elderly citizens. He also draws attention to the gender gap in the sector and the unique issues faced by the largely female caregiving workforce.

It is important to remember that we are not just building a sector; we are building a nation where every citizen, regardless of age or circumstance, can live with dignity and respect. I express my gratitude to all the experts and practitioners who have lent their voice to this issue and brought a much-needed spotlight to the sector. With this, dear readers, let us work together to create a future where caregiving is not just a profession but a calling, a beacon of hope and livelihood for those who give and those who receive care.

Warm regards,

Jai Hind!

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.



REIMAGINE FUTURE

SPOTLIGHT

EMPOWERING INDIA'S CARE ECONOMY: SKILLING FOR A SUSTAINABLE FUTURE

In this article, CEO of the Home Management and Care Givers Sector Skill Council (HMGSSC), Prof. Mona Gupta, explores the urgent need to formalize and skill India's caregiving workforce. She highlights sector challenges, growth opportunities, and strategic interventions required to ensure decent livelihoods, global mobility, and a sustainable future for caregivers.



Prof. Mona Gupta

CEO, HMCSSC

Prof. Ms. Mona Gupta leads the Home Management & Care Givers Sector Skill Council, while catering to over twenty million workforces of informal, gig economy, self-employed and migrants in the care economy. She has over 30 years of experience, in Government, Public Administration, International Organizations, and Industry. In 2022 She was conferred the Lifetime Achievement & Women Entrepreneurship Award at World Women Economic Forum.



Introduction

The Home Management and Care Givers Sector Skill Council (HMCSSC) a Section 8 Not-for-Profit entity under the aegis of the Ministry of Skill Development & Entrepreneurship (MSDE) and National Skill Development Corporation (NSDC) is driving a transformative mission. Dedicated to empowering India's flourishing sector, fostering sustainable livelihoods, and ensuring the dignity of labour for those who contribute significantly to the national GDP and women's workforce participation.

In alignment with the national skilling mandate, HMCSSC is committed to realizing the vision of a skilled and empowered India. Leading by the Vision and Mission, we strive for the skill development of our sector's workforce as future professionals of the care work economy in India and overseas.

Essential Skills Insights through Data

A cornerstone of societal well-being, this sector delivers essential and lifelong care within homes and institutions, serving the elderly, children, and persons with disabilities. Globally, over sixty-seven million individuals dedicate themselves to domestic and personal care, a significant portion operating within the informal economy. In India, the non-clinical caregiving sector stands as a vital employment avenue, predominantly for women, who comprise 80-90% of the workforce.

Driven by demographic shifts—an aging populace and the prevalence of nuclear families—the demand for skilled caregivers is surging. Yet, this critical workforce faces persistent challenges: low wages, job insecurity, and a lack of formal recognition. A distinct rural-urban divide further complicates matters, with urban centres driving demand while rural areas supply the majority of workers. To ensure sustainable livelihoods, decent work, and professional growth, strategic interventions are imperative including upskilling, reskilling through accredited certification programs, and the establishment of improved working conditions.

India faces a demographic turning point. For the first time, our elderly population surpasses that of children, signalling an ageing crisis, as recognized by the UN. This longevity surge, driven by advancements in medical technology, underscores the critical need for qualified, trained, and ambitious home care professionals, especially in elder care. With 130 million elders and a growth rate of 3% annually—faster than many demographic groups—India's elderly population is projected to reach 20% by 2050, positioning our older population to surpass children by 2046 (UNFPA, 2023). This global trend is mirrored in numerous countries.

The care work sector, identified as a 'sunrise sector' in the 2023 World Economic Forum Report, presents a unique opportunity. Leveraging our demographic advantage, we can become a global hub for elder care and caregiving assistance through strategic upskilling, reskilling, life skills,



and language training. Integrating technology and digitization will further enhance our capacity to build a skilled cadre of care workers, including domestic workers, for both domestic and international markets, thereby ensuring equitable and accessible care. The sector's growing formalization, both locally and globally, is pivotal for creating aspirational careers with decent work conditions. Crucially, building a chain of trust through advocacy and sensitization is essential to secure living wages and social security benefits for these vital professionals.

Government and Industry Efforts

Significant strides have been made within the Home Management and Caregiving Sector (HMCSSC) to sustain skills, employment opportunities, and worker protections. A concerted effort, encompassing both government and industry initiatives, is driving advancements in training and certification programs. India's Skill India Mission stands as a cornerstone in equipping caregivers with vital home management and caregiving expertise. Public-private partnerships, uniting NGOs, government agencies, and private enterprises, are actively refining curriculum content, enhancing training facilities, and expanding employment prospects. Globally, leveraging frameworks like the International Labour Organization (ILO) recommendations empowers us to engage in robust international advocacy and ensure the safeguarding of caregiver rights.

Challenges in the Home Management & Caregiver Sector

Unsecured Livelihoods: Informality denies caregivers basic job security and fair compensation, jeopardizing their financial stability.

Invisible Labour & Gender Inequality: Societal biases

undervalue caregiving, disproportionately affecting women who face discrimination and limited professional growth.

Barriers to Opportunity: Caregivers from marginalized backgrounds face systemic barriers to quality training and formal employment, hindering their economic mobility.

The Toll of Compassion: The relentless demands of caregiving result in significant physical and emotional strain, impacting the well-being of these essential workers.

Strength & Economic Impact of the Sector

The caregiving sector is a critical engine of economic development, alleviating pressure on healthcare systems and underpinning the stability of millions of households. By facilitating at-home care, reducing hospital admissions, and enabling family members to maintain workforce participation, this sector significantly bolsters GDP. In India, domestic work and caregiving are pivotal components of the informal economy, providing essential livelihoods, particularly for women.

Global examples, such as Japan and Germany, showcase the transformative power of formalizing the caregiving sector. Through strategic policies, robust training programs, and comprehensive social protections, these nations have amplified economic output, elevated job quality, and fostered a sustainable caregiving workforce. Strengthening this sector in India through enhanced regulations and targeted skill development will unlock its full economic potential and amplify its profound social impact.

The Cost-Saving Impact of Caregiving

By minimizing hospital admissions and long-term healthcare needs, home-based caregiving delivers significant cost savings. Skilled caregivers provide proactive management of chronic conditions, effectively reducing the burden on nuclear families, working women, and healthcare institutions.



Employment Generation in the Sector

The caregiving industry presents significant local and global employment opportunities, particularly empowering women within a vast workforce. The rise of digital platforms and agencies is creating new avenues for structured caregiving positions with improved pay and working conditions, facilitating sector formalization.



Prospects and Recommendations

The care work sector, a recognized "sunrise sector," is poised for significant growth, driven by emerging needs in prevention, precaution, awareness, and home caregiving across both rural and urban landscapes. We have strategically enhanced our training programs to meet these evolving demands, focusing on industry-relevant skills in home care, institutional and facility management for senior living, and the child and day care segments. This proactive approach will bolster present and future employment opportunities, while upskilling the existing workforce and elevating sector aspirations.

Under the Skill India Mission, we are witnessing a transformative shift as the largest informal sector moves towards formalization, fuelled by a growing network of industry partners, centres of excellence, and a progressive occupational map. Recognizing the global demographic trends of aging populations and shrinking youth, India is uniquely positioned to anchor global value chains. Global certification and safe, orderly migration are paramount aspirations for this workforce.

Strengthening Skill Development

The future of the Home Management and Caregiving Sector hinges on robust skill development and the establishment of comprehensive policy frameworks. Expanding structured certification programs and integrating caregiving training into national skill development initiatives will significantly

enhance service quality and professional growth. Promoting participation in international caregiving training programs will further improve workforce mobility and global employability.

Policy and Legal Frameworks for Caregiving

Comprehensive policy reforms are crucial for formalizing the caregiving sector, ensuring caregivers receive legal recognition, secure employment, and fair compensation. Enacting labour laws that classify caregivers as formal workers, alongside minimum wage standards and social security provisions, will foster a sustainable and dignified work environment. Fortifying these frameworks will not only improve worker well-being but also significantly boost the sector's economic impact.

Building a Sustainable Care Economy

The home management and caregiver sector stand as a vital component of our society, providing critical support to families and healthcare systems. However, addressing the significant challenges of workforce formalization, skill enhancement, and fair wages remains essential. By fortifying policies, expanding training initiatives, and leveraging technological innovations, we can elevate the sector, ensuring sustainable livelihoods and improved care quality. With the growing demand for caregiving, investing in this workforce is both a societal necessity and an economic imperative.

India, an advancing economy with a demographic shift leading to increased dependency among the elderly and children, faces unique pressures. Furthermore, gender disparities and the significant economic impact of unpaid care work (estimated at 15-17% of GDP) hinder women's participation in the labour force. As India progresses towards its goal of "Viksit Bharat" by 2047, prioritizing substantial investments in the care economy, including skills and infrastructure, is a must for national development.



DEEP DIVE

**DEMAND SCENARIO FOR CARE WORK:
DIRECT CARE & HOME MANAGEMENT**





Sandeep Kumar
Head HR Operations India,
Sodexo and Chairperson, HMCSSC

Sandeep Kumar, heads Human Resources Operations, employee Relations and Compliance at Sodexo with a robust skill set that includes Human Resources, Administration, Executive Search, Marketing, and Customer Service. He is the Chairperson at HMCSSC. Sodexo is the global leader in services that improve Quality of Life, an essential factor in individual and organizational performance. Operating in 56 countries, Sodexo serves 100 million consumers each day through its unique combination of On-site Food and Facilities Management Services, Benefits & Rewards Services and Personal & Home Services.



Introduction

Profound global transformations are dramatically reshaping both the demand and supply of care workers, encompassing direct and indirect care, such as home management, particularly amidst the rise of nuclear families. Failure to adequately address these challenges risks precipitating a severe and unsustainable global care crisis. This crisis would likely exacerbate gender inequalities in the workplace and intensify pressures related to global labour migration.

According to a 2015 ILO estimate, approximately 2.1 billion individuals required care, including 1.9 billion children under 15 and 0.2 billion older persons. Projections indicate this number will increase by 200 million by 2030, with 100 million being older persons. The escalating need for care, coupled with the continued inaccessibility of universal quality childcare, particularly in low- and middle-income countries, presents a critical global challenge.

Adding to the existing challenges, the perception of home management as unpaid and unskilled labour undermines efforts to provide sufficient care. The urgency of this issue is amplified by the projected growth of the global home care services market, which is expected to expand at a compound annual growth rate (CAGR) of 10.5%, potentially reaching US\$1,614.1 billion by 2035.

In a significant move, the International Labour Organization (ILO) adopted a resolution at its 112th session in June 2024 to promote decent work in the care economy, emphasizing the sector's vital importance. This landmark resolution tackles the critical role of the care economy and provides strategies to ensure decent work within it. This underscores the increasing global awareness of the necessity for fair working conditions, robust support systems, and strategic policies for caregivers. Details are outlined below:

Highlights of the ILO Resolution¹

Broad Definition of the Care Economy: The resolution defines the care economy in broad terms, including paid and unpaid care, direct and indirect care, care within and outside households, and the actors involved in care provision and receipt.

Strategic Guiding Principles²: It establishes strategic guiding principles to promote decent work in the care economy, focusing on the recognition, reduction, and redistribution of unpaid care, and the appropriate reward and representation of care workers.

Targeted Policy Recommendations: The resolution provides targeted policy recommendations to address key issues in the care economy, such as the undervaluation of care work, gender disparities, and the need for investment to enhance care quality and stimulate job growth.

Bridging the Skilling and Livelihoods Gap

The home management sub-sector plays a crucial role in the smooth functioning of households, impacting both urban and rural economies. From professional caregivers to domestic service providers, the demand for skilled manpower in this sector is growing. However, despite its importance, the sector faces significant skilling and livelihood gaps, limiting employment opportunities and overall workforce efficiency.



The Growing Demand for Skilled Workforce

With increasing urbanization, nuclear families, and a rising elderly population, the demand for trained home management professionals has surged. Roles such as caregivers, household managers, domestic helpers, and cooks are essential for maintaining organized and efficient households. However, the informal nature of employment in this sector often leads to skill deficiencies, job insecurity, and lack of career progression.

The Need for Structured Skilling

Home management includes a diverse range of services such as caregiving, housekeeping, culinary management, and child development. While these roles require a high level of expertise and soft skills, many workers enter the field without formal training, leading to inconsistencies in service quality and limited career growth opportunities.

Challenges in Skilling and Livelihoods

Despite the increasing demand, several obstacles hinder the growth of skilled manpower in the home management sector:

Limited Awareness and Accessibility: Many potential workers, especially women from marginalized backgrounds, lack awareness about skilling opportunities and struggle with accessibility.

Job Insecurity and Informal Employment: Without formal contracts, social security benefits, or career growth pathways, workers in this sector often remain vulnerable to exploitation and low-income cycle.

Impact Story

Sodexo Team Engages with Home Management Trainees in Akola, Maharashtra

Recognizing the need to equip individuals with the right skills and industry insights, General Housekeeper and Housekeeper cum Cook training programs were conducted across Maharashtra. As part of this initiative, the Sodexo team visited Akola, where they engaged with over 90 enthusiastic candidates, providing an in-depth briefing on the skill ecosystem and the scope of the home management sector.

A Glimpse into the Session

During the interactive session, the Sodexo team shared valuable insights into the industry, highlighting key aspects such as:

Future Employment Opportunities: Candidates were introduced to the growing demand for skilled professionals in the home management sector, emphasizing the diverse job roles available in domestic and institutional settings.

Entrepreneurship Opportunities: The session encouraged candidates to explore self-employment avenues, businesses, or personalized home care solutions.

Career Progression Pathways: A roadmap was provided on how individuals can upskill themselves, gain industry-recognized certifications, and advance towards supervisory and managerial roles.

A Step Towards Empowerment

The session was well-received by the participants, sparking curiosity and enthusiasm about their future in the sector. By bridging the gap between training and employment, such initiatives play a crucial role in enhancing workforce readiness and fostering economic self-reliance.

Technological and Safety Concerns: With changing home management needs, technology integration and safety training (especially for caregivers) are becoming increasingly important but remain largely unaddressed.

Way Forward

To further bridge the skilling and livelihood gaps, stakeholders must take a multi-pronged approach:

Expanding Training Infrastructure: Establish more vocational training centers specializing in home management skills.

Enhancing Industry Linkages: Strengthen placement services and employer networks to ensure better job security and wages.

Policy and Social Security Measures: Advocate for minimum wage laws, formal contracts, and social security benefits for workers.

Awareness and Outreach Campaigns: Increased awareness among potential workers about available training and employment opportunities.

Leveraging Technology: Integrate digital tools for skill training, job matching, and remote learning .



Conclusion

To further bridge the skilling gap in home management, a multi-stakeholder approach is essential. Governments, skill councils, and private sector players must collaborate to develop standardized curricula aligned with industry needs, promote recognition of home management as a formal profession, facilitate access to funding for skill development programs, and ensure fair wages and working conditions through regulatory frameworks.

By strengthening skill-building initiatives and ensuring formal career progression, the home management sub-sector can move towards a more empowered and self-reliant workforce, contributing significantly to the socio-economic fabric of the nation.

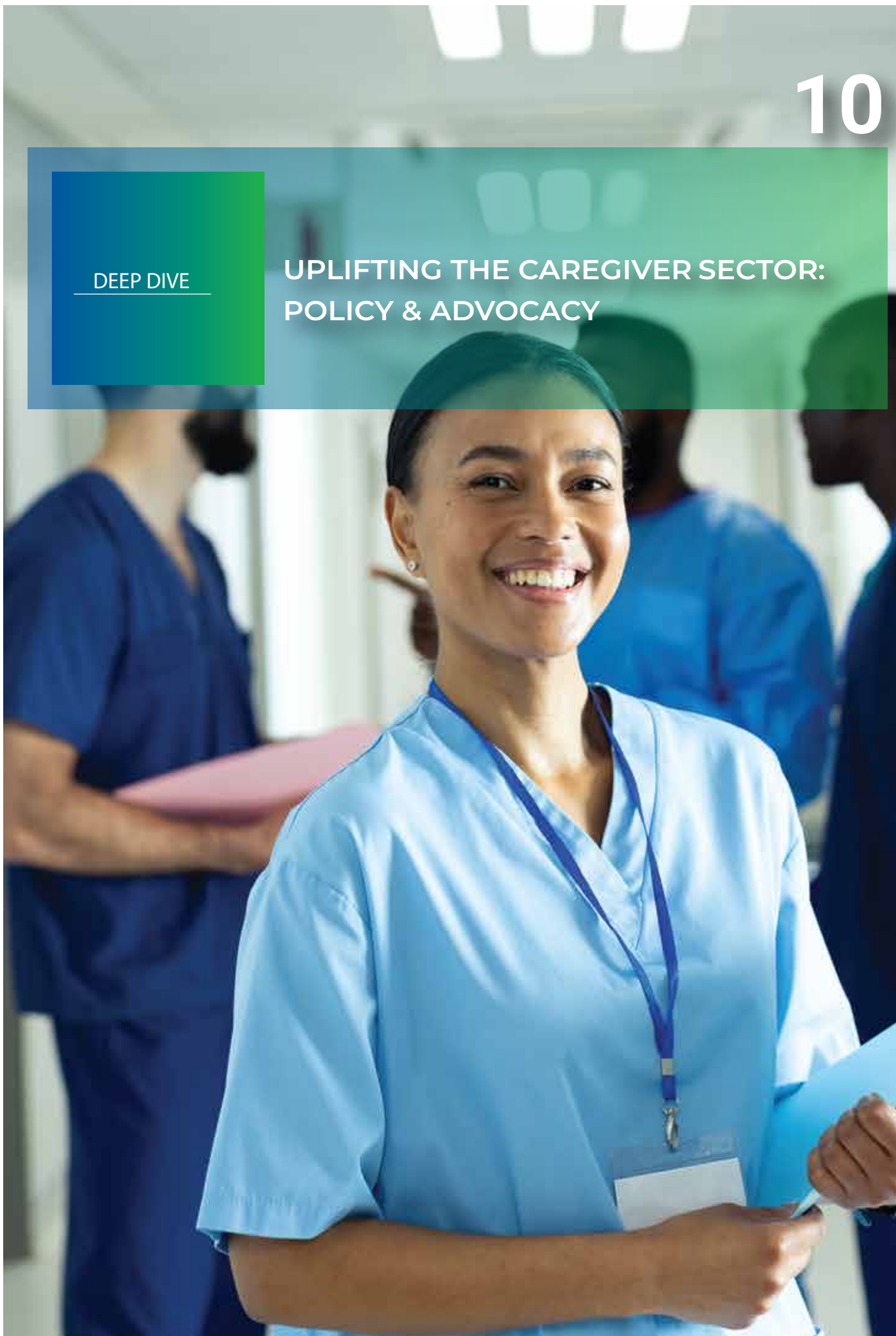


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DEEP DIVE

UPLIFTING THE CAREGIVER SECTOR:
POLICY & ADVOCACY





Shri. Ajit Kumar Jain (IAS Retd.)
Director, HMCSSC

Shri Ajit Kumar Jain has held several key portfolios in the Indian government including State Information Commissioner for Greater Mumbai. He has a PG Degree in Chemistry, in Political Science and a master's degree in development administration from the University of Birmingham, UK. He also held several important posts in the Government of Maharashtra, including, Principal Secretary of Water Supply and Sanitation Department, and Principal Secretary to Chief Minister of Maharashtra and as Additional Chief Secretary in the Chief Minister's Secretariat.



Introduction

India's caregiving sector, encompassing both direct lifelong care and indirect home services, is rapidly expanding due to significant demographic shifts, including a growing population, increased household formation, an ageing population, the rise of nuclear families, and a heightened demand for professional care. Historically, family members provided care, but changing lifestyles have created a critical need for trained caregivers. The industry includes home healthcare, assisted living facilities, and palliative care, with both private and non-governmental organizations involved. Despite its growth, the sector faces challenges such as a scarcity of skilled caregivers, affordability concerns, and the necessity for strengthened regulatory frameworks.

The Home Management and Caregivers Sector Skill Council (HMCSSC) plays a critical role in enhancing skills and professional standards in the caregiving and home management domains. Its core mission is to train and certify individuals in fundamental caregiving skills, ensuring they adhere to industry benchmarks and provide exceptional care to clients.

Roles and Responsibilities

At the heart of its mission, the organization drives skill development and training, crafting tailored programs for caregivers, housekeepers, and home managers. These programs cover critical areas like elderly care, childcare, patient care, and household management, all designed to adhere to national skill qualification frameworks. Through certification and standardization, the organization validates skills and establishes industry benchmarks, enhancing the professional standing of caregivers.

The organization acts as a vital bridge between trained caregivers and employers, facilitating placements in households, hospitals, and senior care facilities, and fostering collaborations with government and private agencies to create employment opportunities. Quality assurance is maintained through stringent monitoring of training providers and the continuous refinement of curricula to reflect industry advancements. By promoting the significance of skilled caregiving and home management and engaging in policy advocacy, the organization plays a crucial role in improving both the professional landscape and societal perception of the caregiving sector.

Professionalizing home management and caregiving is instrumental in improving service quality, fostering worker dignity, and driving overall industry expansion. Promoting the caregiving profession in India demands a comprehensive, multi-pronged strategy, integrating policy support, financial incentives, strategic awareness campaigns, and robust professional development

opportunities. Key areas for development are:



Policy Reforms for Dignity

To elevate the caregiving profession in India, a comprehensive strategy encompassing policy and legal support is paramount. Implementing robust labour laws that guarantee fair wages, job security, and social security benefits is essential. Recognizing caregiving as an essential service and providing legal protection against exploitation will ensure the dignity of care workers. Furthermore, introducing paid caregiving leave will support employees who care for elderly or disabled family members.

Globally, nations have started implementing robust care policies to support caregivers. For example, the European Care Strategy introduced in 2022 aims to provide improved working conditions and career pathways for caregivers. Similarly, the United States' Family and Medical Leave Act (FMLA) offers up to 12 weeks of unpaid leave for caregivers, ensuring they do not have to choose between their jobs and caregiving responsibilities. India could adopt a structured care leave policy modelled on these frameworks to safeguard its workforce.

Data from the International Labour Organization (ILO) suggests that more than 80% of domestic and care workers in India operate in informal settings, leaving them vulnerable to wage exploitation and lack of benefits. Implementing a national registry for caregivers, along with mandatory minimum wage standards and access to social security schemes, will significantly enhance employment conditions in the sector.

Gender equity remains a critical aspect of policy reform.

The caregiving sector is predominantly female, yet women caregivers face disproportionate financial insecurity. Countries like Canada have introduced caregiver tax credits to offset the financial burden of caregiving responsibilities. India could implement similar fiscal policies to support both formal and informal caregivers.

Investing in Professional Development

Professional training and certification are vital for enhancing the skills and credibility of caregivers. Developing structured training programs, collaborating with educational institutions to introduce caregiving as a vocational course, and promoting skill-building initiatives under government programs like Skill India will ensure a well-prepared workforce.

A study by the World Economic Forum (WEF) states that nearly 40% of all projected job opportunities in the next decade will be in the care economy. India has a unique opportunity to leverage its young workforce by integrating caregiving into mainstream vocational training institutions. Incorporating apprenticeship models, similar to Germany's dual education system, could provide hands-on experience to caregivers while enhancing their employability.

A societal transformation is needed to raise awareness and reduce the stigma associated with caregiving. Public awareness campaigns, initiatives to encourage male participation in caregiving roles, and the creation of support networks will foster a more supportive environment.



Leveraging Technology for Care

Technology integration will modernize the sector. Developing digital platforms for job connections, utilizing telemedicine and AI-powered tools for patient management, and promoting mobile apps for training and networking will enhance efficiency and accessibility.

Emerging technologies like AI-driven patient monitoring, IoT-enabled home care devices, and virtual reality-based caregiver training programs have already transformed care economies in countries like Japan and South Korea. India can replicate such innovations by incentivizing tech startups to develop caregiving solutions tailored to its demographic needs.

For instance, AI-driven caregiving applications such as CarePredict and TANI (an elderly care robot developed in Singapore) have shown success in monitoring elderly patients' health, reducing hospital visits, and ensuring timely medical intervention. India's startup ecosystem could focus on similar innovations by providing funding through government-backed incubation programs.

Private sector and NGO involvement are critical. Encouraging CSR initiatives, partnering with NGOs for community-based care, and developing cooperative models will create a sustainable and equitable caregiving ecosystem.

Additionally, blockchain technology can play a pivotal role in securely maintaining caregiver certifications and employment history, ensuring transparency and trust between employers and caregivers.

Given India's aging population and increasing healthcare needs, prioritizing caregiving as a respected and well-supported profession is not only a social imperative but also a strategic necessity for national well-being.

Conclusion

The caregiving sector in India stands at a critical moment. The convergence of an aging population, evolving family structures, and escalating healthcare demands necessitates a paradigm shift in how we perceive and support this essential profession. Recognizing caregiving as a cornerstone of societal well-being and economic stability is paramount. To realize its full potential, a multi-faceted approach is imperative. This includes robust policy reforms guaranteeing fair labour practices, strategic financial incentives attracting and retaining skilled professionals, and comprehensive training initiatives elevating industry standards. Integral to this transformation is fostering a cultural shift that dismantles societal stigmas and promotes the dignity of care work. By embracing technological advancements and forging strong

partnerships between the private sector, NGOs, and government agencies, we can create a sustainable and equitable caregiving ecosystem. Ultimately, prioritizing investment in this sector is not merely a social obligation but a strategic imperative for a thriving and inclusive India.



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DEEP DIVE

THE AGEING POPULATION AND
ELDERLY CAREGIVERS





Dr Srinivas Rao Pulijala
CEO, Apollo MedSkills

Dr Rao a Postgraduate in Medicine, member to many prestigious medicine associations in India and globally and is a recognized public speaker on topics related to healthcare internationally. He is CEO at Apollo MedSkills from 2017. Under the able leadership of Dr. Rao, Apollo MedSkills, is leading the skilling revolution in the healthcare sector in India. He is a philanthropist with a foresight to induce positive changes in community through innovation in an evolving Global Healthcare Skilling Eco System.

Introduction to the Ageing Population

The global rise in aging populations is a profound demographic shift, impacting societies worldwide. India, too, is experiencing this trend, marked by a growing elderly population, declining fertility rates, and an increased life expectancy exceeding 70 years. Currently, over 10% of India's population is elderly, a figure projected to reach 19.5% by 2050 (UNFPA). This aging phenomenon touches every aspect of society, presenting significant health, social, and economic implications.

The burden of medical expenses is escalating, as older individuals often require impactful and empathetic healthcare services. With 75% of the elderly population facing one or more chronic conditions, the sheer scale of this demographic presents a considerable challenge. However, within this challenge lies an opportunity: the exponential growth of the elderly care industry, poised to provide essential support and improve the quality of life for our aging population.

The well-being of our elderly population is increasingly challenged by growing deficits in infrastructure and the capacity to provide adequate health and welfare support. They experience fragmented and limited social support, insufficient financial security, and significant digital exclusion. Present elderly care services predominantly consist of facility-based medical care, non-medical care, and home-based care.

Promoting health empowerment and inclusion is now a crucial necessity. This can be realized by enhancing health literacy among the elderly and their caregivers, and by fortifying the geriatric healthcare ecosystem to address their unique needs. Expanding telehealth services, developing a specialized workforce, and providing capacity building for existing healthcare providers are vital strategies. These focused interventions are designed to strengthen the elderly care system and overcome the current service gaps. The challenges faced by our elderly are multifaceted, encompassing health, social, economic, and digital vulnerabilities, demanding comprehensive and empathetic solutions.

Elderly Population & its Burden on Healthcare Systems

According to the World Health Organisation (WHO) report on the ageing and health (2015), the percentage of people worldwide who are 60+ is expected to double by 2050. As the population ages at a rapid rate, countries worldwide are beginning to be more aware of the needs of the elderly. The demographic shift would impact all aspects of health and society with rising dependency, shifting disease burden and vulnerabilities related to elderly health requirements. As per WHO, we have an estimated 4 million people living with





dementia and the number is projected to increase to 13.4 million by 2050 worldwide, putting additional strain on the already overburdened healthcare system. At home in India, the elderly population is expected to rise at a rate of 3.5% annually, outpacing the overall population growth rate of 1.1%. Nearly 45% of India's disease burden is projected to be borne by older adults. As per Global health estimates 2019 data, the leading cause of Disability-Adjusted Life Years (DALY's) lost in the elderly are due to non-communicable diseases predominantly ischemic heart diseases, stroke and diabetes, which mostly develop due to consequences of ageing.

Economic and Social Challenges

The economic impact of an ageing population is an area for significant concern leading to a shift in consumption patterns. Currently the elderly are viewed as a burden and are marginalized in society, leading to social isolation affecting mental health and other health problems. In this case technologies could be your best friend to help you with requirements, but the digital interface is not aligned or customized for the elderly. The elderly face many challenges in using digital devices, subsequently accessing online services due to physical, cognitive and socio-economic reasons. According to a survey conducted by National Sample Survey Office (NSSO), only 13% of the

aged population have used the internet due to limited access to new age digital devices, lack of digital literacy and limited awareness of online services.

Growth of the "Silver generations" and its Social Impact

When we look at the market size and potential for growth, by 2050 every fourth person will be a senior citizen. The elderly care industry is expected to grow rapidly, maximizing on the opportunity at hand, addressing the "Silver generations". Elderly care often refers to the support and assistance provided to older individuals who may need help with their daily activities due to age-related issues, chronic conditions or disabilities, inherently it is much more than that. As the global life expectancy increases, societies are witnessing an unprecedented rise in the elderly population. Elderly care systems aim to ensure that older adults live a life of dignity, comfort and health while living it as naturally as possible as society matures on these issues.

Challenges & Opportunities in the Elderly Care Landscape

As society worldwide never had issues like these on such a scale, the challenges faced by the elderly impacts their quality of life. Some of the primary challenges include health related, such as chronic conditions, mental health and cognitive decline, increased medications leading to increasing adverse reactions, side effects and medication non-adherence, insufficient focus on preventive care leading to worse health outcomes and debilitation. Many elderly face social isolation due to loss of family, limited mobility or relocation leading to mental illness and risk of mortality.

A significant proportion of older adults endure economic insecurity, particularly in rural areas. Elderly abuse, a deeply concerning and underreported issue, renders them vulnerable to exploitation, neglect, and abuse within both family settings and institutional care facilities. Systemic inadequacies in infrastructure and healthcare, coupled with a lack of policy reform, risk transforming aging care into an overwhelming burden. A robust and reformed healthcare ecosystem is the only viable path to address these critical challenges.

To address the multifaceted challenges facing our elderly population, various strategic initiatives are being implemented at governmental, institutional, and community levels. These multi-pronged strategies include:

- Developing comprehensive elderly care policies that integrate healthcare and social security.

- Expanding access to long-term care and mental health services.

Strengthening elderly care infrastructure through the establishment of nursing homes, day care centers, and home care services to meet the diverse needs of older adults.

Launching public health campaigns focused on preventive care and providing training to family members, thereby reducing the burden on healthcare facilities.

Promoting social inclusion through targeted social programs that foster interaction and support for the elderly.

Integrating assistive technology, telemedicine, and self-training resources to enhance the quality of life for older adults.

Addressing the needs of the elderly is greater importance but equally critical is the comprehensive training of the healthcare workforce. A severe deficiency of trained caregivers with specialized elderly care expertise persists, compounded by the absence of structured geriatric training programs for healthcare providers. Historically, family members have been the primary caregivers for the elderly in India, resulting in the underdevelopment of professional elderly care training in healthcare understandings.

To rectify this situation, urgent action is required, one can start by building a healthcare workforce cadre with a specific focus on elderly care. This can be accomplished through ongoing professional development and certification programs. Strategic partnerships between the government and private sector as we establish centers of excellence and training hubs, enabling the development and dissemination of innovative training solutions for healthcare workers across the country.



Role of Apollo MedSkills and HMCSSC in Bridging the Gap

Apollo MedSkills in collaboration with the Home Management and Care Giver Sector Skill Council (HMCSSC) under the MSDE and NSDC can jointly focus the efforts to enhance the skill development initiatives and bridging the gaps in the elderly care landscape through:

Capacity building of home caregivers to cater to the needs of the elderly

Sensitization of healthcare professionals to augment their skills and competencies is essential to improve health and wellness outcomes among the elderly population

Transformation of existing healthcare infrastructure with specific provisions for the elderly

Development of new Center of Excellence (CoE) facilities for skill development and training of the existing and new healthcare workforce

The efforts will be aligned to global frameworks to create an empowered ecosystem to improve functional ability, intrinsic capacity and inclusive environment in the elderly.

It is said that "age is just a number", today the ageing population numbers are rising exponentially with immediate need for economic and social interventions to ease the life of every older individual in need for support and inclusion for a better life.



In Conversation

**DIGNITY IN CARE: NEED FOR
RECOGNITION, RESPECT, AND REFORM
IN ELDER CARE**





Mr. Himanshu Rath
Founder and Chairman, Agewell Foundation

Team NSDC Connect in conversation with Mr. Himanshu Rath. Mr Rath is the Founder Chairman of Agewell Foundation, India, a nonprofit dedicated to elderly welfare since 1999. With a vast volunteer network, the foundation holds UN Special Consultative Status. He has contributed to national and international policymaking, served on advisory boards of organizations such as UNDP, and NITI Ayog. For his social impact focused work and his contribution to social welfare, Mr. Rath has received multiple awards including Mahatma Award for Social Good & Impact, 2022.



Ragini: Hello Mr. Rath! Thanks for taking the time to speak with Team Connect. Could you tell us a little bit about your career so far, and how you decided to work in the Care-Giving sector?

Mr. Rath: My journey in this space began when I founded Agewell Foundation in 1999. The organisation is dedicated to the welfare of older people across India, specifically those aged 60 and above. Over the years, we have built a network of around 80,000 volunteers, allowing us to engage with over 25,000 elderly individuals on a daily basis. This regular interaction gives us deep insight into the challenges and requirements they face and the growing need for structured care.

One of the key aspects of ageing is increasing dependency. With the breakdown of joint families, migration of younger generations, and a significant rise in women entering the job market, many elderly individuals find it hard to cope with the situation. In a household where multiple generations lived together for a long time, there was always someone to look after an ageing family member over the years. But today, with changing social structures, that support system is crumbling.

Through Agewell Foundation, I have had the opportunity to witness firsthand the realities of old age across different economic and social backgrounds. A significant issue is the number of elderly people who are bedridden, requiring constant assistance for even the most basic tasks—turning in bed, feeding, changing clothes, or using the toilet. This is not just an Indian reality; it is a global one. The difference is that in many other countries, professional caregiving has developed as a structured industry, while in India, it remains largely informal and unorganised.

My involvement in this sector stems from a simple yet crucial belief: old age should not mean neglect. It should be a phase of life where individuals continue to live with dignity and respect. The work we do at Agewell Foundation is aimed at addressing this growing challenge, ensuring that no elderly person feels invisible or forgotten.

Ragini: In your experience, what are some unique features of the Care Giving sector, particularly elderly care?

Mr. Rath: The caregiving sector, particularly elderly care, has several unique characteristics that set itself apart from other forms of care work. First and foremost, caregiving for the elderly is not just about physical assistance—it is deeply emotional. Unlike other healthcare roles that focus purely on medical treatment, elder care requires patience, empathy, and an understanding of the psychological needs of ageing individuals.

Another distinctive feature is the increasing dependence of elderly individuals on their caregiver. As people age, many experience reduced mobility, or chronic illnesses that make them dependent on others for basic tasks like bathing, feeding, using the toilet, and even turning in bed. In

India, with the traditional joint family system breaking down and younger generations migrating for work, the responsibility of caregiving often falls on untrained family members, particularly women. This results in a situation where care is provided out of necessity rather than expertise, leading to significant physical and emotional strain on the caregiver.

As there is a stark economic divide in households in India it shows in the caregiving as well. A small percentage of families can afford professional caregivers, while the majority, especially in lower-income households, must rely



on family members. In many cases, even when a paid caregiver is hired, they are hired as an extra pair of hands, with little or no formal training. This lack of training leads to inconsistent care standards and, at times, unintentional neglect, or harm.

A final, yet crucial, challenge is the societal perception of caregiving. Unlike other professions, caregiving—especially elder care—is not seen as a dignified job, especially in India. There is a reluctance among people, particularly men, to take up caregiving roles. The presence of a professional caregiver in a household is sometimes met with discomfort, as it challenges traditional family responsibilities. Unless we begin viewing caregivers as essential professionals providing a valuable service, the sector will struggle to attract skilled workers and establish itself as a respected profession.

Despite these challenges, the structured and professional caregiving is need of the hour. With India's elderly

population increasing in the society caregiving is no longer just a family obligation, it is becoming a critical social necessity.

Ragini: What are some big challenges in the sector and how can industry, academia, and government institutions support the sector?

Mr. Rath: The caregiving sector, particularly elderly care, faces several significant challenges. One of the biggest challenges is the lack of professional training and standardisation. Family members, usually women, take on the responsibility without guidance, often leading to burnout and emotional distress. Even professional caregivers often receive minimal training, which affects the quality of care. Another major challenge is affordability. While the demand for caregiving services is rising, a vast majority of elderly individuals and their families cannot afford professional care. Approximately 65% of India's elderly population has no independent income, making it difficult for them to access paid caregiving support. This creates a gap where only wealthier families can hire trained caregivers, while the rest rely on informal, often inadequate, arrangements.

The perception of caregiving as low-status work is also a significant hurdle. Unlike roles in the healthcare or hospitality industries, caregiving does not yet have a professional identity in India. Many caregivers, do not see long-term career prospects in the field, leading to high attrition rates. There is also a gender imbalance—men are rarely involved in caregiving, largely due to cultural attitudes that associate care work with women. Women, in turn, also face societal pressures that are amplified with marriage. This means that even trained female caregivers tend to exit the sector post marriage.

Addressing these challenges requires a multi-stakeholder approach. Industry can contribute by setting up structured training programmes and ensuring fair wages and dignified working conditions for caregivers. Establishing clear career pathways and professional recognition will help attract and retain talent.

Academia has a crucial role in developing formal curricula for caregiving. Universities and skill development institutes must integrate caregiving courses, focusing not just on technical skills but also on emotional intelligence and communication. Research on ageing and care models can further refine training programmes, ensuring they meet the diverse needs of India's elderly population.

Government institutions can support the sector by creating policies that recognise caregiving as a profession, providing incentives for training, and offering financial assistance to families who cannot afford care. Public health initiatives should include elder care as a critical component, ensuring that even those from lower-income groups have access to basic caregiving support. A structured "Train the Trainer" programme can also help spread caregiving knowledge at the community level,

equipping families with essential skills.

Ultimately, the caregiving sector needs to be viewed as an essential service, not an afterthought. With India's ageing population growing rapidly, investing in caregiving today will determine the quality of life for millions of elderly individuals.

Ragini: What are some of the biggest skill development needs for this sector?

Mr. Rath: The caregiving sector, particularly elderly care, requires a well-rounded skill set that goes beyond basic assistance. One of the most pressing needs is structured training in fundamental caregiving tasks. Many caregivers, whether family members or professionals, lack proper knowledge about handling bedridden individuals, managing hygiene, assisting with mobility, or providing palliative care. Skills such as changing adult diapers, preventing bedsores, assisting with feeding, and managing medications are essential for ensuring both comfort and dignity for elderly individuals.

Equally important is training in emotional and communication skills. A caregiver must know how to provide reassurance, engage in meaningful conversations, and adapt their communication style based on the individual's cognitive and emotional state.

Another key skill is basic medical knowledge and emergency response. Caregivers should be trained to monitor vital signs, recognise early symptoms of health deterioration, and provide first aid in case of emergencies like falls or breathing difficulties. Understanding how to interact with doctors, maintain medical records, and administer basic care under medical supervision can significantly improve an elderly person's quality of life.

The sector also requires training in ethical caregiving and maintaining professional boundaries. Unlike hospital-based care, home caregiving takes place in an intimate family setting, which can sometimes lead to blurred lines between professional and personal interactions. Caregivers must be equipped with the skills to maintain respect, privacy, and dignity while providing support.

To address these skill gaps, structured certification programmes and ongoing training initiatives are crucial. Many caregivers in India enter the field without prior experience, and on-the-job learning is often insufficient. Government and industry stakeholders must invest in formal skill development programmes, ensuring that caregivers receive not only initial training but also continuous learning opportunities.

As we professionalise caregiving—through recognised training, fair wages, and career growth opportunities—the more likely we are to attract and retain skilled caregivers. In the long run, building a strong, well-trained workforce of caregivers will not only improve the quality of elder care but also create sustainable employment opportunities in a

sector that is growing rapidly.



Ragini: Thanks a lot for being so generous with your time! Before we end the conversation, is there a message that you would like to leave for our readers?

Mr. Rath: If there is one thing I would like to emphasise, it is the need to recognise and respect ageing as a natural phase of life. Too often, we view old age as a burden, something to be managed rather than embraced. But ageing is universal—each of us will reach that stage one day. How we treat the elderly today, is a reflection of the society we are building for ourselves tomorrow.

Caregiving, whether done within families or as a profession, is not just a duty—it is an act of humanity. It requires patience, understanding, and above all, empathy. If we, as a society, can bring dignity to caregiving—both for the elderly receiving care and for those providing it—we will take a significant step towards becoming a more compassionate and responsible community.

To young readers, I would say this: take the time to engage with the elderly in your own families. Speak with them, listen to their stories, and acknowledge their presence. A simple conversation can make a world of difference. And if you ever consider a career in caregiving, know that it is one of the most meaningful professions you can choose.

Above all, let us strive to be better human beings. If we build a society that values care, respect, and dignity, we are shaping a future that we would all want to grow old in.



To young readers, I would say this: take the time to engage with the elderly in your own families. Speak with them, listen to their stories, and acknowledge their presence. A simple conversation can make a world of difference. And if you ever consider a career in caregiving, know that it is one of the most meaningful professions you can choose.



PM Modi Stresses Investment in Education, Skills, and Healthcare for India's Growth

Prime Minister Shri Narendra Modi emphasized the need for greater investment in education, skill development, and healthcare to drive India's next phase of development. Speaking at a post-budget webinar on employment, he highlighted the Union Budget's vision as a roadmap for the future, focusing on infrastructure, innovation, and talent development. PM Modi highlighted the transformation of India's education system through initiatives like the National Education Policy, digitization of learning materials, and AI integration. He observed, over 3 crore youth have received skill training since 2014, 1,000 ITIs upgraded, and 5 Centres of Excellence established.

He informed that the PM-Internship Scheme enhances the industry exposure for young professionals and urged industries and academia to collaborate closely. Healthcare sector has been fortified and in this budget 10,000 new medical seats have been made available, this is part of the larger scheme where government is looking at 75,000 additional seats over the next five years.



India's Sports Sector Poised for Growth with NEP 2020 and Skilling Initiatives

Shri Jayant Chaudhary, Union Minister of State (Independent Charge) for Skill Development and Entrepreneurship, highlighted the National Education Policy (NEP) 2020's role in integrating sports into the formal curriculum to strengthen India's sports ecosystem. Speaking at the RCB Innovation Lab Indian Sports Summit, he said, India is on the verge of a sports revolution, driven by multidisciplinary learning and talent identification at an early stage. The growing sports sector is already employing over 5,00,000 people in sporting goods manufacturing.

Initiatives such as sports universities in Uttar Pradesh and Telangana, along with the Centre of Excellence for Sports Analytics at IIT Madras, are creating new opportunities for retired athletes and coaches. Jayesh Ranjan, Special Chief Secretary, Telangana, stressed the need for fast decision-making to accelerate India's sports industry. With India aspiring to host the 2036 Olympics, stakeholders believe the country's passionate sports community and economic growth will drive its emergence as a global sports hub.



Govt Pushes National Centres of Excellence for Skilling

The Ministry of Skill Development & Entrepreneurship (MSDE) convened a session on "National Centres of Excellence for Skilling," aligning with the Union Budget 2025-26. Led by Secretary Shri Atul Kumar Tiwari, the session emphasized industry collaboration and global expertise. Experts from state governments, academia, and international organizations discussed strategies to align skilling initiatives with industry demands. The initiative, part of India's broader investment in education, skills, and healthcare, aims to equip youth with future-ready competencies, including AI literacy.

Minister Shri Jayant Chaudhary announced the "Skilling for AI Readiness (SOAR)" program to integrate AI training into vocational education. The government reaffirmed its commitment to empowering youth and expanding women's participation in skill development. The Centres of Excellence will focus on industry partnerships, public-private collaborations, and curriculum alignment to enhance workforce competitiveness.

NSDC Sets Up Centre for Future Skills at CCSU

National Skill Development Corporation (NSDC) and the Sports Physical Education Fitness & Leisure Skills Council (SPEFL-SC) have signed MoUs with Chaudhary Charan Singh University (CCSU) to integrate skill-based education into mainstream academics. The collaboration, launched in the presence of Union Minister Shri Jayant Chaudhary, will introduce courses in AI, ML, IoT, Healthcare, and Languages, alongside a manufacturing-cum-training centre for badminton equipment, empowering 600 women from SHGs.

The Centre for Future Skills at CCSU is part of NSDC's nationwide initiative to establish 50 such centres, equipping youth with Industry 4.0 skills. Students will earn academic credits while gaining industry-relevant expertise. The partnership will leverage Skill India Digital Hub, NSDC JobX, and NSDC International to enhance employment opportunities. This initiative positions Meerut as a key skilling hub, boosting innovation and employability in India and abroad.

Women's Day: 'Nurturing a Care Ecosystem is Key,' says Labour Secretary

India's Female Labour Force Participation Rate (FLFPR) has nearly doubled from 23.3% (2017-18) to 41.7% (2023-24), with a 2047 target of 70%. Labour Secretary Smt. Sumita Dawra highlights government interventions like Model Career Centres (MCCs) and Skill India Digital Hub (SIDH) to enhance women's employment. On workplace safety she stressed the role of state laws and employer responsibility, including night shift safeguards. Addressing post-maternity workforce dropouts, she points to 26 weeks of paid leave and flexible work models but emphasizes building a strong care ecosystem. Smt. Sumita Dawra emphasised the collective action from the government, industry, and society to drive change.

Madhya Pradesh Strengthens Skill Development for Economic Growth

At the 5th APAC National Skill Conclave in Bhopal, Minister Shri. Gautam Tetwal reaffirmed Madhya Pradesh's commitment to skill development as a driver of economic growth. Speaking at the event, he highlighted the state's focus on industry collaboration to equip youth with future-ready skills and create a business-friendly environment.

Shri. Girish Sharma, CEO of Sant Shiromani Ravidas Global Skills Park, outlined the state's strategy of specialized training programmes and Centres of Excellence (COEs) to build an industry-ready workforce. Industry leaders from HPCL, Tata Power, Grasim Industries, and JBM Group discussed skilling strategies for an evolving job market, emphasizing GenAI and new-age technologies. With a collaborative approach between government, industry, and academia, Madhya Pradesh aims to become a hub for skilled talent, ensuring youth are prepared for employment and entrepreneurial success in the global economy.

IIT Roorkee Launches 'Tech for Transformation' to Drive Innovation & Skilling

IIT Roorkee launched 'Tech for Transformation,' an initiative by its AARTI Industry Accelerator, to promote indigenous innovation, entrepreneurship, and skill development. Supported by the ICICI Foundation and Hydrocarbon Sector Skill Council, the initiative introduced an EV Training Facility, a Green Hydrogen & EV course, and a 'Drones for Agriculture' workshop. Industry leaders like Mahindra & Mahindra, Hella Lighting, and KVIC participated, reinforcing industry-academia collaboration. The initiative aims to equip students, entrepreneurs, and farmers with future-ready skills, driving sustainable technological innovation and workforce development in emerging sectors.

IIT-Madras Pravartak, L&T Launch Industry-Skilling Programs for Students & Professionals

IIT-Madras Pravartak Technologies Foundation and L&T EduTech have partnered to launch 100+ industry-skilling certification programs, covering key engineering fields like Civil, Mechanical, Electrical, and Chemical Engineering, along with emerging technologies such as AI, IoT, Robotics, Cyber-Physical Systems, and Industry 4.0. Designed by L&T industry experts, these programs aim to bridge the skills gap and equip students and professionals with innovative expertise aligned with evolving industry demands.

Telangana's TASK Earns NITI Aayog Recognition for Skilling Initiatives

The Telangana Academy for Skill and Knowledge (TASK) has received praise from NITI Aayog in its latest policy report on expanding quality higher education. TASK has trained 9.84 lakh students and 18,650 faculty members over the past decade, partnering with 80 industries, and securing 35,000 student placements. Recognized as a state best practice, TASK bridges the industry-academia gap, offering affordable skill development and faculty training while providing corporates with a skilled talent pool in innovative technologies.

NIT Srinagar Trains 700 Ladakh Youth in MSME Entrepreneurship

NIT Srinagar's two-week program taught 700 Ladakh youth tech and business skills. Organized in collaboration with NIELIT Leh and the University of Ladakh, and sponsored by the Ministry of MSME, the program focused on high-altitude drone piloting, 3D printing, IoT, robotics, solar energy, and automation.

Dr. Phuntsog Toldhan, Director of NIELIT Ladakh, and Prof. Binod Kanaujia, Director, NIT Srinagar, led the initiative with entrepreneurship focus. The programme saw 2,000+ registrations, highlighting Ladakh's growing interest in technology and innovation. Future collaborations, including a high-altitude drone competition, are planned to further support aspiring entrepreneurs in the region.

IT Minister Launches IndiaAI Compute Portal with 18,000 GPUs

Marking the IndiaAI Mission's first year, Union IT Minister Shri. Ashwini Vaishnaw launched the IndiaAI Compute Portal and AIKosha. The portal, offering over 18,000 GPUs, cloud storage, and AI services at historically low rates (under ₹100/hour), will drive India's foundational AI model development. Already, 67 applications have been received from students, startups, researchers, and government bodies.

NSDC to set up a state-of-the-art Centre for Future Skills at Chaudhary Charan Singh University

The National Skill Development Corporation (NSDC) is setting up a state-of-the-art Centre of Future Skills, under NSDC Academy, at Chaudhary Charan Singh University (CCSU), Meerut to empower youth in new technology courses like Artificial Intelligence, Machine Learning, Internet of Things, Healthcare/Paramedical, and Languages. In addition to this, the Sports Physical Education Fitness and Leisure Skills Council (SPEFL-SC), under the HDFC SPORTS RISE Project funded through CSR, will also establishing a Manufacturing-cum-Training facility at CCSU.

On Saturday, two Memorandum of Understanding (MoUs) were signed in the presence of Shri Jayant Chaudhary, Union Minister of State (I/C) for Skill Development and Entrepreneurship (MSDE), and Minister of State for Education at the University premises. The first MoU was signed between NSDC CEO and MD NSDC International, Shri Ved Mani Tiwari and Vice Chancellor of CCSU Prof. Sangeeta Shukla which aims to integrate skill development into mainstream education. The second agreement was signed between Shri Tahsin Zahid, CEO of the SPEFL-SC, and Prof. Sangeeta Shukla, aimed at empowering 600 women candidates from Self-Help Groups (SHGs) in the manufacturing-cum-training centre of badminton rackets and shuttlecocks.

The event was attended by Dr. Laxmikant Bajpai, MP, Rajya Sabha, Dr. Raj Kumar Sangwan, MP, Lok Sabha, Bagpat, Shri. Chandan Chauhan, MP, Lok Sabha, Bijnor, Mr Rajendra Agarwal, Former MP, Shri. Dharmendra Bharadwaj, MLC, Uttar Pradesh, Shri. Haji Ghulam Muhammad, MLA, Siwalkhas, Meerut, Sardhana, Meerut, Lucknow, Shri. Gaurav Chaudhary, Jila Panchayat Adhyaksh, Meerut, along with other esteemed dignitaries.



Empowering Abilities: POWHER Trust's Vibrant Showcase at NSDC

NSDC welcomed the inspiring Delhi-based NGO POWHER Trust—Provide Opportunities to Women, Handicapped for Empowerment & Rehabilitation—for a heartwarming Holi celebration through a vibrant stall featuring organic Holi colours and handcrafted products.

POWHER Trust uplifts over a hundred under-resourced individuals, primarily women with special needs, by providing skill education, training, and pathways to dignified livelihoods. Their showcase at NSDC was more than a display; it was a powerful testament to the creativity and resilience of those often overlooked—including individuals who are visually impaired, partially hearing, or mentally challenged.

Each product on display was a masterpiece, reflecting not only artistic brilliance but also the unwavering spirit of the artisans behind them. From colourful eco-friendly Holi powders to intricately crafted decor, the stall resonated with the festive spirit and the NGO's mission of empowerment and rehabilitation. The event celebrated more than Holi—it celebrated the triumph of talent, perseverance, and the right to opportunity for all.



NSDC partners with Axim Collaborative to enhance Open edX Platform, drive innovation in skill development

NSDC has partnered with Axim Collaborative, a non-profit organization, to enhance the Open edX open-source software Platform and drive innovation in education and skill ecosystem to empower youths. Shri Ved Mani Tiwari, CEO of NSDC and MD of NSDC International and Ms. Stephanie Khurana, CEO of Axim Collaborative, signed the Memorandum of Understanding (MoU) on 20th March 2025.

The collaboration includes sharing knowledge, expanding the Open edX ecosystem, establishing new partnerships, and driving digital innovation. Additionally, NSDC will join the Open edX Technical Oversight Committee to further enhance the platform's capabilities. Both the organizations also intend to pursue innovations in critical areas such as AI enhanced teaching and learning, content modularity, credential recognition, digital wallets, mobile learning experiences, open-source learning platforms, and results-driven funding.

“NSDC is not merely pondering the what ifs—we are making them real. With bold strides, we are breaking barriers, building pathways, and transforming education into what it must be,” Ved Mani Tiwari, CEO of NSDC, added, “We believe this collaboration will significantly enhance our efforts in vocational training and skill development. By contributing to the Open edX platform, we can provide better learning opportunities and prepare a future-ready workforce.



NSDC and PayPal empowering youth with industry-relevant skills in financial sector

NSDC has partnered with PayPal to empower youth, including women, from low-income families through skill development across India. As part of PayPal CSR programme, the two organisations formalised their collaboration through a Memorandum of Understanding (MoU) to launch a comprehensive skill development initiative, specifically targeting India's Banking, Financial Services, and Insurance (BFSI) sector. Dr Rishikesh Patankar, Vice President, NSDC and Srin Venkatesan, Global Chief Technology Officer, PayPal, exchanged the MoU in presence of senior members of both the organisations on Friday.

Dr Rishikesh Patankar said, "At NSDC, our mission is to prepare youth with the essential skills required for employment. This collaboration signifies a major step forward in empowering the youth and women of India to play a vital role in the nation's progress and development. By providing them with industry-specific skills in the financial sector, we are opening doors to opportunities for meaningful careers and entrepreneurial endeavours."

NSDC will implement the project across various districts in the country, including Chennai (Tamil Nadu), Patna (Bihar), Hyderabad (Telangana), Surat (Gujarat), Indore (Madhya Pradesh), Bengaluru (Karnataka), Mumbai (Maharashtra), and Ranchi (Jharkhand). As of March 11, 2025, candidates are undergoing training across these districts.



Kaushal Sangam: Empowering Youth Through Skills, Opportunities, and Inclusivity

In line with the NSDC mission to skill, reskill, and upskill the youth of India, the Kaushal Sangam initiative emerged as a transformative week-long event held from 24th to 28th February 2025. The event aimed to connect job seekers with lakhs of domestic and international employment opportunities while celebrating skills and enabling job readiness across the country.

The week-long event saw the active participation of over 800 partners from 36 states and Union Territories (UTs), each contributing with a range of activities aimed at skilling and connecting job seekers with viable opportunities. These activities included sensitization workshops, community-based awareness campaigns, resume-building workshops, and job search & application exercises. The NSDC's state brigade played a pivotal role in providing necessary support and resources to Training Partners, ensuring that each activity was executed optimally.

One of the most significant highlights of Kaushal Sangam was its emphasis on inclusivity, with more than 3,000 candidates with disabilities joining the platform. This move not only exemplified NSDC's commitment to Empowering Every Indian but also showcased a substantial increase in the participation of women, who made up 38% of the total registrations.

Top-performing states in terms of registrations were Uttar Pradesh, Maharashtra, and Madhya Pradesh. These states demonstrated a strong commitment to improving employment opportunities for their youth, aligning with NSDC's core values of Collaboration and Excellence.



NSDC partners with IIT Mandi & The NorthCap University to launch B.Tech in Semiconductor

NSDC has partnered with the Indian Institute of Technology (IIT) Mandi and The NorthCap University to launch a B.Tech. in Semiconductor Program, aimed at addressing the critical skill gaps in India's semiconductor industry. This program features an industry-aligned curriculum, integrating academic learning with hands-on practical training to equip students with specialized expertise. It offers immersive lab experiences at IIT Mandi, providing access to innovative semiconductor technologies. Additionally, the program creates a direct pathway to the global semiconductor industry, ensuring graduates are well-prepared for international career opportunities. By focusing on comprehensive skill development, the initiative strengthens India's semiconductor ecosystem, fostering a future-ready workforce capable of driving innovation and growth in this crucial sector.



NSDC collaborated with IIM Mumbai Partners to enhance skill development in management domains, including logistics, supply chain management, and digital marketing

NSDC collaborated with IIM Mumbai to equip students and executives with industry-relevant expertise through specialized programs. This partnership aims to enhance skill development in critical management domains, including logistics, supply chain management, digital marketing. Two certificate programs have been launched under this initiative:

One, Certificate Program in Digital Marketing and Analytics which has been developed in collaboration with NSDC, IIM Mumbai and Masai School. It focuses on equipping learners with cutting-edge digital marketing strategies and AI-powered analytics to excel in today's digital landscape.

And another, Certificate Program in Supply Chain and Logistics Management. This program is launched in collaboration with NSDC, IIM Mumbai and Intellipaas. It aims to provide a comprehensive understanding of supply chain operations, logistics strategies, and process optimization.





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