



Skilling for **livelihood.** Empowering for a **lifetime**

Effective implementation of the first CSR Project of RSDC

RSDC intending to execute CSR projects for skill development in the Rubber and Tyre Services Sector, has opened its doors for CSR to rubber Industries...

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Jaswinder Singh, trainee of Bridgestone Tyre Carewala at Khanna, Punjab

Achievements of PMKVY 2.0

As one of the most ambitious skilling programmes anywhere in the world, Pradhan Mantri Kaushal Vikas Yojana (PMKVY) was launched in 2015 to encourage and promote skill development...

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RPL Training in natural rubber plantation

From COO desk:

How industries can contribute in the skilling through CSR projects

With our economy undergoing demographic, technological and structural transformation, investing of CSR funds in skill development projects has a multiplier effect. CSR projects aimed at skill enhancement deliver immense value in terms of employability and transforming lives. Especially the companies with a focus on manufacturing excellence will find skilling drives based on CSR projects as key enablers of job ready workforce.

As stated by Hon'ble Minister of Skill Development & Entrepreneurship recently, there is still a huge gap between industry requirements and skills at the local level owing to a number of reasons, including inadequate training infrastructure, inappropriate mix of skills and education, outdated curricula, limited industry interfaces and limited standards.

India is estimated to have a median age of 28 years by 2022, one of the youngest in the world. The country has the potential of becoming the skill capital of the world if skilling is taken up in a mission mode and CSR projects aimed at skill training could act as a springboard.

As shown by the success of CSR project in the tyre services sector organized by RSDC for Bridgestone India, the support from corporates can help achieve speed, scale and sustainability to the skill development efforts. RSDC would be keen to undertake more such special CSR projects.

Ms Shewani Nagpal

Effective implementation of the first CSR Project of RSDC



RE-SKILLING OF COMMERCIAL TYRE FITTERS

Participants undergoing Tyre Fitter and Repairing training in Punjab under CSR project of Bridgestone 'Tyre Carewala'

RSDC intending to execute CSR projects for skill development in the Rubber and Tyre Services Sector, has opened its doors for CSR to rubber Industries.

'Tyre Carewala' is one of those flagship CSR projects with Bridgestone India Pvt Ltd. The project aimed at skill development training to 1000 individuals in commercial tyre fitters. The trainees will be skilled in the Tyre Fitter Job roles using the modern techniques and tools in tyre services and repairing. The project's pilot phase was launched on 18th Aug 2020 which aims at training 500 personnel in the first phase. The project has been conducted in seven states namely Uttar Pradesh, Haryana, Punjab, Delhi, Gujrat, Maharashtra, and Madhya Pradesh.

Under the Tyre Carewala project, the commercial tyre fitters are selected for the training. They are provided with an in-depth knowledge about tyre fitting and repairing with modern tools and techniques along with the special focus on safety aspects, the technicality of products, best practices and soft-skills during the 2 days training programme. Commercial tyre mechanics play a significant role in tyre repair, mounting or demounting of tyres, and thereby safety on the roads. They not only repair a tyre but also provide advice to the transporters about the care of the tyre, precautions needed for improving the life of a tyre etc. Unfortunately, there is no formal training available for the tyre fitters. 'Tyre Carewala' aims at bridging these skill gaps amongst the tyre fitters. The training would help them to improve their skills as well as income in the long run. After the training with practical demonstration, the participant trainees are assessed through a practical and an online assessment by RSDC appointed assessment agency. Their prior learning is also taken into account during the assessment. They are certified by RSDC based on their performance in the assessment. Post successful assessment process, they



will be recognised as NSQF level-4 skilled and certified human resources according to RSDC and NSDC guidelines. The participant are also provided with handholding support in branding of their enterprise and workshops. They are guided to adopt modern tools and equipment for tyre fitter and repairing services.

Practical training to participants of Tyre Carewala project at Ambala, Punjab



Workshop branding for successfully Certified Tyre Fitters under project Tyre Carewala

Mr Vijay Kumar, a trainee from Ghurpur Prayagraj, has received the training along with 25 other commercial tyre fitters in Prayagraj. He has been in this profession for 15 years and owns a tyre fitting and repairing workshop at Ghurpur Highway. He has never been formally trained for this job role nor does he has any certificate to claim his skills. He has been using the traditional method of tyre fitting using traditional tools. Over the period, the tyre technology has changed and new tyres are used in general and in commercial vehicles. For him, this training has proved very useful in updating his knowledge by learning new skills for repairing tyres. He is now using modern tools and equipment which makes the tyre fitter and repairing jobs easier, safe and favourable for the life of the tyre.

The successful piloting of this project has paved the way for the complete project implementation of Tyre Carewala. RSDC can assist any corporate organization to develop and manage skill development activities and large scale projects. RSDC has the capacity to execute the projects across the country with its regional offices and training partners' network spread across the country. The Corporate Social Responsibility department of RSDC is open to partner with the Organisations for projects related to Skilling, Re-skilling, Employment and Entrepreneurship. Industries can opt for multi-skill training center development, creation of Centre of Excellence(CoE) in Training and Research for the rubber Sector and can participate in the skilling mission through CSR Project.

Achievement of PMKVY 2.0 and RSDC's eventful journey

As one of the most ambitious skilling programmes anywhere in the world, Pradhan Mantri Kaushal Vikas Yojana (PMKVY) was launched in 2015 to encourage and promote skill development in the country by providing free and short-term skill training to the youth. After the successful implementation of PMKVY, the PMKVY 2.0 was launched for the period 2016-20. The PMKVY 2.0 witnessed scaling up of sectors, geographies and greater alignment with other missions/ programs of the Government of India including 'Make in India', Digital India' and Swachh Bharat Mission.

Recognition of Prior Learning (RPL), however, stands out as one of the key features of PMKVY 2.0 and has led to a transformation of the skill ecosystem in the country. RPL with Best in Class Employers (BICE) represents the pinnacle of training in which sector skill councils functioned as project implementing agencies (PIA) and sought direct collaboration with reputed employers in different sectors.



Display of Mobile Still van at Lucknow

For RSDC, the tenure of PMKVY 2.0 signified turning over a new leaf with widening of footprint geographically as also in terms of the depth of operations. Large scale training programmes were organized in all the states where skilling has the potential to significantly alter the employment scenario.

During the course of PMKVY 2.0, RSDC has trained over 2.5 lakh trainees across Rubber plantations, Rubber manufacturing and Tyre repair & services verticals apart from creating qualification packs (QPs) and National Occupation Standards (NOS) for different job roles in the Rubber sector. Skill gap analysis has been undertaken by RSDC across all major states in the country.



RPL training for Tyre Fitters on Mobile Skill Van at Lucknow

The states which witnessed the maximum action during PMKVY 2.0 included Kerala that produces the majority of rubber produced in the country. The requirements of skilling are huge for increasing both production and productivity of rubber. RSDC has joined hands with Rubber Board of India in up-skilling the growers in Kerala and North East regions so as to maximize the production of rubber plantations and to increase remuneration.

Lockdown following Covid-19 led to a large scale movement of labour from manufacturing clusters or metro towns to their native places. Thus trainings were organized in all those states that witnessed large movement of migrant labour especially the Northeastern states of Assam and Tripura.

The RPL project of RSDC Saamarth, Empowering a Million Lives in Rubber has been a trailblazer of sorts. Being run under the mentorship of Hon'ble Minister of Skill Development & Entrepreneurship Dr. Mahendra Nath Pandey, already over one lakh people have been reskilled under the Saamarth project in the job role of Tyre Service and maintenance leading to unique outcomes.

Tyre Service and Maintenance is a major area where skill training is the need of the hour for making the sector competitive. Fitting of tyres, especially commercial tyres is a skilled job requiring formal training. A fleet of 40 well-equipped mobile skill vans, the first-of-its-kind in India, have been running the length & breadth of the country training tyre fitters and converting many of them into entrepreneurs. Both Uttar Pradesh and Tamil Nadu have been widely covered under the skill van initiative.

PMKVY 3.0 as the new age initiative recognises the importance of online training in a post-covid world, and will focus on blended learning in addition to classroom-based training for certain job roles. Even as PMKVY 3.0 is being launched, RSDC is engaged in creating e-learning simulated content and different models of training so as to align with the goal of connecting local youth with local jobs.

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