

Rubber

# Skills Time



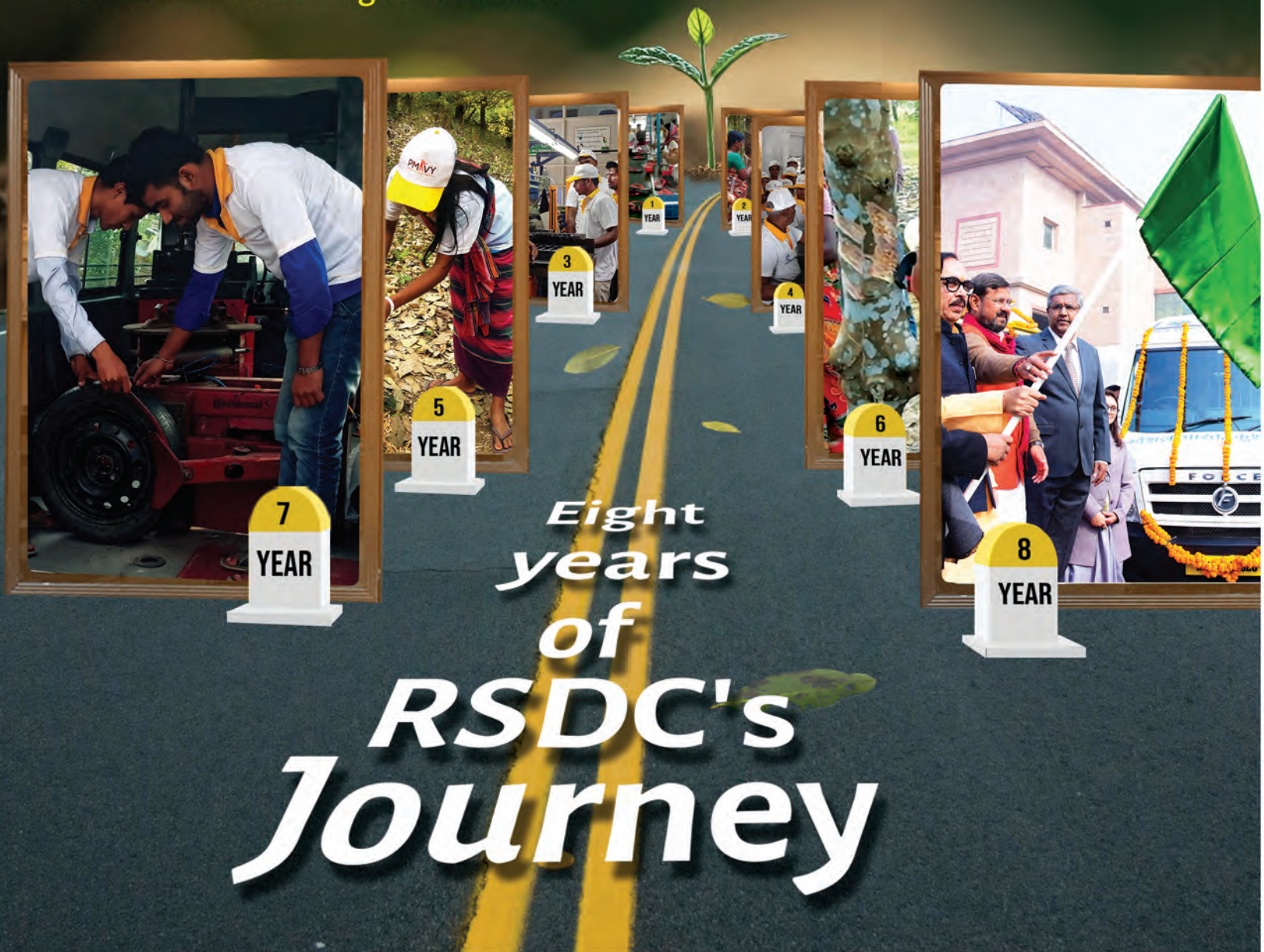
ISSUE 2 | VOLUME IV | JUL- SEPT 2020

NURTURING SKILLS & TALENT FOR A BETTER TOMORROW

New Normal for the Rubber Sector Post Covid19

Global Perspective on Skill Development

RSDC to reskill migrant workers



Interview: Mr Praveen Kumar, IAS  
Secretary - Ministry of Skill Development and Entrepreneurship



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Nominee Director, NSDC

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## Skills Time

### EDITORIAL

## Story of Skilling in Rubber Sector

Ms Shewani Nagpal, Chief Editor, COO, RSDC

The Indian economy and the contours of businesses have been going through a significant transformation due to structural and technological shifts, in the last few years. Looking at the current scenario, the younger generation that aspires to enter the workforce would have to be adequately skilled in order to be future-ready. According to The World Economic Forum, approximately 70 million additional individuals are expected to enter the country's workforce by 2023. Various strategies for skilling and upskilling of the current workforce and the younger generation has been conceived and implemented by the Government.

A number of initiatives driven by the Government of India have been introduced to convert the demographic potential of India into a dividend that will fuel the country's growth. One of the prominent initiatives is the formation of the National Skill Development Corporation (NSDC) which aims to promote skill development. Under the purview of NSDC, 38 sector skill councils have been launched till date. These sector skill councils play a vital role in bridging the gap between the skills being imparted and what the industry demands in terms of skilling requirements.

Rubber Skill Development Council is one such sector skill council that was formed to fulfil the demand of skilled workforce in the rubber industry, in August 2012. Nearly 4.4 million people are directly dependent on the rubber for their livelihood. These include more than a million rubber growers, about half a million engaged in rubber products manufacturing and over two lakh employed in synthetic rubber and chemical manufacturing. Besides, a vast network of tyre dealers and tyre services offer employment opportunities for several lakh candidates.

RSDC has built a training ecosystem that involves various levels such as the development of National Occupational Standards (NOS), the development of Qualification Packs (QP) or conducting

Skill Gap Study across various states. RSDC in these 8 years has affiliated with various training providers - government institutes, private institutes, colleges/universities, or even industries with training facilities which provide training in line with NOS created by RSDC. So far, 2.5 lakh students have been enrolled for training by more than 100 affiliated training partners of RSDC.

To bridge the skill gap in the rubber industry, several schemes and programmes of the Government like Skill India, Pradhan Mantri Kaushal Vikas Yojana, Recognition of Prior Learning and many more have been of immense value, under which training has been conducted in different states including Haryana, Punjab, Tamil Nadu, Uttar Pradesh to meet the needs of the sector.

As compared to other countries, India lags in the vocational training. Absorbing talent through the vocational training route helps in building a long-term relationship between the organisation and the employees. It helps the company to communicate its core values and philosophy to the next-generation employees, with the help of senior employees. RSDC has introduced the course for Bachelor of Vocational Studies which has been approved by the UGC and Ministry of Education. Along with this, dual certification courses have also been designed for the students pursuing B.Tech in Polymer Technology and Chemistry. With these courses, students become industry-ready as soon as they graduate.

RSDC has been working hard towards building a skill ecosystem within the rubber industry. This ecosystem is helpful for all - employees, employers, students and other stakeholders. We plan on increasing our reach across the country in the coming years and are hopeful to accomplish all our defined goals.



# Eight years of RSDC's Journey



Training in Natural Rubber Plantation, Rubber Manufacturing Units and Tyre Service Sub-sector across Country

Asia is the largest source of natural rubber, with 94 percent of the total world's output being produced here. India's rubber industry has also become a vital sector of the Indian economy. In terms of global rubber production and consumption, India is the third and fourth around the world.

Indian farmers recognised the possibility of commercializing the rubber in the year 1902 and since then, rubber commerce has played a significant role in India's economy. But there is an acute shortage of technically skilled manpower in the industry which is a major challenge in the productivity and growth of the sector. Keeping this in mind, Rubber Skill Development Council (RSDC) was launched by Sector Skill Council set up by All India Rubber Industries Association (AIRIA) and Automotive Tyre Manufacturers' Association (ATMA)

in collaboration with the National Skill Development Corporation (NSDC).

The mission of RSDC is to ensure the generation of skilled manpower in rubber sectors, provide employment opportunities to youth across the nation, create career paths in roles existing within the unorganized and organized segments of the rubber sector and ensure active participation of the industry in the absorption of skilled manpower generated through RSDC.

Nothing has blazed the kind of trail in the skilling ecosystem in India as Recognition of Prior Learning (RPL). RPL has emerged as the most potent and effective exercise to bring millions under the formal skilling fold. One of the esteemed project SAAMARTH of RSDC was launched in November 2018 is one such initiative by RSDC which aims at skilling and reskilling of masses, in tyre industry and natural rubber plantation sector,

and people employed in various rubber manufacturing units across the country. RSDC has successfully reskilled and certified 1.5 Lac workforce in the rubber sector under the Recognition of Prior Learning (RPL) component of Pradhan Mantri Kaushal Vikas Yojana (PMKVY).



Under this project, RSDC's affiliated training partners have launched Mobile Skill Van across states, to increase the reach the on ground particularly for the Job role of Tyre Service & Maintenance- Tyre Fitter, which is spread across the highways, villages, towns and cities. Project SAAMARTH has been executed in 119 districts across 21 states with 40 mobile vans.

Apart from this, in an endeavour to promote apprenticeship in India, a new scheme, National Apprenticeship Promotion Scheme (NAPS) was launched by the Government in August 2016. Being a major platform connecting the industry and the skilled workforce, RSDC facilitates apprentices under this scheme. NAPS aims at increasing the engagements of apprentices from 2.3 Lacs to 50 lacs in the year 2020.

We at RSDC have created many curriculums under the NAPS scheme, which are readily available for the industries. We assist the establishments in designing the courses as per their requirements and also lend a helping hand to the industry to make them



Practical Training provided to the commercial tyre fitters under the project - Tyre Carewala

understand the process of implementation. Lastly, we help in the assessment and certification of the candidates at the end of the training.

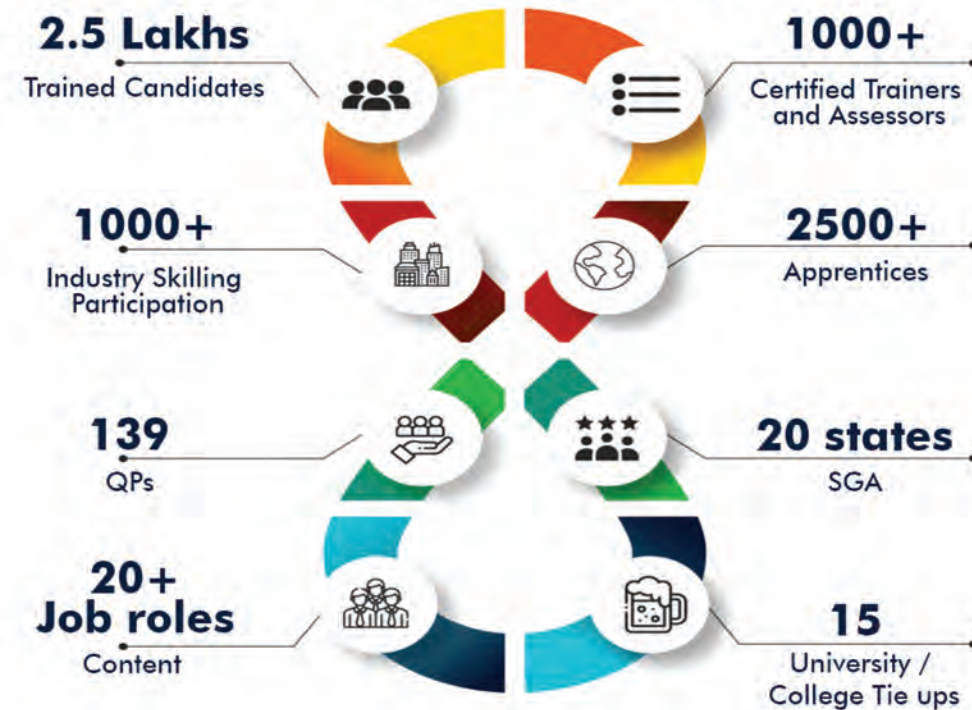
Our latest initiative for the skilling of commercial tyre fitters is our project 'Tyre Carewala' which has been launched in association with Bridgestone. The tyre fitters will be provided with in-depth knowledge about the safety aspects, technicality of products, best practices and soft-skills during the 2 days training programme. The project aims at skilling and reskilling 1000 individuals in tyre fitter & repair job role.

In addition to these projects, RSDC has signed an MOU with 13 state governments along with National Backward Class Finance & Development Corporation and National Scheduled Caste Finance & Development Corporation.



Theoretical Training provided to the commercial tyre fitters under the project - Tyre Carewala

## RSDC at a Glance In the last 8 years



# Let's hear it from our Governing Council Members



Governing Council members of Rubber Skill Development Council



Mr Vinod Simon  
Chairman  
Rubber Skill Development  
Council

Rubber Skill Development Council (RSDC) holds an important place in my heart and it has been an amazing journey over the last 8 years. As a founding member and the 1st Chairman of the Council, it gave me an opportunity to build this organisation from its very foundation. I must thank the Governing Council for giving me this unique and special opportunity to lead RSDC.

RSDC now stands amongst one of the best sector skill councils in our country and the RSDC Team has been working extremely hard to achieve all their goals and skilling as many candidates as possible. We are progressing very well in our efforts to make a very strong and robust skilling ecosystem in the rubber sector and I am sure that we will reach there sooner than later.

I am thankful to each and everyone who were associated with us over the last 8 years, as without them this journey would not have been possible.



Dr KN Raghavan, IRS  
Executive Director and Chairman  
Rubber Board of India

I am happy to witness the growth of Rubber Skill Development Council (RSDC) over these 8 years. As Rubber Board has been a part of it since its inception, it gives me immense pleasure to see it emerged as one of the best sector skill councils of India.

Rubber Board and RSDC are key elements of the rubber industry value chain and hence have been working very closely to create an appropriate ecosystem for bridging the skill gap between the requirement of industry and available trained workforce.

Despite the lockdown brought by the COVID-19 pandemic, RSDC and Rubber Board are working hard to make sure that the industry receives the required numbers of well-trained manpower while the labours are not made to sit idle.

We are confident that the efforts put in by us have helped the personnel involved in this sector. Our belief that we would be able to achieve the goal and targets placed before us & fills us with determination and optimism in our forward march.

My best wishes to RSDC in all their future endeavours.



Mr Rajiv Budhraja  
Director General  
Automotive Tyre Manufacturers  
Association

2012 was a landmark year in several aspects. All India Rubber Industries Association (AIRIA) launched the rollout of National Rubber Conferences (NRCs) along with the launch of Rubber Skill Development Council (RSDC) which was preceded by hectic parleys between ATMA, AIRIA and NSDC.

For me, personally, RSDC holds immense importance since I was intensely involved in setting up of the Council brick by brick. Now eight years down the line, it is gratifying to see RSDC going from strength to strength. Today RSDC ranks amongst one of the most active sector skill councils.

Moving beyond its primary objective of skilling, RSDC has brought together different stakeholders of the Rubber & Tyre Industry on one formal platform which is a sterling achievement.

I wish RSDC all success in all its ventures.



Mr PK Mohamed  
Chief Advisor Research & Technical  
Apollo Tyres Ltd

I am very happy to know that Rubber Skill Development Council has completed 8 years of invaluable service in the field of skill development for the rubber industry. I wish to congratulate every member of this council for the significant contribution that made RSDC a very successful organisation.

I have been working closely with this organisation and is really impressed by the contribution of the council towards the development of qualified operators who can be directly employed for different types of production machinery. RSDC has developed a number of knowledgeable and skilled technicians who are adding excellent value to the industry.

The above is made possible by the untiring effort of the people working in RSDC and their capabilities to organise training programs to enhance the skill and knowledge of the participants.



Mr Vijay Pahwa  
Nominee Director  
NSDC

It has been a pleasure to see RSDC's journey through the years. While its achievements and All India Ranking have been making steady progress, on the softer part, it has bonded with its partners, employees, vendors etc. more like a family than an organisation.

I will like to give Mr. Vinod Simon most of the credit for this to his leadership, professionalism and relationship management with all categories of stakeholders, from the Central & State Governments to NSDC to Advisory Council Members to the colleagues.

RSDC has taken many innovative steps like recognising and conferring awards on the winners in competitions conducted professionally and fairly. The yearly Award Ceremony draws participants from all over the country.

My Best wishes for its becoming the "Number One" amongst ALL the SSCs!

# KEY HIGHLIGHTS of RSDC

Jan' 19 - Mar' 20

Jan' 19

Awarded with Meritorious Performance Award by NBCFDC

Mar' 19

Awarded with Tyre Safety Partner Award at ATMA Annual Convention 2019

May' 19

A range of employers signed an MoU for RPL Best in Class Employer

Jun' 19

A collaboration was done with Army Base Workshop, Pune under the project SAAMARTH

Aug' 19

Hon'ble Minister of Skill Development & Entrepreneurship - Dr Mahendra Nath Pandey flagged off Mobile Skill Vans in Varanasi

Aug' 19

Project SAAMARTH was extended to North-Eastern states - Assam, Mizoram, Manipur, Tripura & Meghalaya

Sep' 19

Benefits of skilling were extended to lower strata of society by NSKFDC

Nov' 19

Process & Project Development Centre, a tech centre by MSME signed an MoU to conduct trainings in Rubber & Plastic verticals

Dec' 19

Mobile Skill Vans were flagged off in various states of the country like Lucknow, Kolkata and Kerala

Feb' 20

First CSR project has been initiated by signing an MoU with Bridgestone to train tyre fitters

## Skills Time

I am very delighted to know that Rubber Skill Development Council (RSDC) has successfully accomplished eight years of service to the Rubber Industry. As being the Chairman of the Indian Rubber Institute, I had an opportunity to associate myself in the RSDC Governing Council since its inception.

The Indian Rubber industry is an employment intensive sector and to ensure availability of skilled human resource to the rubber Industry, RSDC, a sector skill council for the rubber sector has been set up. For the successful development of skills, it is essential to have National Occupational Standards (NOS) to create skills in the eco-system. RSDC is at the forefront among other sector skill councils in developing NOS and Qualification Packs (QPs) for the rubber sector.

My greetings and best wishes to the RSDC Team for the successful achievements of eight years, I wish RSDC to unendingly or relentlessly grow to fulfill the Skill India Mission in Rubber and Allied Sector.



Dr R Mukhopadhyay  
Chairman - IRI  
& Director and CE, HASETRI



Mr Mohinder Gupta  
Managing Director  
Vinko Auto Industries Ltd

I am glad to be a part of the journey, which has helped thousands of people in starting a better livelihood. RSDC has always stood out for the work that it has been doing for past 8 years.

It is playing a vital role to cope up with shortage of skilled manpower which was being felt by the Industry, majorly in the Non-tyre Sector. RSDC is uplifting the skills and experience of the workers, which will benefit the Rubber Industry immensely and help them to adopt modern processes and Technologies.

RSDC in so many years has not only proved itself but also made a clear goal to open the opportunity of employment for many un-skilled.

I wish RSDC many more years of success.

RSDC was started in the year 2012 and has now completed 8 glorious years. Initially, when it was launched many questions were raised but RSDC has proved its credibility over the years. The organization has touched new landmarks with the time. RSDC's main purpose is to ensure the generation of skilled manpower in rubber sectors, provide employment opportunities to youth across the nation, create career paths in roles existing within the unorganized and organized segments of the rubber sector and ensure active participation of the industry in the absorption of skilled manpower generated through RSDC.

As India is a developing economy our most of the foreign exchange is coming from Indians who are working outside India. This initiative by the Government of India will bring more result not only in our domestic economy but we will be exporting shield people to the whole world who will be fulfilling not only foreign country still job requirements but also strengthened our economy and also India will get back foreign money from Indian working outside and strengthened our country.

I must congratulate the Government of India under the leadership of Prime Minister Mr Narendra Modi who have designed such support to take our country to next level.



Mr Rummy Chhabra  
President - ICRTMA  
& Managing Director  
Metro Tyres Ltd

## Skills Time

I feel happy and delighted that Rubber Skill Development Council (RSDC) has successfully accomplished eight years of its dedicated services to the Rubber Industry and to the Nation. Being a member of the RSDC Governing Council, I feel honoured and it brings the feeling of pride at this moment by the successful and progressive journey of RSDC for long eight years.

Over its journey, RSDC has significantly contributed to skilling and upskilling Indian youth and made them more and more productive, which has contributed to the advancement of the rubber sector and contributed to Indian economic growth. It is therefore a commendable task by RSDC and it is dedicated to contribute for the sector even more in coming time.

My greetings and best wishes to RSDC Team for the successful achievements of eight years. I wish RSDC to unendingly or relentlessly grow and play an important role to fulfil the Skill India Mission in Rubber and Allied Sector.



Dr Sudhansu Pathak  
Chief General Manager-  
HRD & OD  
J K Tyre & Industries Limited



Dr K Rajkumar  
Director- IRMRA

I am happy to be a part of the Rubber Skill Development Council. It is a pure delight to witness the growth that it's achieving every day. RSDC has not only completed 8 glorious years but has created its own space in the industry.

RSDC since its inception is serving as a common platform for all- employees, employers, industry, and students. Stakeholders look upto RSDC whenever in need in case of skilled workforce, upskilling of employees, providing trainers etc.

It is a proud moment for us who are part of this organisation. RSDC in so many years has established itself by conceptualising and developing milestone projects like SAAMARTH.

My best wishes to RSDC and its team for completing 8 successful years.



Team RSDC at the event of RSDC Annual Awards 2019



# Shukriya

# India



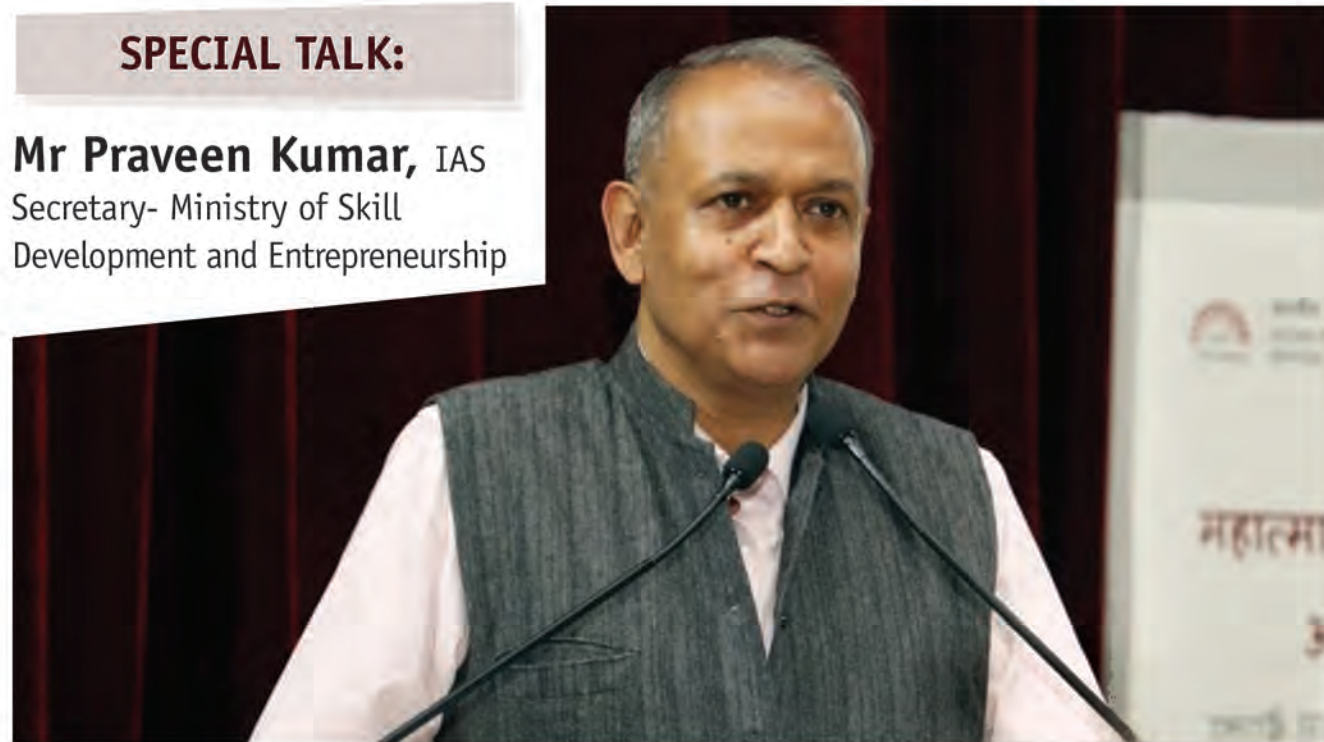
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**SPECIAL TALK:**

**Mr Praveen Kumar, IAS**  
Secretary- Ministry of Skill  
Development and Entrepreneurship



**Government is working on making India the skill capital of the world. What could facilitate that movement?**

Yes, India has the potential to become the skill capital of the world. Our demographics point to India's unique capacity to cater to skilling requirements worldwide. For this, skill training needs to be taken up in a mission mode and that is what the present Government is undertaking. However an effective support is required from all the stakeholders. The state governments, academia and the industry need to be on board and work in a coordinated fashion to equip our youth with industry relevant skills which are scalable to the future job roles too. It is heartening to note that different stakeholders are gradually coming on board. Skill development is being treated as an investment which will pay rich dividends in the future.

**You have always emphasized on Government and industry collaboration to identify the skill requirements of future economy. How do you think Rubber sector can play a role in the same?**

Rubber sector is one of the most employment intensive sectors in the country. I am given to understand that the sector provides direct employment to over two million people.

**Skill Development is an INVESTMENT which will pay rich DIVIDENDS in the future**

Thousands of Rubber products manufacturing units in the country make products which touch our lives in innumerable ways. Over one lakh farmers are involved in rubber plantation which again is a skilled job. Given key contribution of Rubber sector to the economy, it is important to identify the future employment needs of the sector which will change as the sector will need to manufacture more value added products with passage of time to retain its competitive edge.

**How is the Government trying to overcome the challenges to achieve the objectives of Skill India Mission?**

India is one of the youngest nations in the world, with more than 62% of the population in the working age group. That puts India at an advantage. However the challenge is that less than 4% of the Indian workforce is skilled in contrast to the 42% in US, 76% in Germany, 80% in Japan and 96% in South Korea. As a result our workforce readiness has been one of the lowest in the world. Training infrastructure has also left much to be desired. Lakhs are joining the workforce every year. Without proper skills, the youth population will become demographic liability instead of demographic dividend. However, now the scenario is changing. Government is reaching out to more people, even working population, with quality learning opportunities. Pradhan Mantri Kaushal

Vikas Yojana and especially Recognition of Prior Learning (RPL) has led to a transformation in the skilling scenario with large swathes of workforce getting formally skilled. Sector Skill Council such as RSDC are playing a vital role in spread of skill initiatives far and wide. During these challenging times, there is need to make better use of monetary and resource support available so that the skilling movement doesn't go off track.

**Bringing economy back on track is one of the key priorities of the Government at this point of time. How can skilling contribute to the same?**

Skills, knowledge and innovation are the driving forces of economic growth and social development for any country. It has been seen that the countries with better levels of skills respond more effectively to the emerging challenges and opportunities at place of work. Traditionally, India's lack of focus on skills made a skill-based job non-aspirational for many which hampered the economic growth. Present government is committed to resolve this issue by making

**Rubber Sector is the most employment intensive sector in the country**

skills aspirational and creating skill training opportunities. In fact, we have also taken an initiative to put teachers and skill trainers on the same pedestal since they perform similar functions. At the Ministry, we have taken up the worthy cause to recognize trainers from different sectors for an exceptional contribution towards a future-ready and skilled force. •



Mr Praveen Kumar, IAS  
Secretary- MSDE





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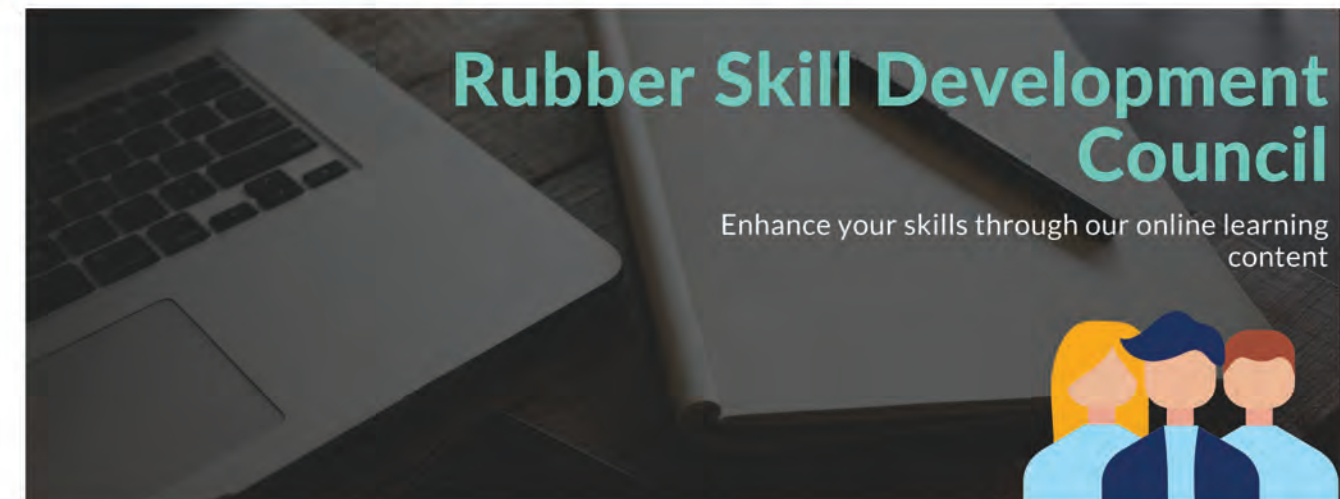
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## RSDC accelerates development of E-Learning Content



With training centres largely un-operational because of COVID-19 outbreak, Rubber Skill Development Council (RSDC) has taken up the task of developing e-learning content in the right earnest. Taking the skills training beyond classrooms, RSDC has developed Curriculums and Content and also E-learning modules with 3D animation videos for online training. A Mobile App has been developed for all the stakeholders of the Skilling ecosystem. The first phase of e-learning content will be rolled out by mid-August this year.

Restarting the full-fledged physical training continues to be a challenge in view of restrictions on movement and the guidelines on social distancing etc. However, there is an opportunity for some vocational training to come into online and digital formats. To fulfil the need of the hour, RSDC is in the process of developing online training content and has already created an in-house platform for the students, in-service professionals, trainers and assessors to access the E-Learning content on their mobile / laptop / tablet etc.

RSDC firmly believes that some part of the curriculum could be imparted through remote learning infrastructure

and platforms wherever possible. The e-learning content will be imparted through two well-defined models: Trainer-led and student-led.

In a Trainer led model, the learning can be imparted using the content through video streaming to several students at the same time by the training organisations/partners.

On the other hand, in the Student model, the students can directly learn using the content at their own pace without the trainers' help. The students will be certified after clearing the exam. Initially, the content will be launched in Hindi and English languages as these two languages cover a large part of India. Later-on the e-learning content will also be launched in various regional languages.

Many people employed in the Rubber sector are unskilled or semi-skilled. The general practice has been to get the unskilled people on board, put them on the job and train them over the job. As industries are opening up after the lockdown, a manpower crunch is being faced since a large number of workers have migrated to their villages. The challenge before a progressive sector skill council such as RSDC is to pitch in and create a

trained workforce on an urgent basis so that manpower requirements could be met. Online training programmes will come handy under these circumstances.

Moreover, a need is being felt to spend resources now for trained manpower so that when normalcy returns, the companies are ready with skilled manpower.

As such, Rubber sector faces a demand - supply mismatch as the industry needs a more skilled workforce than what is available today. Skill Gap studies have been conducted to understand the skills requirements of the rubber industry and help RSDC plan for capacity building needs. Skill gap study has been carried out for more than 20 states/ UTs.

India has one of the largest and youngest workforces in the world. Quality of training can make a huge difference between employability and un-employability for the youth of the country. Sector Skill councils such as RSDC are playing a major role in the standardization of training and certification requirements. However, it is important to develop well-thought-out e-learning format for meaningful skilling and that is what RSDC is engaged in. •



# New Normal for the Rubber Sector Post Covid19



One of the RSDC partner, Aastha Foundation distributed essentials to the people in need during COVID-19 pandemic at Silchar, Assam

According to the International Monetary Fund, India will be one of the largest economies to be hit by the COVID-19 pandemic. A slowdown that can be seen in the economy will have enormous consequences – loss of daily income, loss of production and manufacturing, loss of business etc. This will leave the population poverty-stricken. To cope with these effects, all the sectors are adopting a new normal with the help of technology.

With COVID-19, the world is facing one of the most difficult and challenging times. Like every industry, the rubber sector is also undergoing a tough time and is faced with a number of issues due to the economic fallout. The impact on the global rubber industry is huge as businesses have closed down, production is scaled back, travel and shipping are disrupted, and events are cancelled and postponed.

COVID-19 is an infectious disease caused by a newly discovered coronavirus. The disease has taken millions of lives since 2019 causing governments to implement complete lockdown in the nations,

worldwide. This has negatively affected the economic situation of the world. The industries have been shut down for months, and the work has been halted leading to the loss of jobs and businesses.

The industry which occupies a huge space in the Indian economy and employs half a million population of the country is currently dealing with a huge loss. These unprecedented challenges are leading to business transformation and have forced them to adopt new normal by adapting remote work program and technology.

Although most of the industry has started their operations, they are still running with nearly 30% less workforce. To do so, the industry is in dire need of skilled labour who can multitask to create more productivity in less time. The sudden lockdown has also proved to be a nightmare for thousands of migrant workers, who lost their livelihoods overnight. As a result, these migrants fled back from various cities to their native places causing the non-availability of a skilled workforce.

The government is taking various steps and initiatives to support these migrant workers. It has identified 6 priority states (Bihar, Uttar Pradesh, Madhya Pradesh, Rajasthan, Orissa

and Jharkhand) which have a major number of migrant workers basis the data that has been collected. The central and state governments are working closely to provide skilling solutions and generate self-employment in these districts with the help of organisations like NSDC which specialises in skilling people.

This is not all, Rubber Board has also embarked on a journey to get the industry back on track with 3 projects: First, an incubation centre is being set up by Rubber Board for developing new products. Rubber Board will provide technical advice, consultancy, testing facilities etc all under one roof at Rubber Research Institute. Second is Entrepreneurship – Returnees from Middle East countries need to be skilled up as future entrepreneurs. A programme has been started for adopting untapped plantations so that plantations lying untapped could be tapped and returnees could become entrepreneurs. Third, the industry needs graduates in the field of plantation management, rubber technology so that they could be

trained, do an apprenticeship with Rubber Board so that their services are hired by Rubber Producer societies.

Multi skill workers are the need of the hour, to fulfil that NSDC along with sector skill councils are working on different models which will help the local people from different states in gaining skilling and re-skilling. This will help in meeting the need of the industries and create a livelihood for themselves. With a major number of the workforce having migrated from the states with a large cluster of rubber industry, RSDC has geared up to train the local population to ensure that the industry could run smoothly.

The government has also framed a National Employment Policy to look into labour welfare and Migrant Workers Welfare Funds to encourage the lacs of migrant workers, to encourage migrants to come back and resume work. ●



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EduVantage, ISO certified organization, has more than 7 years' experience in sector. Our USP

- Partnership with 15 Sector Skill Councils & Govt Departments.
- Ministry of Skill Development & Entrepreneurship authorized TPA for NAPS.
- Mobilized more than 2 Lakh+ candidates.
- Associated with some of big names in industry for NAPS, Keventers, Ultratech, Bajaj, Daikin, Luminious, Exide, Supreme, Kohinoor and 100+ other clients.

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- Generate contract between candidates & organization.
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# Global Perspective on Skill Development

**Speakers**

**Dr AbouElfadi Abdou**  
Senior Expert TVET QA  
Egypt

**Mr Jan Peter G. de Otero**  
Vocational Education Specialist  
Germany

**Mr Jonathan Ledger**  
CEO  
Global Skills Ledger Limited  
United Kingdom

**Mr Dato' Sri Ganes**  
Founder & Group CEO  
SG Education Group  
Malaysia

**Mr Vinod Simon**  
Chairman  
Rubber Skill Development Council  
India

**INTERNATIONAL WEBINAR**

**A Global Perspective on Skill Development #COVID-19**

**DATE: JUNE 25, 2020**  
**DAY: THURSDAY**  
**TIME: 4:00 PM (INDIA TIME)**

**MODERATED BY**

Speakers from around the world were invited for an International Online Webinar by RSDC in June 2020

COVID-19 is impacting almost every sector of the economy. Education sector is no exception. Schools, colleges and institutes are closed and students are at home with the least contact with friends. All thanks to the COVID-19 pandemic seething over the world. Everything is virtual, with no physical movement. Though theoretical training can still be continued with the use of technology, practical trainings that depend on equipment and machines available in training centres is a major challenge.

The interference in the education system is a reminder to all of us that a transformation is required immediately. Keeping this in mind, RSDC organised webinars where the speakers from around the world discussed the challenges and way forward for skill development during and post COVID-19. The speakers shared the innovative techniques and experiences which are being used by different countries to overcome these challenges and impact. Read what our

speakers had to share with us -

"Malaysia has a little different way of conducting the training than other countries, although the objective is similar, to create a sustainable skilled workforce who are highly notable and skilled. Our skill training is usually based on National Occupational Skill (NOS) so the basis of the TVET system is also NOS. When COVID-19 pandemic hit, the government was quick enough to get some of the private TVET colleges together and started enforcing the online studies. But only the knowledge segment can be covered through online classes. So we are working on digitising our practical TVET by using 3D technology."

*Mr Dato' Sri Ganes, Founder & Group CEO, SG Education Group, Malaysia*

"Model of Skill Development in Egypt is based on a competence-based program. We work parallelly between knowledge, skills and attitude. Although we are trying to adopt to a new normal and innovative approach, we are still facing issues like distribution of skill development especially the ones which require direct contact with the policy master trainer, temporary stopping of competence assessment and verification, lack of cooperation from stakeholders in implementing activities etc. We are now looking at e-learning courses and new web portals. We are also building an electronic platform for the mutual exchange of creative practices."

*Dr AbouElfadi Abdou Senior Expert - TVET QA, Egypt*

**WEBINAR**

**RUBBER SKILL DEVELOPMENT COUNCIL**  
Presents  
**A GLOBAL PERSPECTIVE ON SKILL DEVELOPMENT**  
**#COVID-19**

"In UK, we are still progressing with our students and exploring options and the ways to conduct classes in terms of providing education, so it is still a challenge. Traditionally, technical skills are taught with a hands-on type approach in colleges, that is what technical vocational education is all about, but we have moved in into a new era. COVID-19 situation has brought to our attention towards how to move faster and faster with the help of technology, so we are now finding new ways of working with the technology now. But the biggest barrier in the implementation of technologies is the lack of knowledge and skills among staff members."

*Mr Jonathan Ledger  
CEO, Global Skills Ledger LimitedUK*

"Germany's educational system is based on two different avenues - school and in-company training. In the case of Germany, the impact of COVID-19 is more relevant to learning at the workplace than school-based learning. We are trying to overcome this impact by adopting a new normal. We are

incorporating blended learning in apprenticeship training schemes and teaching appropriate use of online learning. We are also focusing on updating and creating new qualifications in relevant areas."

*Mr Jan Peter G de Otero, Vocational Education Specialist Germany*

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- Rubber Park has made a big leap forward by obtaining NABL accreditation to its Research wing JJ Murphy Research Centre dedicated totally for the service of the rubber industry following features are available at our Centre.
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E-mail: contact@jmurphy.com, dr@rubberparkindia.org | Website: www.rubberparkindia.org

## Skills Time

# RSDC to re-skill migrant workers

Skills will be imparted to migrants across all regions of **India**



RPL 1 Training for Tyre Fitter Job role in Aurangabad, Maharashtra

Rubber Skill Development Council has chalked out a plan to train 30,000 migrant workers who have returned to their hometowns since March to upgrade their skills and earn a living for themselves. The skill council will not only provide skilling to the migrants but also to the local population settled around the regions where rubber manufacturing units are located.

While the lockdown has been lifted in most of the cities of India, the economy is also slowly re-opening. The manufacturing units are facing a severe shortage of labor causing either delay in the production or complete shutdown. Keeping this in mind, Rubber Skill Development Council has taken this initiative to skill and upskill the local population of the cities to help the rubber industry overcome the labor shortage.

There are various states like Kerala, Maharashtra, Tamil Nadu, Gujarat, Punjab, Haryana which are witnessing a mass departure of the workforce.

These states also house to a large cluster of rubber manufacturing units, which are now facing a labor crunch due to migration. RSDC is joining hands with these states to provide skilling and up-skilling people in popular job roles required by these rubber manufacturing plants.

RSDC recognised that the migrants who shifted back to their cities are finding it difficult to find employment in their own cities. So RSDC is also collaborating with states like Uttar Pradesh, Bihar and Jharkhand that have witnessed

reversed migration in a large number. According to the government data, Uttar Pradesh has more than 30 Lac of migrant workers out of which 7 Lac are skilled labour but has failed drastically to find employment for themselves. RSDC intervention in skilling them will not only help them get jobs and placements locally but will also motivate them to start their own businesses.

RSDC plans to train about 30,000 migrant workers for job roles of mill operator, moulding operator and mixing operator. •



## ASPIRANT EDUCATION SANSTHAN

Starting from one location in Ajmer, Rajasthan, today Aspirant Education Sansthan (AES) has more than 320 training locations in about 12 states. AES today also works with Seven (7) Sector Skills Councils, Two (2) State Skill Missions, One (1) Government Department, and numerous corporates for their CSR projects. AES has the expertise of working on projects on the likes of Standard Training Assessment and Reward (STAR), Pradhan Mantri Kaushal Vikas Yojana (PMKVY) Electronics System Design & Manufacturing (ESDM), Pradhan Mantri Gramin Digital Saksharta Abhiyaan (PMGDISHA), Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDUGKY) to name a few.

AES's mission is to provide skill development and training to the youths of India, thereby making them self-reliant. The skilled youths can opt for either jobs or get into micro-entrepreneurship roles supporting their own lives and also contributing towards the growth prospects of future generations.

*“Change will not come if we wait for some other person or some other time. We are the ones we’ve been waiting for. We are the change that we seek.”*

## More collaborations with universities for Dual Degree Certification

Continuing with its motto to extend the benefits of skilling to the youth of the country and ready them to join the workforce, Rubber Skill Development Council have joined hands with 11 universities to provide Dual Degree program in the rubber sector.

Under this tie-up, students can get value added program in the form of dual certification which is offered to engineering students pursuing Polymer technology, Chemical and Automobile engineering. So it increases the employability quotient of the students especially in the rapidly growing Rubber sector

Some of the well-known universities that have collaborated with RSDC for this certification, which includes Sharda Group of Institution, Kamaraj College of



B.S. Abdur Rahman Crescent Institute of Science and Technology Won the Best University Award On the event of RSDC Annual Awards 2018

Engineering & Technology, B.S Abdur Rehman Crescent University, Downtown University, The ICAFI University Tripura, Assam Don Bosco University, Vikram College of Engineering.

The dual certificate program offers an opportunity to the students to acquire a full academic degree with a lot of practical and professional experience. Under this program,

students gain those skills that make them industry ready. The course gives knowledge about Rubber and its uses, manufacturing processes, understanding of Tyre Retreading & Reclaim Process and much more.

These programmes have been imaginatively designed by RSDC for increasing the availability of trained and specialized rubber technologists in the country.



Williamnagar, Meghalaya



Mendipathar, Meghalaya



Ranchi, Jharkhand



Jorhat, Assam



Netaji Seva sansthan is purely working in skill development and employment generation program across the country .For the better livelihood generation and employment ,nss is committed to quality skill ecosystem.The increase demand of skill worker is today's challenging which inspires us to make unique and quality based skill program which can yield maximum output connecting the local based rubber dedication plantation,latex formation and then finally demand product in the relevant industry. We have remarkable presence in the plantation area of northeastern part and focusing to include more to maximize the exposure .Rubber plantation, latex harvesting and rubber sheeting is the key plantation and semi finished product of the rubber industries. We are one the valued partner of RUBBER SKILL DEVELOPMENT COUNCIL, constantly guided and followed the guideline incoordination with industrial expert and RSDC expert.Production sector collaboration is outmost for us in the state of uttarpradesh, Jharkhand and Assam for Special training program in different demandable jobroles. We have remarkable achievement in doing so, Industry are also making reliable recruitment from the skill ecosystem of Industry based skill Training.



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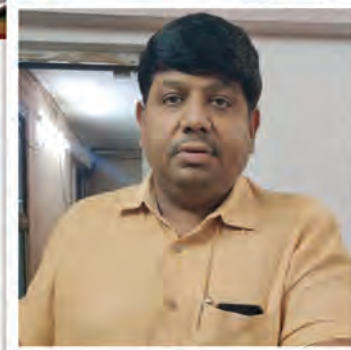
# Industry Testimonial



RPL- 2 training in Lehar Footwears Ltd at Jaipur, Rajasthan

Lehar Footwears Ltd has a strong foothold in the competitive domestic and international market of manufacturing and supplying of Men, Women and Kid's Footwear. We were established in the year 1994 and are proudly contributing to the industry since then.

We have our manufacturing unit in Jaipur, India. Our products are well known in the market for our precisely designed finishing, elegant design, and engaging looks. Hence, Finishing Operators play an important role in our company and imparting skills to them is of the utmost importance to us. We really appreciate the Recognition of Prior Learning (RPL) scheme under the Skill India Program to train and certify the existing employees. Special appreciations to Rubber Skill Development Council and Youth Skill Education that they have taken a lead in this by bringing in this opportunity to certify our workers under the RPL scheme and motivated our workers. It is a great initiative in



**Mr Naresh Kumar Agarwal**  
Executive Director  
Lehar Footwears Ltd  
Jaipur, Rajasthan

which they are re-skilling and up-skilling existing staff with prior experience but no formal education and certifying them upon successful completion of their assessment.

It has improved the confidence level of the candidates and hence the efficiency has been increased for all the trained and certified operators. We expect many more such and similar workshops from RSDC for our employees. •



Anil Kumar  
Injection Moulding Operator

My name is Anil Kumar and I am 38 years old. I am working in this industry for the past 10 years as an Injection Moulding Operator. I was enrolled in the RPL training programme by my supervisor at Anand Motor Products Pvt Ltd, where I learned new techniques – PPE, SOP, 5S and fire safety. This training has helped me in enhancing my work as it has added more skills to my experience. I hold high regard to the efforts of my trainer, RSDC and the Government of India.



Join Hands with RSDC and Focal Skill for Skilling and Up - skilling Tyre Fitters in Tyre Fitter and Repair job roles



Skilling and re-skilling tyre fitters through latest and modern tools under CSR initiative of Bridgestone India in collaboration with Rubber Skill Development Council (RSDC)



Awarded as Best Training Partner 2019 by Rubber Skill Development Council

## Our Expertise in Tyre Fitter training

- Experienced and Qualified Trainers
- Modern and Advanced Tool Kit
- Outstanding Track Record
- Mobile Skill Vans



Thanks to the Tyre Care Wala programme under CSR initiative of Bridgestone India, I got the skill set and ample knowledge about the new and advance modern repair kit to do my work more accurately. I'm thankful to Bridgestone India and RSDC for taking this initiative and bringing such golden opportunities for people like me at our door steps.



RSDC has been supporting Focal Skill in up - skilling Tyre Fitters under Recognition of Prior Learning (RPL) in Chandigarh, Punjab, Haryana, Himachal Pradesh, Delhi NCR & Uttar Pradesh via Mobile Skill Vans.



Tyre Care Wala programme changed everything. Now I acquire the skill set for this job role and I think I can teach others as well and give employment opportunities to people like me. This programme boosted a new confidence in me for my work. I'm grateful that I got enrolled in this programme. All the best wishes and thanks to Bridgestone India and RSDC for upskilling people like me.

For collaboration and other details, contact:

Jitender Singh ( Assistant Vice President – Corporate and Govt. Business )

Email: [jitender.singh@focalskill.com](mailto:jitender.singh@focalskill.com) [www.focalskill.com](http://www.focalskill.com) Mo. 7727861208, 8949083702

Focal Skill, SCF 285-286, First Floor, Swastik Vihar, Patiala Road, Zirakpur, Mohali, Punjab – 140603

STUDENT TESTIMONIAL

# RPL trainings upgrade skills and improve productivity



RPL training programmes are changing lives of lacs of people around the country, one such example is Mukesh Kumar from Rudrapur, Uttarakhand. Mukesh underwent the training for Injection Moulding Operator of Rubber sector under the RPL programme.

Mukesh was always keen on pursuing education but due to his family financial situation, he had to start working to support his family. He had started working at a very young age and that's why he didn't

have any prior experience or knowledge about the work he was doing. He has been associated with the rubber industry from past 2 years. While working with the company, he was recommended to enrol himself in RPL training to get proper skilling certification.

The training was held at a LabourNet centre located at Udham Singh Nagar in Uttarakhand, which changed his outlook towards his job. He learnt many new skills, and more importantly, it has helped him

to increase his income. This has not only boosted his confidence but also gave him a chance to improve his livelihood along with his family.

With great respect and happiness, Mukesh has urged to undergo such training programmes on yearly basis for the employees as a refreshment course and for new candidates as well.

With the newly learnt skills and boosted confidence, Mukesh is now planning on starting his own business in future. •



### Anjan Roy Joined as National Head – CPC vertical, RSDC

Mr Anjan Roy has been appointed as the National Head for Chemical & Petrochemical vertical at Rubber Skill Development Council (RSDC). Mr Roy comes with an extensive experience of 23+ years working in Consulting, HR Outsourcing, IT Services, Education Start-Ups and Skilling. He has worked with the organizations like Pearson Education, Everonn Education, Centum Learning and have International work experience as Country Manager in Colombo, Sri Lanka. He will be responsible for leading overall activities, from development of NOS to trainings for the CPC Vertical. We wish him the very best in this new endeavour.



# Developing a Skill Ecosystem

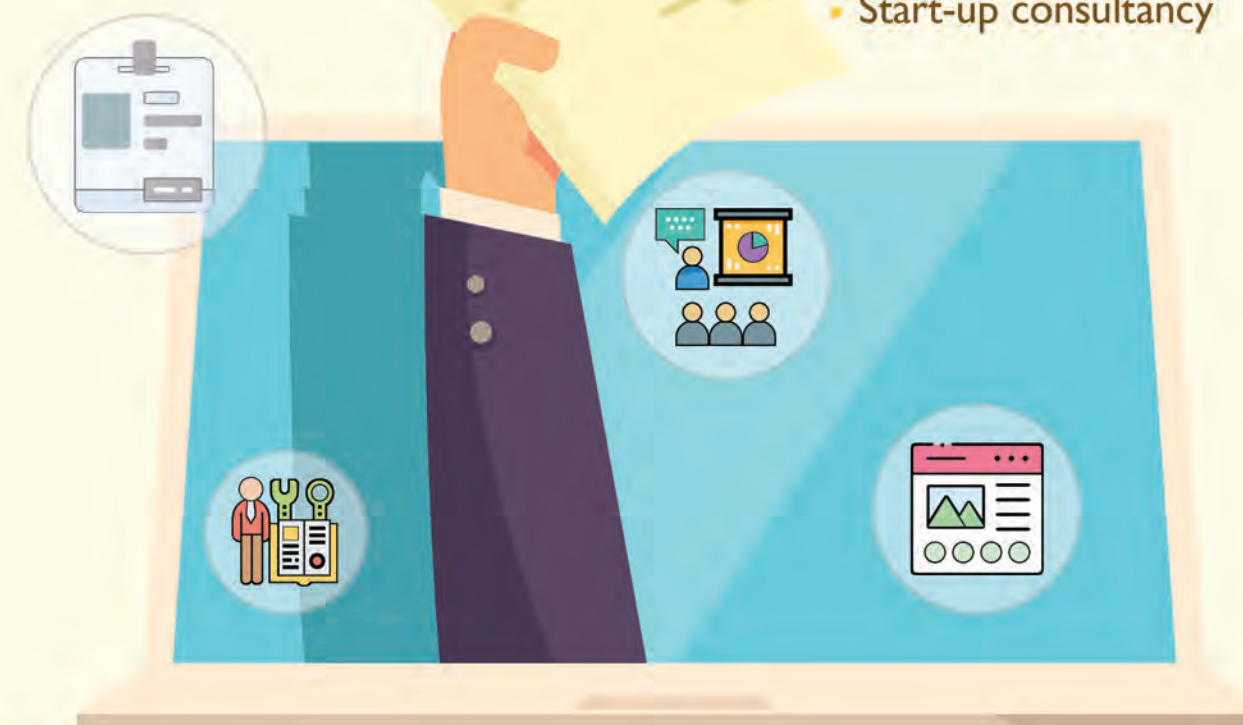
by convergence of the needs of the industry and skill of the youth.

## Objective

To partner the Government of India in its vision of making India Skill Capital of the world.

## Services Offered

- Vocational skill development trainings
- Content Development
- Staffing
- Start-up consultancy



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