

# Rubber Skills Time



ISSUE 1 | VOLUME 1 | APRIL-JUNE 2017

NURTURING SKILLS & TALENT FOR A BETTER TOMORROW

**The Road Map for  
the Year Ahead**

**Development of  
Cutting Edge National  
Occupational Standards**

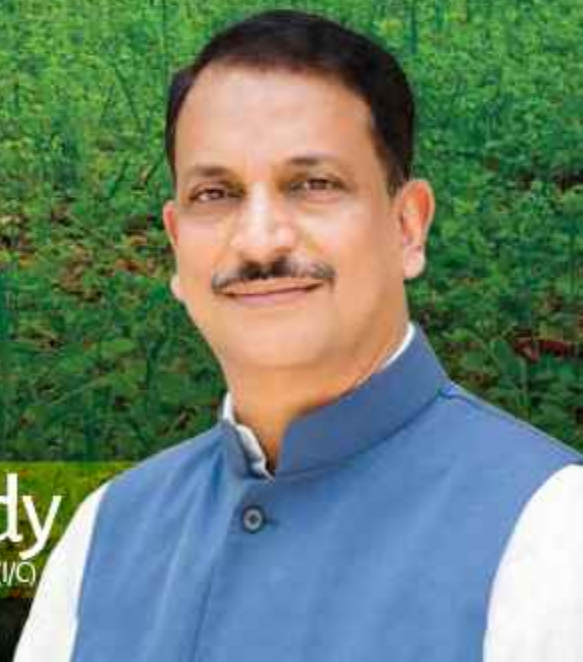
**Bridging Gaps in  
Rubber Sector Through  
Skill Gap Analysis**

## OUR JOURNEY SO FAR

Inception of RSDC & its  
Major Milestones

**Interview: Rajiv Pratap Rudy**

Minister for Skill Development & Entrepreneurship (I/C)





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Mr Vinod Simon  
Chairman, RSDC

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Ms Meghna Mishra  
Chief Editor, CEO, RSDC

Ms Shewani Nagpal  
Editor, Director, RSDC

Ms Pritha Biswas  
Assistant Editor, AM, PR and Industry Connect

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**Rubber Skill Development Council**  
Ramakrishna Dalamia Wing,  
PHD House (4th Floor),  
4/2, Siri Fort Institutional Area,  
August Kranti Marg,  
New Delhi - 110016  
Tel: +91 11 41009347- 48  
Email: info@rsdcindia.in  
Website: www.rsdcindia.in

Designed by: PealiDezine

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## EDITORIAL

Skill development is one of the essential ingredients for India's future economic growth as the country transforms into a diversified and Internationally-competitive economy. Skill development is going to be the defining element in India's growth story. It calls for a concerted effort of government, private players and NGOs to address the issue in a comprehensive manner.

India is uniquely positioned to fill the gap of the industry demand globally with its youth power. The country has recognized the fact that skilling is an urgent need. Further, it has begun to put in place the infrastructure, processes, standards and systems required to raise large skilling factories where youth can be trained for a number of trades and professions that help them contribute to GDP.

In line with the vision of the Hon'ble Prime Minister of India Shri Narendra Modi, a great effort has been made by Shri Rajiv Pratap Rudy, Union Minister of State for Skill Development and Entrepreneurship (Independent Charge) to scale up the reach of Pradhan Mantri Kaushal Vikas Yojana (PMKVY) which was launched on July 15, 2015. Skill India Mission aims at skilling one crore people over the next four years.

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE). The objective of this Skill Certification Scheme is to enable a large number of Indian youth to take up industry training which will help them in securing a better livelihood. Individuals with prior learning experience or skills will also be assessed and certified under Recognition of Prior Learning (RPL).

The major features of the revised PMKVY includes improving the quality of training. Training Centres will be categorized on the basis of their



**MS MEGHNA MISHRA**  
Chief Editor  
CEO, RSDC

infrastructure, training capacity, past performance and other relevant parameters. Training Partners would be required to ensure the validation of Aadhaar during enrolments itself and attendance has been mandated through biometrics. On-the-Job Training (OJT) component will be encouraged as a part of the training program to provide linkages to hands-on, employer-based training. Training of Trainers (TOT) would be undertaken, leading to certification of trainers in a progressive/gradual manner.

Skill Development is not new and neither innovative. It is not just complimentary to education either. It is education itself. Education, broadly speaking, equips or should equip an individual for the world in which s/he has to operate successfully. In this regard, our education system falls short of empowering the youth for the competitive market scenario. As studies suggest, only a part of graduates out of the enormous volume of educated youth are actually employable. If the



education system has to strengthen its role and remain relevant to the world, it will have to extend skill development as an integral part of its endeavor to empower the youth and empower the nation at large.

RSDC, in its endeavor to create a pool of skilled manpower for the highly labour intensive rubber industry, is working to meet the parameters required to set up skill ecosystem for both manufacturing as well as natural rubber sub sector. •



**The Success Continues...**  
 Glimpses of the success story of RSDC in the year 2016



# RSDC, An Initiative For the Rubber Sector, By the Rubber Sector

The gap in the learning imparted in formal education system and the skills required by the industry has persisted in our education system from a long time. With the launch of the Skill India Mission in July 2015, a Government initiative, the aim was to reduce this gap. The emphasis was on skill-based training for the youth, to make them employable as per the requirement of the industry. To ensure that these trainings serve their intended purposes, Sector Skill Councils were set up on the model of public-private partnership. Rubber Skill Development Council (RSDC), SSC for Rubber Sector was formed in August 2012, to meet the skill development requirements of the highly labour intensive Rubber Sector.

RSDC was set up by All India Rubber Industries Association (AIRIA) & Automotive Tyre Manufacturers' Association (ATMA) in collaboration with the National Skill Development Corporation (NSDC) under the aegis of Ministry of Skill Development and Entrepreneurship. It was established in New Delhi with its regional offices in Chennai, Mumbai, Chandigarh and state offices in Kerala and Tripura.

RSDC has taken up the task to develop National Occupational Standards (NOS) for the manufacturing as well as the rubber plantation sector, and the formation of NOS is the backbone of the National Skill Qualification framework. RSDC affiliates training institutions to align and deliver trainings as per the NOS. RSDC also does the Train the Trainer programs, certification of trainees, assessors and trainers, and conducts skill gap analysis.

RSDC has developed 67 National Occupational Standards (NOS) for the job roles in manufacturing segment and 32 for natural rubber (plantation). Skill gap analysis has been conducted across 20 States and union territories, of the country to understand the current



## MORE THAN 45,000 TRAINEES AND EMPLOYEES HAVE BEEN TRAINED UNDER VARIOUS SCHEMES LAUNCHED SO FAR

employment numbers and future employment trends. There are 32 RSDC affiliated Training Partners who offer NOS-based training programs through 300 centers across the country. More than 45,000 trainees, both fresh and existing employees, have been trained under various schemes launched, so far. RSDC has also introduced programs for colleges – B.Voc, a three year program and dual qualification for the graduates in final year.

Trainees are assessed and certified as per RSDC quality standards and guidelines. RSDC has empanelled third party assessment agencies to conduct the assessments which are paperless and are conducted on tablets. More than 30,000 trainees have been certified. Placing these trained candidates with the relevant industry is one of the on-going activities of RSDC. To bring the industries and trained candidate on a common platform, RSDC has launched a job portal too, exclusively for the rubber industry. This portal has the data of more than 1,000 trained candidates, who are ready for

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deployment. So far, more than 17,000 trained candidates have been either placed in the industry or have opted for self-employment.

RSDC has also partnered with international skill development bodies involved in Rubber training, to understand the skill requirement at the international level. RSDC has always urged the industry members to come forward in lending a helping hand to accomplish these endeavors through various ways, like offering shop floors for practical trainings and offering employment to the trained youth. •

**SPECIAL TALK:** Hon'ble Minister Shri Rajiv Pratap Rudy

# “Government has planned to train 50 lakh students to become industry ready”

Rubber accounts for one of the largest clusters of MSMEs in India, accounting for a significantly large requirement of skilled personnel. Being a highly labor intensive sector, it has benefitted the maximum from the government's skill development drives. For its premier edition, Rubber Skills Time requested Hon'ble Minister for Skill Development and Entrepreneurship, Shri Rajiv Pratap Rudy, for an exclusive interview to share his views on the Skill India Mission, the journey so far and the road ahead. Here are a few excerpts from the interaction with Hon'ble Minister.

**Skill Development Campaign was launched in 2015 by Hon'ble Prime Minister Shri Narendra Modi. What were the targets set for this campaign and how do you plan to achieve them?**

The government has planned to skill 50 lakh people over a period of five years, in a bid to bridge the gap between unskilled youth force and industry requirements. Inspired by the Singapore model of training, the government planned to open first of its kind, Indian Institute of Skills, for which foundation has already been laid in Kanpur. Six more such institutes are planned to be opened in the coming years. These institutes will adopt the best practices from the country, to skill our youth. The target set by the PM as well as by our Ministry is to look for people who are struggling to get employment for wants of skilling and provide them a platform.

**Corporate Social Responsibility is an essential part of most of the industries now. How can it be utilized for the skill development mission?**

Skill India Mission will get a major boost if a part of CSR funds are diverted to it. Under the Companies Act, 2013, companies are mandated to spend 2% of profit on CSR. While many companies have been supporting vocational trainings in the past, this Act provides an opportunity to tap into these funds in a structured manner.



Hon'ble Prime Minister Shri Narendra Modi with Shri Rajiv Pratap Rudy at Skill Exhibition and Rozgar Mela in Kanpur, Uttar Pradesh

**SHRI RAJIV PRATAP RUDY**  
Union Minister of State, Skill Development and Entrepreneurship (I/C)



The National Skill Development Corporation (NSDC) has established a framework which helps to channel funds towards skill development activities which is in line with the guidelines of the CSR mandate. The industry can contribute in the following ways:

- Industry can directly contribute to the National Skill Development Fund (NSDF), to meet and fulfill CSR commitments.
- Industry can set up their own Skill Excellence Centre with the help of NSDC and respective Sector Skill Council.
- Corporate can set up Multi-Skill Training Centers, operated with their own team affiliated by NSDC and SSC, or through an affiliated training partner.
- Trade specific labs or centre can be set up by the corporate to impart skill development programs addressing industry need at trade level.
- Corporate can donate land, building and machinery, thus supporting the existing programs through basic setting up cost and equipments.

NSDC has set up a single window facilitation system that offers a unique platform for the industry to partner on these initiatives.

**Several policies and reforms have been implemented in lieu of the Skill India Mission. How do these policies benefit the industries and boost their participation?**

The Pradhan Mantri Kaushal

Vikas Yojana (PMKVY) is our flagship scheme. It enables the youth to undergo outcome-based skill training and become employable. These trainings are aligned to the National Skill Qualification framework and are delivered by the NSDC and SSC affiliated training partners. Owing to its success in the first year of implementation, the Union cabinet has provided approval for another four years (2016-20) for imparting training to 10 million youth with an outlay of ₹12,000 crore.

Recognition of Prior learning (RPL) also gets covered under the PMKVY. RPL is focused on the re-skilling of existing workforce. These trainings are conducted to acknowledge the skills acquired by the employee, by gaining experience through working on the shop floor.

National Apprenticeship Promotion Scheme (NAPS) is the new scheme to promote apprenticeship trainings in the industry. Industry can come forward to employ youth under this scheme. Government provides support by sharing 25% of the stipend amount subject to maximum of ₹1,500 per month and ₹7,500 per candidate for conducting basic training of 500 hours.

The industries can avail benefit by hiring candidates trained for their respective sectors, by identifying skill gaps in the existing employees and encouraging them for RPL trainings and certification. Industries are welcome to convert their existing training infrastructure into Pradhan Mantri Kaushal Kendra, to provide skilled manpower to the whole sector. Industry can themselves become a training provider and avail benefits of the scheme.

**This year, the union budget focus has been on skill development. What is the Ministry's future plan of action?**

The continued and distinctive focus on Skill Development has been the most gratifying feature of the policy direction of the government. The Pradhan Mantri Kaushal Vikas Yojana (PMKVY) was given a boost in the Union Budget. Skill Development ministry is targeting opening of 1,500 multi-skill training institutes across the country and a sum of ₹1,700 crore has been set aside for this purpose. The Union cabinet approved the PMKVY scheme for 2016-20 with a mandate to impart skills to 10 million youth, with an outlay

**INDUSTRIES ARE WELCOME TO CONVERT THEIR EXISTING TRAINING INFRASTRUCTURE INTO PRADHAN MANTRI KAUSHAL KENDRA, TO PROVIDE SKILLED MANPOWER TO THE WHOLE SECTOR**



of ₹12,000 crore. A total of 75% of the funds will be available to the Centre and 25% to the states. The state skill missions have joined hands with NSDC and SSCs to achieve the allocated targets in the prescribed time frame. The Finance Minister also announced

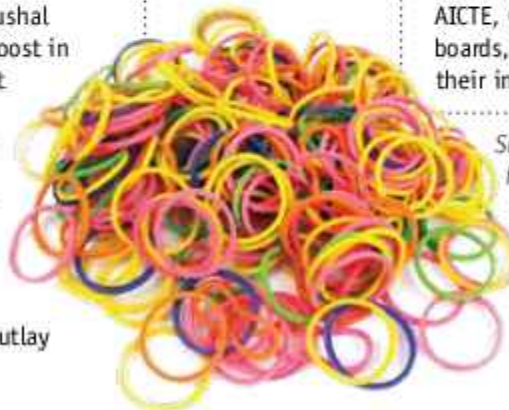
in his Budget speech a proposal to increase the number of Pradhan Mantri Kaushal Kendras from 60 to over 600 this year.

Already there are 126 courses being offered under the National Council of Vocational Training (NCVT) affiliated ITIs. From 2014-15 to 2016-17, 3,342 new ITIs have been opened, of which 3,215 are in the private sector.

In a major development that will give a boost to the skilling process in the country, Ministry of Human Resource Development (HRD) has accepted our proposal of setting up a separate education board for ITI pass-outs to offer them class X and XII certificates. The academic certificates issued to the ITI pass-outs would be acknowledged by all the UGC, AICTE, CBSE, NCERT, AIU and state education boards, and former would get admissions in their institutions. •

Top: Hon'ble President Shri Pranab Mukherjee with Shri Rajiv Pratap Rudy at Skill Exhibition and Rozgar Mela in Deoghar, Jharkhand

Above: Hon'ble Minister Shri Rajiv Pratap Rudy at Skill Exhibition



*Skill Time thanks Hon'ble Minister for effectively bringing India on the skilling map of the world. As one of the key sector skill councils, RSDC is committed to realize the goals set by the Ministry of Skill Development and Entrepreneurship.*

# Development of Cutting Edge National Occupational Standards



Employees undergoing class room session for Recognition of Prior Learning (RPL) training

**G**overnment of India issued a gazette notification on National Skills Qualification Framework (NSQF) in December 2013, according to which, all the trainings/programs in the country have to be mapped with the National Occupational Standards (NOS).

Amongst Sector Skill Councils (SSCs), RSDC has been spearheading the drive for the development of NOS and in a proactive manner has already developed NOS for as many as 98 job roles in manufacturing and Natural Rubber sub-sector, post intensive discussions with the industry and all the stakeholders.

## A BREAKTHROUGH INITIATIVE

National Occupational Standard (NOS) is the core around which the entire skilling ecosystem is woven. NOS is a core part of India's current efforts to develop a standardized and high quality vocational education system. NOS specifies the standard an individual must achieve while performing a particular job role in the workplace along with the knowledge



Employee practical session for RPL under a trainer's supervision

and understanding required to meet that standard consistently. Each NOS defines one key function in a job role. Several NOS put together formulate a Qualification Pack (QP) that defines a job role. NOS and QPs drive the creation of curriculum for building a skill workforce.

RSDC has appointed a NOS Sub-committee for the development of NOS for manufacturing as well as Natural

Rubber sub-sectors. Development of NOS for Manufacturing sub-sector has happened in two phases. NOS sub-committee for the manufacturing sub-sector is headed by Dr. R. Mukhopadhyay, Chairman, Indian Rubber Institute (IRI) & Director and CE, Hasetri, with a team of ten members.

The NOS creation process had been devised to capture the needs of the industry.



- The SGA conducted by RSDC had helped to understand and shortlist prevalent job roles in the rubber sector with the help of the industry experts.
- Functional Analysis (FA) was drafted to lay out the roles and responsibilities of the shortlisted job roles, which is approved by the NOS sub-committee members.
- The first draft of the QP is prepared and circulated among the industry members for validation.
- Post industry validation, draft of the QPs are submitted to Qualification Review Committee (QRC), NSDC, for further approval.
- Once approved, the QPs are uploaded on NSDC website for a month for public viewing, where anybody can share their feedback on the drafted QPs.
- After the public viewing period, the QPs are declared as National Occupational Standards.

## THE NOS IS THE CORE AROUND WHICH THE ENTIRE SKILLING ECOSYSTEM IS WOVEN TO DEVELOP A STANDARDIZED AND HIGH QUALITY VOCATIONAL EDUCATION SYSTEM

While the initial mandate of RSDC was to take care of the skilling needs of the rubber manufacturing sector, RSDC subsequently joined hands with Rubber Board of India to develop and conduct programs for various professionals in Natural Rubber plantation sector and provide certified training programs to augment number of trained personnel. After all, 1.2 million people are engaged in rubber plantation. For NR plantation sector, NOS for 32 job roles have been developed so far. The Natural Rubber

NOS sub-committee is headed by Mr V. Mohanan, Joint Rubber Production Commissioner (DEV), Rubber Board of India with a team of 15 members.

With the feedback received from Industry and rubber experts, RSDC had crafted NOS and Qualification Packs for 116 job roles for the manufacturing sector. In the wake of suggestions received from NSDC, Qualification Review Committee (QRC) suggesting rationalized Manufacturing Qualification Packs (QPs) were rationalised and narrowed down to 67 job roles.

With the rationalisation of the job roles, industry can look forward for candidates who are trained for multiple roles. The industry preference is slowly shifting towards hiring candidates trained as per the NOS.

RSDC urges the industry members to come forth and share their feedback, if any, and validate the QPs that are available on RSDC's website. •



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# The Road Map for the Year Ahead

Sixty-nine years since Independence, India's biggest capital lies in the form of its Demographic Dividend. A major chunk of the population belongs to the age group below 35 years. In spite of such a huge manpower at hand, our industries still struggle with the shortage of skilled manpower. The courses facilitated by RSDC are defined as per the rubber industry requirements and are designed to deliver quality training to the trainees. Research and refinement of the course contents is a continuous process which ensures that the latest technology and skill requirements are met in the trainings that are imparted. The endeavour here is to make these courses more interactive and stimulating to the students, through live environment, with the help of practical training and on-the-job training.

The year ahead is abuzz with activities.

- **State government tie-ups:** RSDC has so far collaborated with state skill missions of Punjab, Jharkhand, Tripura, Kerala, and Gujarat and look forward to more such state collaborations for skilling the youth through NOS-based trainings.
- **University tie-ups:** RSDC plans to introduce B.Voc and dual qualification programs across several renowned universities to make skill training more aspirational among college students.
- **NOS Phase III:** 17 NOS for NSQF



**THE COURSES FACILITATED BY RSDC ARE DEFINED AS PER THE RUBBER INDUSTRY REQUIREMENTS AND ARE DESIGNED TO DELIVER QUALITY TRAINING TO THE TRAINEES**

level 7 and above have been drafted and are up for industry validation. These NOS define QPs for managerial level and above job roles.

- **NR Plantation SGA:** Plan to conduct SGA in Natural Rubber plantation segment in collaboration with Rubber Board of India so that an insight can be gained into the plantation segment.
- **Re-skilling:** Re-skilling or Recognition of Prior Learning (RPL) scheme is specifically promoted for the existing work force, so that they can be assessed and certified for the skills they possess. RSDC is working extensively with the Industry to motivate their employees for getting

recognized for their prior learning. So far, 20,000 employees have already been trained under the banner of PMKVY scheme.

- **Placements:** Job Fair has been planned in collaboration with the Training Partners, for students trained in rubber sector job roles. More than 5,000 students have been placed with the industry after the completion of their training program.
- **Pradhan Mantri Kaushal Kendra:** Motivate industries to convert their training infrastructure into PMKK centres. Such centres will not only serve their cluster with the skilled manpower, but the industry will also get incentivized for conducting the training.

The year that lies ahead has been planned to overcome the obstacle in the rubber sector and turn them into opportunities, both for the industry as well as the workforce. •

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# Bridging Gaps in Rubber Sector Through Skill Gap Analysis

For an industry of its size, rubber is perhaps the largest employment provider in the country with approximately two million people directly dependent on rubber for their livelihood. These include more than a million rubber growers, approximately half a million engaged in rubber products manufacturing and over two lakh employed in synthetic rubber and chemicals manufacturing.

Currently a major proportion of our population is not productively engaged in economic activities due to a 'skills v/s jobs requirement' mismatch. This puts a constraint on the economic growth and competitiveness of the country. Moreover, as much as 90% of the labour force in India is in the unorganized sector, untouched by any kind of formal training and often not adequately trained to meet the needs of the industry.

Skill Gap Analysis (SGA) is conducted to help understand the difference that exists between the skills required, to successfully achieve the tasks in a job role, and the skills that are offered by the existing workforce. It helps to understand and design methods to bridge this skill gap, improve the performance and anticipate the future skill needs of the organization. To understand the



## DEVELOPING SUSTAINABLE SUPPLY OF MANPOWER IS NECESSARY TO MAKE RUBBER SECTOR COMPETITIVE

skill requirement and future trends of employment in the rubber industry, RSDC has conducted Skill Gap Analysis, which has assisted in planning and delivery of training, at the same time identifying skill development needs of the sector. The study covers the number of manufacturing units available cluster-wise, product category-wise, skill gaps in each job role, current employment and forecasted employment numbers.

Skill gap study has been carried out in the manufacturing segment, in nine states, namely, Kerala, Tamil Nadu, Punjab,

Maharashtra, West Bengal, Delhi NCR, Haryana, Gujarat and Uttar Pradesh, to understand the demand and supply side of the sector, in Phase I & II of the project. Remaining eleven states where rubber manufacturing units are present are getting covered in Phase III of the project. States covered in Phase III are Karnataka, Andhra Pradesh, Rajasthan, Madhya Pradesh, Jharkhand, Goa/Daman, Himachal Pradesh, Puducherry (Union Territory), Odisha, Assam and Telangana.

RSDC is also planning to conduct SGA in the Natural Rubber plantation segment in collaboration with Rubber Board of India. So far, no such kind of study/analysis was available with the industry. This will again help RSDC to forge the training plan in the plantation sector.

As per the Skill Gap Study conducted by RSDC, some of the key factors which effect the full blossoming of rubber sector are shortage of skilled manpower, need for technology upgradation and focus on quality and productivity to withstand global competition. SGA is the first step to create a strategy towards sustainable growth of the rubber industry. •



Rubber tapping training for Latex Harvest Technician job role conducted in Tripura



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## RSDC Collaboration with Tripura University



MoU signing ceremony at Tripura University with Mr Vinod T. Simon, Chairman, RSDC and Mr O.S. Adhikari, Registrar, Tripura University in the presence of Prof Anjan Mukherjee, Vice Chancellor, Mr Narendu Bhattacharya, Deputy Registrar & Prof R.K. Nath, Coordinator, B.Voc Programme of Tripura University

In a breakthrough initiative, RSDC, for the first time, collaborated with an educational institute to run a vocational course specific to the rubber industry. A Memorandum of Understanding (MoU) was signed between RSDC and Tripura University for a program called Bachelor of Vocation (B.Voc) in Rubber Technology. The program is designed in line with the National Skill Qualification Framework ranging from level 4 to level 7.

B.Voc is a three-year program which has been made modular and

provides flexibility to students to exit at the end of each year. Students exiting at the end of 1st year are certified with Diploma, while students exiting after 2nd year become Advanced Diploma holders. On completion of the three-year program, the students graduate as Bachelor in Vocational Education with specialization in Rubber Technology.

B.Voc has been approved by University Grants Commission (UGC) of Ministry of Human Resource and Development (MoHRD). Tripura University launched the first batch of

B.Voc program in 2015, and ever since, it has been included in the regular stream of the programs offered.

With a want of programs which provides hands-on-training and create industry-ready youth, the tie-up with a centralized university like Tripura University was a major step taken towards creating a skilled India. With the success of B.Voc with Tripura University, a similar MoU was signed with Hindustan University, Chennai in January, 2017. With such tie-ups, RSDC envisages to make the rubber industry more aspirational among the youth. •

## RSDC's Unique Tie-up with Kerala Government

In a first of its kind effort, RSDC joined hands with a state government for imparting skill development training at school and college level. Additional Skills Acquisition Programme (ASAP), Department of Higher Education, Kerala Government, collaborated with RSDC to incorporate vocational trainings, as an additional skill, for class XII and undergraduate students. It has been designed in such a way that the regular classes of the students do not get hampered and at the same time it meets the requirement of complementary education.

The program was initiated with the Junior Rubber Technician course for class XII students of government and government aided schools across four districts of Kerala.

Programs for Lab Chemist and Rubber Plantation Supervisor are offered to students pursuing graduation in arts and science streams.

The course fee is initially paid by the students, which later gets incentivized by the government on successful completion of the program. The students receive a joint certificate from RSDC and the government.

Under supervision of trainer, students attending practical session for Junior Rubber Technician (JRT) job role organized by RSDC in collaboration with Government of Kerala



The curriculum and courseware had been prepared by the Curriculum Development Committee of RSDC, comprising academicians and industry experts from the Rubber industry, in line with the NSQF. Trainers teaching this course in Kerala schools were selected by a panel of experts appointed by RSDC and ASAP. Trainers had also been

trained on pedagogical practices and assessed and certified by RSDC. The courses are planned and imparted as regular courses, for which classes are conducted on weekends or during summer breaks.

The students have to undergo theory sessions supplemented with practical sessions from 150 hrs to 200 hrs, and field visits for hands on skills and industry exposure to the students. The candidates are assessed on theoretical and practical skills by certified assessors, and are issued competency certificates on completion of the course. •

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