Rubber Skills Time

ISSUE 2 | VOLUME III | JULY-SEPTEMBER 2019

NURTURING SKILLS & TALENT FOR A BETTER TOMORROW

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Maharashtra Shows the Way in Rubber Skilling

Apprenticeship, A Model Tailor-Made for Rubber Industry

RSDC Takes RPL BICE to a New Level

Interview: Dr K N Raghavan, IRS

Executive Director, Rubber Board









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ISSUE 2 I VOLUME III I JULY-SEPT. 2019 Maharashtra Shows the Way in Rubber Skilling Dr K N Raghavan, IRS, Executive Director, Rubber Board Apprenticeship, A Model Tailor-Made for Rubber Industry RSDC Takes RPL BICE (Best in Class Employer) To A New Level GLL AWARENESS RSDC Collaborates with Army Base Workshop for Saamarth Trainings of Trainers and Assessors, Galore for RSDC Immense Potential for Growth of Rubber Sector Through Skilling Saamarth So Far... Editorial Committee Mr Vijay Pahwa Nominee Director, N≤DC Mr Pradyumna Pandey VP-HR, JK Tyres Mr Rajiv Budhraja Director General, ATMA Ms Meghna Mishra Chief Editor, CEO, RSDC Ms Shewani Nagpal Editor, COO, RSDC Ms Pritha Biswas Asst. Editor, AM-PR and Industry Connect Published by: Rubber Skill Development Council 217, 2rd Floor, Rectangle One, Saket District Center, New Delhi - 110017 Tel: +91 11 41009347-48 Email: Info@rsdcindia.In Website: www.rsdcindia.in

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EDITORIAL

Future Jobs in Rubber Manufacturing Ms Meghna Mishra, Editor, CEO-RSDC

pigital disruption is happening across industries. Digitalization is gradually transforming the way we transact, produce or sell products. Industry 4.0 is an emerging reality and not just a marketing buzzword.

The first revolution referred to the mechanization through water and steam power, the second about mass production and assembly lines using electricity, the third phase was further automation of production using electronics and IT and the fourth revolution (Industry 4.0) refers to enhancing the use of computers and automation with smart and autonomous systems fuelled by data and machine learning.

Industry 3.0 proved to be disruptive in view of the introduction of computers, which meant the addition of a new technology to the existing processes. In Industry 4.0 computers are connecting and communicating with one another to make decisions without human involvement.

Industry 4.0 enables manufacturers to gather and analyse data across machines which leads to more efficient processes and production of better quality goods, at reduced costs though minimizing wastage.

Several core technologies are driving Industry 4.0, including Big Data and Analytics, Augmented Reality, Additive manufacturing e.g. 3D printing, Simulation (upfront optimization of products/processes) and Autonomous robots. Many of these technologies have already been in use, but on a standalone basis. With industry 4.0, these technologies are getting used together and transforming the conventional manufacturing value chain.

This manufacturing revolution is not just poised to increase productivity, but will modify workforce's profile too. According to business consulting firm Frost & Sullivan, with the rapid adoption of digital technologies, organizations are transforming not only their structures, but also their workforce capabilities. Growing automation, needs and demand for digitization are changing the nature of work and putting pressure on the present workforce.

"Manufacturers are in great need to reinvent themselves in terms of [their] workforce and prepare it for more value-added responsibilities. Manufacturers are now investing in, acquiring tech-savvy talent and up-skilling the faculty to be able to leverage the new technology and adapt to its implications", says the Frost & Sullivan report.

Keeping this changing reality into view, Ministry of Skill Development & Entrepreneurship has mandated that Qualification Packs (QPs) need to be cross sectoral. Accordingly, IT-ITES Sector Skill Council has been asked to work with other select SSCs in identifying future technology-enabled cross-functional QPs & NOSs. IT-ITES SSC has identified 9 technologies which would be instrumental in shaping the new age job-roles across various sectors.

These nine technologies, which anyone working in Rubber manufacturing company in future, will need to learn include Big Data Analytics, 3D Printing, Virtual Reality, Cloud Computing, Internet of Things, Social media, Artificial Intelligence, Cyber Security and Robotic Process Automation.

Given the push by the Government towards Digital India, the Indian Rubber industry is not too





Empowering Employees

RSDC has been continuously creating awareness and initiating change in the skill development ecosystem of Rubber Sector, through various activities, like participating in seminars, organizing workshops and Rozgar Melas.









Maharashtra Shows the Way in Rubber Skilling



With a view to creating a skilled and employable workforce, RSDC has launched a mega drive to train people across different states.

Maharashtra has emerged as a hub for skill training in the country and has always taken a proactive stance when it comes to skilling of youth in the state.

The Maharashtra government has planned to equip 4.5 crore people with employable skills by 2022 as a part of an overall development plan of the state.

State has close to 500 Rubber Manufacturing Units and accounts of approximately 10% of the manufacturing units across country. Some of the major players in Tyre and Non Tyre Sectors are Oriental Rubber Industries Limited, Balakrishna Tyre, CEAT Ltd, Goodyear South Asia Tyres.

Aligning with Maharashtra's skilling programme, RSDC has just completed training of close to 1,000 trainees

MAHARASHTRA HAS EARNED REPUTATION AS ONE OF THE MOST DYNAMIC STATES WHEN IT COMES TO SKILLING

across different job roles. These trainings were provided by training partners (TPs) affiliated with RSDC and in compliance with the National Skills Qualification Framework (NSQF).

Close to 400 trainings were provided under Recognition of Prior Learning (RPL) scheme. These trainings were in the job roles of Mill Operator, Injection moulding operator and Junior Rubber Technician.

Besides Latex Harvest Technician (Tapper) training was provided in the district of Ratnagiri. Rubber plantation is being experimented in the Konkan region of Maharashtra.

Under the STAR scheme, the training had been provided for the job roles of Compression Moulding Operator, Injection Moulding Operator, Junior Rubber Technician and Mill Operator.

Similarly, under PMKVY 1.0, close to 200 people have been trained in the job roles of Compression Moulding Operator, Junior Rubber Technician and Mill Operator.

Maharashtra is one of the major Auto and rubber industry hubs in the country. The skill trainings in Rubber will go a long way in meeting the demand for the skilled manpower and increasing competitiveness of the sector.

Maharashtra has earned reputation as one of the most dynamic states when it comes to skill development of the youth. Maharashtra is the second largest State in India both in terms of population (9.3%) and geographical area (9.3%). The state contributes around 15% of India's Gross Domestic Product (GDP). Govt. of Maharashtra has been one of the pioneers in setting up an institutional mechanism for skill development. •

SPECIAL TALK: Dr K N Raghavan, IRS, Executive Director, Rubber Board

"Skill Development is One of the Key Priorities of Rubber Board of India"

What is your perspective on the skill based short term trainings initiated by the government, particularly for the rubber sector?

Rubber sector is manpower intensive. The sector has a long value chain from plantations to manufacturing to services with each node in the chain in need of huge requirement of skilled manpower. There is little doubt that Rubber sector has immense potential for growth in the country and can contribute handsomely in making India \$5 trillion economy by 2024 as Government of India has envisaged. Especially the short term trainings as provided under PMKVY and Recognition of Prior Learning (RPL) can be a game changer in transforming the Rubber sector.

What are the future plans of Rubber Board vis-à-vis the skill development activities, to create employment and entrepreneurship opportunities in the sector

Skill development is one of the key priorities of Rubber Board of India. The Board has been undertaking skilling drives for a long time. A majority of the rubber planters are in the category of small growers. Every rubber grower is an entrepreneur and in several cases, entire family is involved in the venture. While skills are transferred from generation to generation, it becomes important to undertake skill trainings involving updated technical knowledge or new tappers entering the fold. Better skill set will make a better entrepreneur too.

How do you look at the collaboration between Rubber Board of India and RSDC, and the role RSDC plays in reducing the existing gap of skilled manpower in the rubber sector

The collaboration between Rubber Board and RSDC has been very meaningful and has led to remarkable shift in imparting of skill training especially in Rubber Plantations segment. I understand that Rubber Board has won best training partner award of RSDC for two consecutive years. RSDC has helped ushering in an organised skilling eco system. The National Occupation Standards (NOS) that it has assiduously prepared for different job roles has set new benchmarks of excellence.

Over one million people are involved in NR plantation in India. For increasing both production and productivity, skilling has a paramount role to play. Coming together of RSDC with its strengths in setting up of standards and Rubber Board with its execution prowess will certainly lead to upskilling of the growers so as to maximize the production of rubber plantations.

However, we are still facing some difficulties regarding the assessment process which may be closely monitored and appropriate measures taken to prevent the shortfalls reported.

Please share you views on the importance of skilling activities taken up by Rubber Board in the Natural Rubber Plantation segment.

Skilling in NR plantation segment has received a major boost ever since the extension of PMKVY process and especially Recognition of Prior Learning (RPL).

After the first phase of RPL in latex tapping was completed, a post-evaluation survey was conducted which revealed that there is a 34% increase in the skills of tappers who were trained under the programme. That goes on to prove the dire need of a structured skilling programme in NR plantation segment.

It has also been observed in a survey that the monthly yield in the holdings tapped by those who had undergone training had shown an increase of 16%. No doubt, tappers have practical experience gained over the generations, the





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SKILLING IN NR PLANTATION SEGMENT HAS RECEIVED A MAJOR BOOST EVER SINCE THE EXTENSION OF PMKVY PROCESS AND ESPECIALLY RPL

skilling programme especially the RPL helps them to upgrade their technical knowledge and to adopt cost effective techniques like LFT and weekly tapping.

Skilling is crucial in rubber, as an unskilled tapper would not only affect the yield but can also damage the life of the rubber tree. Accordingly, during the first phase of the Recognition of Prior Learning (RPL) programme, the Rubber Board had undertaken two job roles of Latex Harvest Technician (Tapper) and Processing Technician – Rubber sheeting.

In Kerala, many plantations are left untapped, one of the reasons being, the shortage of skilled tappers. As per a study conducted by the Rubber Board the requirement of skilled tappers is about 1.5 lakh whereas the availability of tappers is only 50% of it. Even the 50% of the tappers Latex Harvest, Technician training at Upper Manikganj, Assam under Saamarth project available are not formally trained. The RPL programme is helping to up skill these tappers to upgrade their knowledge and skill in the harvesting of the crop.

Besides Kerala, Rubber Board is undertaking skill training in the NE and NT regions for both new skilling under special project and RPL. Proposals have already been submitted focusing mainly Karnataka, Tamil Nadu, Odisha, Tripura, Assam, Goa, Arunachal Pradesh, Mizoram, Meghalaya, Nagaland and Manipur. •

We thank Dr K N Raghavan, IRS, Executive Director, Rubber Board, for giving his valuable time and opinion to our readers.

Apprenticeship, a Model Tailor-Made for Rubber Industry

A sagainst developed countries, the apprenticeship potential in India remains largely untapped. In Germany, apprenticeship accounts for 5% of the employed workforce (2.5 million) and in China, 2.5% of the employed workforce (20 million), however in India, this is lesser than 0.1% (0.3 million).

With a view to correct this aberration, it has been made mandatory for establishments with employee strength of more than 40 to have 2.5%-10% of total number of employees as apprentices. The total apprenticeship duration as defined would range from 6-24 months.

As per the National Apprenticeship Promotion Scheme – NAPS, apprenticeship needs to comprise of two parts-a Basic Training (classroom) and the shop floor component, usually 20% of the total apprenticeship Training duration is the Basic Training Component however this depends entirely on the requirement of the industry. The stipend to be paid is as per the minimum wages notified by the respective states, for the semiskilled workers.

Besides Designated Trades, as notified by the Government, any Industry may design and opt to run courses referred as an Optional Trade.

Under NAPS Scheme, Government of India extends financial support by sharing the basic training cost with respect to fresher apprentices (who come directly for apprenticeship training without any formal training), limited to ₹7,500 per apprentice, for a maximum duration of 500

UNDER NAPS SCHEME, GOI EXTENDS FINANCIAL SUPPORT BY SHARING THE BASIC TRAINING COST WITH RESPECT TO FRESHER APPRENTICES hrs/3 months. Industries engaging Apprentices can also claim a reimbursement amount of 25% or ₹1,500 of the prescribed stipend payable to the apprentices per month.

The new Apprenticeship scheme not only promotes the employment of the youth, but also serves as an opportunity for the industry to train the candidate on the shop floor as per their specific requirement, and eventually create a pool of skilled manpower for the industry.

To safeguard the interests of the industry, it has been mandated that every apprentice undergoing apprenticeship training in designated/optional trade in an establishment shall be a trainee and not a permanent worker. Moreover, the provision of any law with respect to labour shall not apply to or in relation to such apprentices. It has been made clear that apprentices are not employees, hence there is no obligation to hire them.



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RSDC in its wake to take the apprenticeship drive ahead, has created several provisions for the ease of industry. Keeping in view the incapacity of apprentices, in certain cases, to go online and submit the required documents, RSDC has acquired an email domain and a resource, to be available at all times to help such candidates. Industry can also seek support from RSDC, at any point of time.

Many industry partners have enthusiastically stepped forward to give this initiative a push by hiring apprentices, namely, Emrald Tyres, Metro Tyres, Oriental Rubber, Parker Hannifin India Pvt. Ltd., Stork Rubber Products, Hartex Rubber. More industries are pooling in and creating opportunities on apprenticeship portal. The portal is also a medium of hiring candidates, as ITIs and diploma holders from across the country, who have a



profile on the portal, can apply for the opportunities created by the industry.

It has been reflected in various studies that if an apprentice remains in the enterprise during the 2nd year, and joins as a regular employee,

the returns increase significantly. For every ₹1 invested, the company can generate returns of ₹1.5. Apprentices become a steady stream of loyal employees; and they help improve the productivity of the business. •

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RSDC Takes RPL Best in Class Employer (BICE) to a New Level



Rosp. SDC has undertaken the project of RPL – Best in Class Employer, also referred as RPL Type 4 in the right earnest. RPL with Best in Class Employers is a major initiative of the Government of India and aimed at imparting a significant push to the Recognition of Prior Learning scheme under Pradhan Mantri Kaushal Vikas Yojna (PMKVY).

Ever since the launch of RPL with Best in Class Employer' scheme, RSDC has signed up MoU with a range of leading employers. In that regard, Yokohama, JK Fenner, ATC Tyres and HLL Lifecare Ltd, JK Tyres have come on board with RSDC for certification of their respective workforce, as per the National Skill Qualification Framework (NSQF). The beneficiaries of the project will be uncertified employees who fulfill the eligibility criteria for the Recognition of Prior Learning (RPL) with Best in Class Employer employee as defined by RSDC.

RPL with Best in Class Employer scheme has been launched by the Ministry of Skill Development & Entrepreneurship under PMKVY wherein top-of-the-line large employers will be engaged with the mandate to certify their workforce

THE BENEFICIARIES
WILL BE UNCERTIFIED
EMPLOYEES WHO FULFILL
THE ELIGIBILITY CRITERIA
FOR RPL

across different areas of operation.
The scheme looks to utilize
Supervisors/Workshop Managers/
Senior Supervisors of employers as
'Employer Assessor' and link them with
Sector Skill Council (RSDC in this case)
for orientation, conduct of assessment
and co-branded certification.

With Yokohama, JK Fenner, HLL Lifecare, JK Tyres and ATC Tyres joining hands with RSDC, thousands of employees across various job roles of Rubber sector will be certified.

It is felt that certification of uncertified but skilled employees not only assesses them for requisite skill, but also leads to their morale boosting putting them at par with the certified ones.

RSDC will be involved in the

Skills Time

orientation of the 'Employer Assessors' regarding NSQF and assessment criteria of the concerned job roles, overall implementation and monitoring of the RPL and issuance of co-branded certification of employees as per NSQF after assessment of the employees.

"RPL with Best in Class Employers is a major initiative of the Government of India and will impart a significant push to the Recognition of Prior Learning scheme under PMKVY. Certification of uncertified but skilled employees not only assesses them for requisite skill, but also leads to their morale boosting putting them at par with the certified ones", said Ms Shewani Nagpal, COO, RSDC.

Eligibility of the Best in Class Employer includes turnover of ₹100 Cr, 800+ employees inclusive of permanent and contractual and 10 years of operation.

For employees to be eligible for the scheme, they should be on the



CERTIFICATION OF UNCERTIFIED, SKILLED **EMPLOYEES NOT ONLY** ASSESSES THEM FOR REQUISITE SKILL, BUT ALSO **BOOSTS THEIR MORALE**

payroll and/or contractual workers of the eligible employer, should not be already certified under NSQF, should be having a minimum work experience of 6 months with the Best in Class Employer or two years overall in the sector. .



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RSDC Collaborates with Army Base Workshop for Saamarth



ubber Skill Development Council (RSDC) has collaborated with the Army Base Workshop, Pune to re-skill their personnel in Rubber. A letter of Intent in this regard has been shared by the Army Manufacturing Group with RSDC. The skilling drive was jointly inaugurated by Mr Vinod Simon, Chairman RSDC and Brig. I S Rathore, Comdt. & MD 512 ABW at Pune.

Also present on the occasion were, Col KT Kuriakose, DGM (Manufacturing Group), Col. Anil Verghese, GM Manufacturing Group, Ms Suchita Roy, Regional Coordinator - West, RSDC, Dr Rupesh Rohan, Assistant Director, IRMRA and Mr Shyam Kumar, Foreman, ABW.

RSDC is the sector skill council engaged in skilling, up-skilling and reskilling in the Rubber Sector of the country. RSDC has signed up with several Universities, State Skill Missions and Government agencies

for widening usage of skilling in rubber, one of the fastest growing sectors in the country. This is the first time RSDC has joined hands with the Indian Army.

"We are privileged to be of assistance to the Armed Forces in our own modest way. Armed Forces have been rendering yeoman services to the nation. Nothing could be more satisfying than helping Indian Army increase its competitiveness by up-skilling their personnel in Rubber technology", said Mr Vinod Simon.

Army personnel at Army Base Workshop Khadki (Pune) will be trained by RSDC in the job role of Junior Rubber Technician. The

RUBBER INDUSTRY HAS SERVED THE NATION BY SUPPLYING QUALITY RUBBER PRODUCTS TO THE DEFENCE SECTOR

training will be provided under Recognition of Prior Learning (RPL) scheme of Pradhan Mantri Kaushal Vikas Yojna (PMKVY). The RPL training of Army personnel

will be a part of the Saamarth project launched by RSDC for reskilling/up-skilling of a million people in Rubber sector. In the first phase of these trainings, more than 40 personnel will participate.

Rubber Industry has served the nation by supplying quality rubber products, often customized, to the special needs of the Defence sector. Over 4,500 Rubber SMEs spread across the country are manufacturing over 35,000 different products which find usage in vital sectors including Defence. .

L-R: Col. KT Kuriakose. DGM, Mfg. Group, Col. Anii Verghese, GM, Mfg. Group, Ms Sudrita Roy, Regional Coordinator-West, RSDC, Mr Vinod Simon, Chairman, RSDC, Dr Rupesh Rohan Assistant Director, IRMRA and Mr Shyam Kumar, Foreman, ABW, along with the employees



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N-Nitrosodiethylamine (CAS No - 55-18-5)
N-Nitrosopyrorrolidine (CAS No - 930-55-2)
N-Nitrosomorpholine (CAS No . 59-89-2)
N-Nitrosodipropylamine (CAS No-621-64-7)
N-Nitrosodipropylamine (CAS No 180-75-4)
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N-Nitrosodiphenylamine (CAS No 86-30-6)



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Trainings of Trainers and Assessors, Galore for RSDC



SDC has developed expertise in the allimportant area of Training of Trainers (ToT) which is essentially a program for sharpening the training delivery skills of those who wish to become trainers in the Rubber sector. The objective is to align the trainers with the National Skill Qualification Framework (NSQF) established by NSDA under the aegis of Ministry of Skill Development and Entrepreneurship (MSDE), Govt. of India.

With the advent of National Occupational Standards (NOS) and ever changing skilling scenario, it is important for the existing and aspiring trainers to be up-to-date with all these developments. At the same times, assessors also need to be continually trained so

Technician in Agartala, Tripura as to bring out the best in assessing excellence.

Keeping this in view, a series of Training of Trainers (ToT) programmes were organized in the quarter gone by. As many as 12

THE OBJECTIVE OF TOT IS TO ALIGN THE TRAINERS WITH NSQF ESTABLISHED BY NSDA UNDER THE AEGIS OF MSDE, GOVT. OF INDIA trainers belonging to 4 training partners – Labournet, Focal Skills, Reep Trust & RISE – participated in the ToT programme conducted by RSDC and Automotive Tyre Manufacturers Association (ATMA), in the month of May, at New Delhi.

Agartala (Tripura) witnessed two ToT programmes, one each

on Tyre Fitters and Latex Harvest Technician with the participation of over 20 trainers. Both of these ToT programmes were held in the month of June.

The city of Bhopal was the venue of Training of assessors (ToA) programme of RSDC, which witnessed 12 participants intently understanding the nuances of assessment.

More such ToT and ToA programmes are on the anvil. •