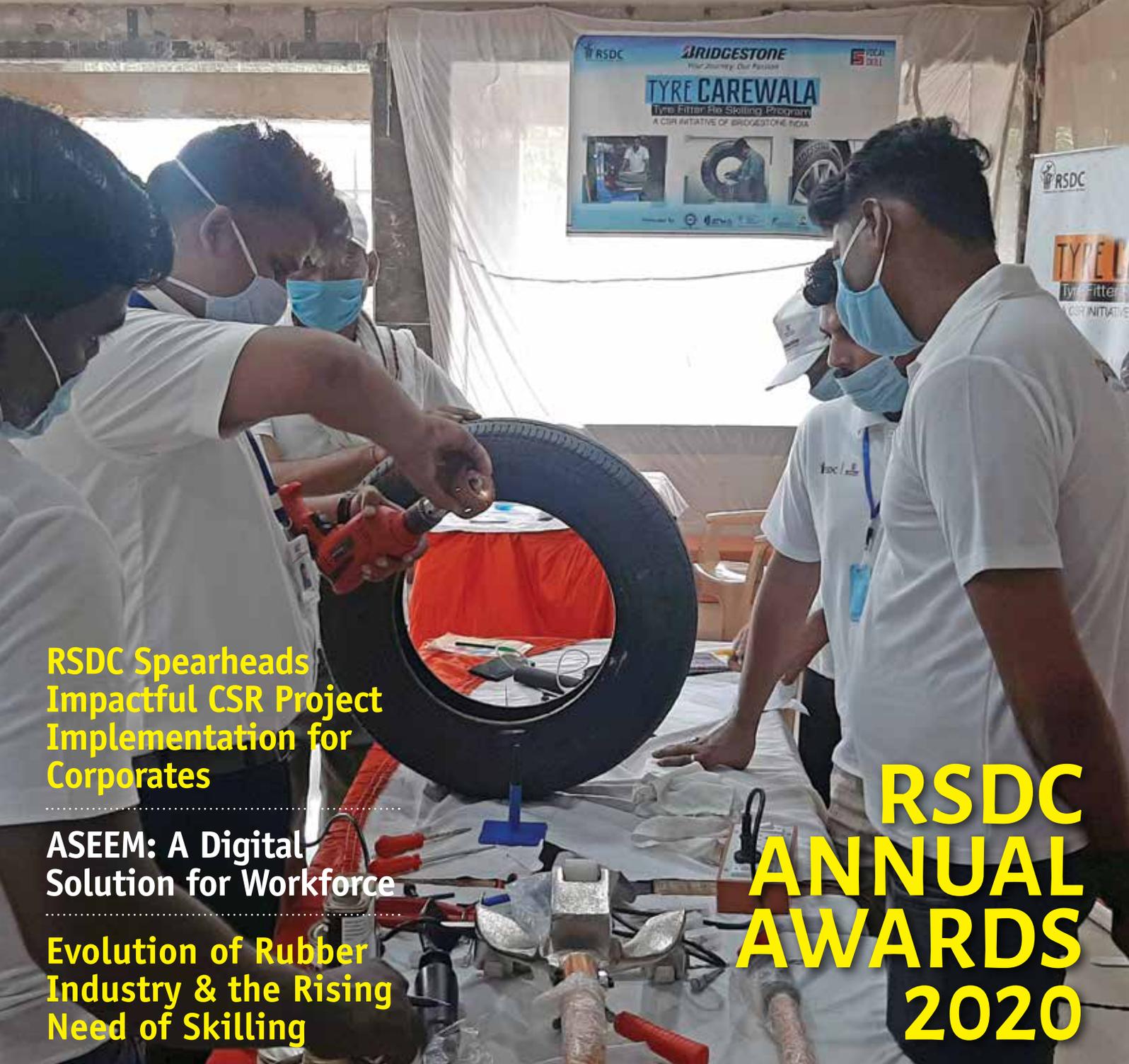


# Rubber Skills Time



ISSUE 3 | VOLUME IV | OCTOBER-DECEMBER 2020

NURTURING SKILLS & TALENT FOR A BETTER TOMORROW



**RSDC Spearheads Impactful CSR Project Implementation for Corporates**

**ASEEM: A Digital Solution for Workforce**

**Evolution of Rubber Industry & the Rising Need of Skilling**

**RSDC ANNUAL AWARDS 2020**

**Interview: Mr Parag Satpute**

Managing Director, Bridgestone India Pvt Ltd



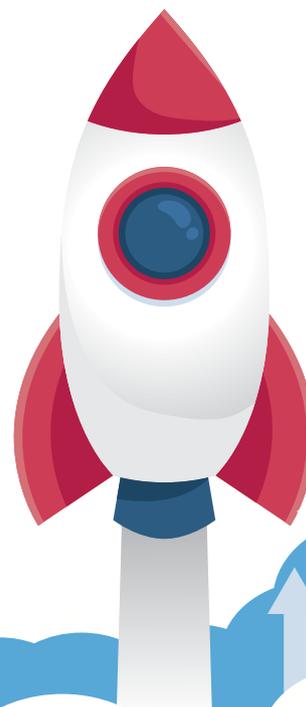
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Chairman, RSDC

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**EDITORIAL**

## Skilling: The Key to Acquire Better Jobs

Ms Shewani Nagpal, Chief Editor, COO, RSDC

Notwithstanding the pandemic, the aspirations of the Indian youth are on their way up. India is a nation on the move and the Indian youth that accounts for the largest such group anywhere in the world is perpetually looking for better prospects and better quality of life. It has been proven that skill development is vital to give wings to people’s aspirations. For far too long, lack of skill training has been restricting people from opportunities that lead to self-development.

Ever since the Ministry of Skill Development & Entrepreneurship has come into existence, there is a consensus that the skilling rate needs to be enhanced to adequately meet the needs of a large country like India. The guidelines by NSDC have made it amply clear that all the training has to be linked to outcomes or employment. The guidelines also provide for incentives for placement to partners who achieve agreed training targets.

At the same time, the Ministry of Skill Development and NSDC are laying stress on self-employment and the development of entrepreneurial abilities since not all students getting skills training may get jobs.

In this regard, Recognition of Prior Learning (RPL) project of the Government of India has brought a transformation in people’s lives. Not only it has led to recognition and certification of existing skillsets and thereby acting as a morale booster, the RPL programme has also helped people gain confidence and enjoy better prospects from jobs that they have been performing for several years.

Rubber is one of the most employment intensive sectors in the country. Over two million people are involved in manufacturing and over one million in the rubber plantation segment. Skill training is vital across the sector for improving the lives of the people. In that regard project Saamarth - Empowering a million lives in Rubber - launched by RSDC holds immense possibilities for skilling up the sector and make it globally competitive.

For instance, tapping of rubber is a highly skilled

job. An unskilled tapper would not only affect the yield of the product but can also damage the life of the Rubber tree. The requirements of skilling are huge for increasing both production and productivity of rubber. RSDC has joined hands with the Rubber Board of India in up-skilling the growers in Kerala and North East regions to maximize the production of rubber plantations and to increase remuneration.

Tyre Service and Maintenance is another segment where skill training is the need of the hour for making the sector competitive. Tyre fitters which dot the length and breadth of Indian highways play an important role in making road transport safer and smoother. Fitting of tyres especially commercial tyres is a skilled job requiring formal training. Unfortunately, a large majority of tyre fitters are not formally trained and that impacts their job prospects.

The manufacturing segment especially shop floors of Rubber MSMEs is another area where trainings are being conducted across the country. Several industries have come forward to conduct the RPL training for their employees.

Imaginatively designed courses by RSDC for increasing the availability of trained and specialized rubber technologists in the country have emerged as favourites with the industry for sourcing manpower. Bachelor of Vocation (B.Voc) and Dual Certification are two such programs introduced by the universities with RSDC acting as a facilitator. Impressive placement status has made introduction of these programmes all the more worthwhile.

Currently, there is an urgent need to build a skilled workforce equipped with the required skillsets to meet the demand of Industry 4.0. It is important that skill training is job oriented and geared to equip the trainees with the latest knowledge and know-how. World Trade Organisation (WTO) has already stated that India’s GDP can increase by 3 percentage points if India improves significantly on skill training. If GDP goes up, better employment opportunities will follow suit. ●



**PROMOTED BY**



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All India Rubber Industries Association



**ATMA**  
Automotive Tyre Manufacturers' Association



**N.S.D.C.**  
National Skill Development Corporation



**Skill India**  
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# RSDC Annual Award Ceremony 2020

5th in the series, RSDC is celebrating the Annual Awards Ceremony to recognize and confer the awards to the winners under the category Best Trainer, Best Trainee, Best Assessment Agency, Best University Partner, Best Industry Partner and Best Government Agency.



### AWARDS CLOCKWISE

1. Best Training Partner: LabourNet Services India Pvt. Ltd.
2. Best Trainer: Mr Rajib Loson Basumatary
3. Best Assessment Agency: Trendsetters Skill Assessors Pvt. Ltd.
4. Special Catagory: National Backward Classes Finance & Development Corporation
5. Special Catagory: Dr MGR Educational & Research Institute, Chennai
6. Special Catagory: Bridgestone India Pvt Ltd
7. Best Trainees-Natural Rubber: Charanpati Chakma
8. Best Trainees-Manufacturing: Mr Rajesh T K
9. Best Assessor: Mr Gurdev Singh



Online Lobby of the RSDC Annual Award Ceremony 2020

# RSDC Celebrates Annual Awards 2020

Against all odds, Rubber Skill Development Council (RSDC), the sector skill council for Rubber in the country, celebrated its annual awards ceremony, 5th in the series, in a virtual mode. The RSDC awards ceremony which has come to attain a special place on the calendar of the Rubber & Tyre Industry in India gave the feel of a live show as all the elements of the awards ceremony were string together with high technical precision. The event witnessed large participation from Rubber & Tyre Industry captains, officials from the Ministry of Skill Development & Entrepreneurship (MSDE), National Skill Development Corporation (NSDC), trainers, assessors, academia and other stakeholders.

Mr Anshuman Singhania, Vice Chairman, Automotive Tyre Manufacturers Association (ATMA) and Mr V T Chandrasekharan, President, All India Rubber Industries Association (AIRIA) graced the occasion as Guests of Honour.

Recounting the achievements of RSDC in its 8-year journey, Chairman of RSDC, Mr Vinod Simon in his welcome note stated, "RSDC has trained over 2.5 lakh trainees across Rubber plantations, Rubber manufacturing and Tyre repair & service verticals apart from creating qualification packs (QPs) and National Occupation Standards (NOS) for different job roles in the Rubber sector. Skill

gap analysis has been undertaken by RSDC across all major states in the country. RSDC is currently engaged in creating e-learning simulated content and different models of training. Saamarth project being run under the mentorship of MSDE has been a trailblazer of sorts".

"Besides training in plantations and manufacturing, a fleet of 40 well-equipped mobile skill vans, the first of-its-kind in India, are running the length & breadth of the country, training the tyre fitters and converting many of them into entrepreneurs" added Mr Simon.

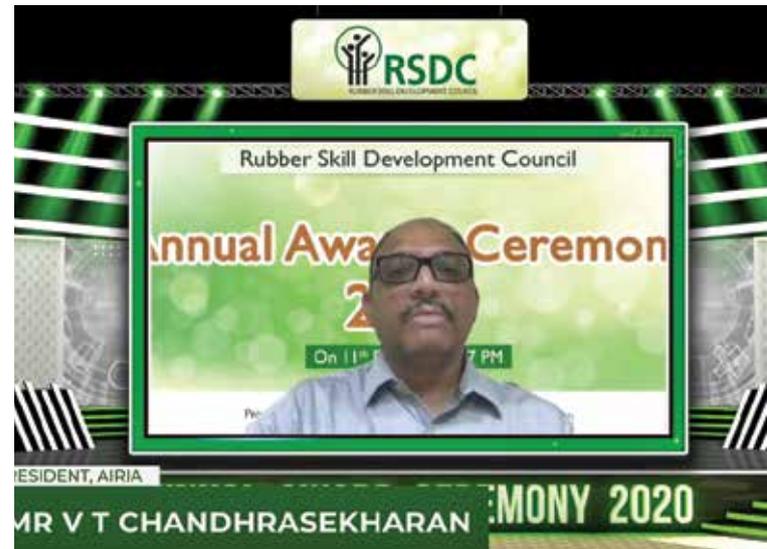
"During the pandemic, a large number of people have been equipped with skills which will be in good demand as the economy is gradually but certainly opening up. Additionally, renewed efforts have been made for training in plantations in the Northeast. The Northeast of the country holds a lot of potential for increasing the output of Natural Rubber through skill development and skill training in rubber tapping and processing. Tyre industry is



**RSDC HAS TRAINED OVER 2.5 LAKH TRAINEES ACROSS RUBBER PLANTATIONS, RUBBER MANUFACTURING & TYRE REPAIR AND SERVICE VERTICALS**



Guest of Honor at RSDC Annual Award Ceremony, Mr. Anshuman Singhania, Vice Chairman, ATMA & Managing Director, JK Tyre and Industries Ltd.



Guest of Honour at RSDC Annual Award Ceremony, Mr. V.T. Chandrasekharan, President, AIRIA

all for NR plantations in the country and will support every move that makes domestic NR competitive”, said Mr Anshuman Singhania.

Mr V T Chandhrasekharan, President AIRIA said, “The disruption due to Covid pandemic has caused wide-spread chaos. However, during my several interactions with the Government officials in recent months, it was evident that the Rubber industry has a large potential to grow. Internationally, manufacturers have started looking for alternative manufacturing bases. India fits the bill well. There is a large opportunity for Indian rubber industry to grow. We need to invest in R&D, improve manufacturing capacities by using low cost automation and artificial intelligence (AI) and improve efficiencies of the work force. RSDC is doing a meaningful job along with the partners in skilling up the sector. Rubber Industry needs the support from all the stakeholders in making the industry competitive”.

Two veterans of industry, Mr Vijay Pahwa, NSDC’s nominee director at RSDC and Mr Rajiv Budhraj, Director General Automotive Tyre Manufacturers Association announced the awards in their best capacity as the jury members of the Award Ceremony.

Excellence achieved in different facets of the skilling ecosystem in the Rubber sector was recognized

### LIST OF AWARDEES

**BEST TRAINING PARTNER**

1. LabourNet Services India Pvt Ltd
2. Focal Skill Development Pvt Ltd

**BEST TRAINER**

1. Mr Rajib Loson Basumatary
2. Mr. Samir Debnath

**BEST ASSESSMENT AGENCY**

1. Trendsetters Skill Assessors Pvt Ltd
2. Mercer Mettl

**BEST ASSESSOR**

1. Mr Gurdev Singh
2. Mr P C Simon

**BEST TRAINEES-MANUFACTURING**

1. Mr Rajesh T K
2. Mr Sarath Kumar K V
3. Mr Sumit

**BEST TRAINEES-NATURAL RUBBER**

1. Charanpati Chakma
2. Sebati Beshra
3. Sulochana Singh

**SPECIAL CATEGORY**

**BEST GOVERNMENT SKILL DEPARTMENT**  
National Backward Classes Finance & Development Corporation

**BEST INDUSTRY**  
Bridgestone India Pvt Ltd

**BEST UNIVERSITY & COLLEGE**  
Dr MGR Educational & Research Institute, Chennai

**THERE IS A LARGE OPPORTUNITY FOR INDIAN RUBBER INDUSTRY TO GROW. WE NEED TO INVEST IN R&D, IMPROVE MANUFACTURING CAPACITIES BY USING LOW COST AUTOMATION & ARTIFICIAL INTELLIGENCE (AI)**

at RSDC Annual Awards 2020. The first prize for the Best Training Partner went to LabourNet Services India Pvt Ltd, Mr Rajib Loson Basumatary and Samir Debnath were adjudged as the Best Trainers. Trendsetters Skill Assessors Pvt Ltd received the first prize as Best Assessment Agency.

Mr Gurdev Singh from Chandigarh and P C Simon of Kerala from Mettle Mercer, received recognition as best assessors. Rajesh T K certified and trained in the tyre fitter job Role was conferred the best trainee award in manufacturing, whereas in Plantation the best trainee award went to Charanpati Chakma in Latex Harvest Technician Job role.

Under Special Category awards, National Backward Classes Finance & Development Corporation (NBCFDC) received the award as Best Government skill department. Bridgestone India bagged the award as Best industry for its CSR project centered on tyre services. Dr MGR Educational & Research Institute, Chennai received recognition as the Best Academic Institution for successfully implementing a dual degree programme.

Ms Shewani Nagpal, COO of RSDC while thanking the guests committed to continue working towards making the Rubber sector competitive through skill training and unlock the job potential in the sector. •

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# RSDC's Impactful CSR Project Implementations for Corporates

**E**ffective, efficient, impactful, within budget and on-time project implementation have been the requirements for community development and corporate social responsibility (CSR) departments of industry corporations. To utilize the vast experience of large scale project implementations, Rubber Skill Development Council (RSDC) has come up with a dedicated department for CSR project implementation. With its experienced and dedicated project team and a strong skilling ecosystem created by the organisation over a period of eight years, it has started implementing CSR projects of skilling and livelihood development for corporates.

### RUBBER SECTOR & ROLE OF RSDC

India's Rubber sector is one the fastest growing labor-intensive sector in the economy which employs over 6 lakhs people directly and around 7 lakhs people indirectly. India is also the sixth-largest natural rubber producer country in the world which caters to the home-grown rubber industry. The Rubber industry supports allied sectors by manufacturing a wide range of articles for multiple sectors including mining, medical, aerospace, agriculture, automobile, construction, food and household. While natural rubber production is spread over many prominent states in India the manufacturing clusters are spread over all major states in the country. There are more than 6000 active rubber product manufacturing units that are expanding and would require skilled human resources as well as re-skilling of existing human resources with the changing manufacturing technology. According to the Skill Gap Analysis conducted by RSDC has concluded that around 3.5 lakh



people need to be skilled in various job roles for the manufacturing sector in the next 5 years.

Rubber Skill Development Council (RSDC) is a dedicated Sector Skill Council (SSC) for the rubber sector promoted by the All India Rubber Industries Association (AIRIA) and Automotive Tyre Manufacturers Association (ATMA) in collaboration with the National Skill Development Corporation (NSDC) under the aegis of Ministry of Skill Development & Entrepreneurship, with the focus on skill development and training needs of the rubber sector. RSDC has been developing a strong ecosystem for the rubber and allied sector, such as developing the National Occupational Standards (NOS), Creation of content, affiliating training providers, revamping curriculum aligned to NOS, creating a pool of trainers

**RSDC HAS DEVELOPED A PROCESS WHICH FITS INTO THE CSR FRAMEWORK OF CORPORATES AND EASY TO CUSTOMIZE PROJECTS ACCORDING TO THE CORPORATE NEEDS**

and master trainers, certification of trainees and trainers, and to assist in the planning and delivery of training, besides identifying skill development needs of the sector.

### RSDC AS CSR PROGRAM IMPLEMENTING AGENCY

RSDC is actively engaged in the execution of the CSR projects for skill development in the Rubber and Tyre Services Sector. One of the prominent organisations with whom the programme is under execution is Bridgestone India Pvt Ltd.

Today RSDC can assist any corporate organization to develop and manage skill development activities and large-scale projects. RSDC has the capacity to execute the project across the country with its regional offices and training partners' network spread across the country. The activities can be taken on a collaborative effort through a mutual agreement or with a tripartite agreement with contributions to the National Skill Development Fund (NSDF), a Government of India fund under the Ministry of Skill Development & Entrepreneurship.

RSDC is open to partner with CSR Organisation for Fresh Skilling,

Re-skilling, Employment and Entrepreneurship development among skilled human resources, multi-skill training Center development, Creation of Centre of Excellence in Training and Research for the rubber Sector etc.

Corporates could approach RSDC for the following project conceptualization and implementations –

### RSDC STRATEGY FOR CSR PROJECTS

Through Corporate Social Responsibility projects, RSDC aims to participate and contribute in building a well-skilled and empowered society. The RSDC has a well-defined strategy for the CSR activities of the corporate sector. The organisation has developed a process that fits into the CSR framework of corporates and easy to customise projects according to corporate needs. As many companies come under the statutory of CSR policy, they are being approached and explained about the programmes which may be created and implemented through RSDC.

### The RSDC has the following strategy for the CSR programmes implementation:

- Understand the need of the corporate entity and accordingly propose and execute the CSR programme.
- Develop a suitable plan as per the CSR policy and requirement of the Corporate in line with the RSDC offering.
- Integrate the CSR activity for Skill Development of the Organization to RSDC job roles and other national standards.
- Ensure monitoring and proper utilization of funds to the project activity implementations.
- Impact based outcome measurement to demonstrate proper use of the fund and fulfill project goals.

### Major Process Outlines for Executing CSR Projects

- Identify and Approve suitable Projects for interventions

- Develop a smooth and robust replicable model/process for CSR Project Implementation and get it approved by the Authority/Board/Committee of RSDC with inputs and suggestions from CSR Organisations
- Engagement with the partner at the suitable levels and positioning the CSR Project proposal and Plan and develop a final project
- Develop and agree on MoU for the execution of the CSR programme
- Execution and Monitoring of the Project leading to achieve the desired Result as specified in the project proposal and goals as per defined processes of RSDC through CSR Project Management Unit.
- Outcome measurement and success evaluation.



Training camp of Tyre Fitter under the CSR Project of RSDC "Tyre Care Wala", Kanpur

### EXAMPLE OF IMPLEMENTATION OF CSR PROJECT OF BRIDGESTONE INDIA PVT. LTD. IN SKILLING AND RE-SKILLING OF COMMERCIAL TYRE FITTERS

RSDC is implementing a CSR project of Bridgestone India with a name called 'Tyre Care Wala', to skill and re-skill Commercial tyre fitters spread over major cities and highways in 6 six states Uttar Pradesh, Haryana, Punjab, Maharashtra, Gujarat and Madhya Pradesh.

The project aims to provide skill development training to 1000 individuals in tyre fitter & repair job role. The trainees will be skilled in the use of the latest and modern

techniques and tools in Tyre services and repairing. The project's pilot phase, it has been launched on 18th Aug 2020 which aims at training 500 personnel in the first phase.

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. Commercial tyre mechanics play a significant role in tyre repair, mounting or demounting of tyre, and thereby safety on the roads. They not only repair a tyre but also provide advice to the transporters about the care of the tyre, precautions needed for improving the life of a tyre etc. Unfortunately, there is no formal training available for the tyre fitters.

'Tyre Care Wala' aims at bridging these skill gaps amongst the tyre fitters. The training would help them to improve their skills as well as provide a source of income for them in the long run.

### WAY AHEAD FOR CORPORATES IN CSR PROJECT IMPLEMENTATION WITH RSDC

Implementation of projects with the leadership of the

corporate would help to create institutions and programs of national excellence and importance. This would contribute significantly to

Skill India Mission and can give the required boost in overcoming many issues related to resources, skilling and reskilling (of youth specially women as well as many disadvantaged groups in society). The training content creation, and filling the demand supply skill gap and dearth of trained human resources for the rubber sector. These collaborations will help greatly in achieving sustainable development goals as well as provide immense opportunity for partner organisations to stand out and create brand value in society. •

**SPECIAL TALK:** Mr. Parag Satpute, Managing Director, Bridgestone India Pvt Ltd

# “Upskilling and Sustainability is the Key Towards Better India”

**Why did you choose to go for skilling of commercial tyre fitters under the CSR project of Bridgestone India?** After-fitment care of tyres have a direct impact on tyre life as well as the brand reputation of the tyre itself. The last few years have seen a new generation of tyres on the Indian roads. It was therefore imperative that Bridgestone India reaches out to the vast community of tyre fitters to upgrade their skills to suit these new generation tyres. This outreach stemmed from our belief that our service chains too needs to get ready to accommodate the upcoming demands; having the right skills in accordance to the latest technologies, positive attitude and follow safety norms. This not only helps tyre fitters to work smartly, improve their income and overcome the loss of livelihood during the COVID-19 pandemic.

**How will the project Tyre Care Wala contribute to the overall safety and efficiency of road transport?** Bridgestone’s philosophy is “Serving Society with Superior Quality.” This is not limited to our products but with everyone whose lives Bridgestone touches. The tyre fitters are an integral part of our ecosystem, and it is, therefore our responsibility that they too serve with superior quality. This service would result in the overall safety and efficiency of road transport. Tyre safety and maintenance is as important as we consider the safety and maintenance of our vehicles. We need to take care of our tyres too. We trust Tyre Care Wala is upskilling tyre fitters’ knowledge on repairing and maintenance of tyres with advance technology. This will result in increasing their efficiency to cater to more effective service towards repairing and maintenance of tyres. Also, spreading awareness on the importance of tyre services will result in ensuring road safety.

**As a global major, Bridgestone must be involved in training of tyre fitters in other**

**parts of the world as well. How is the Indian training programme different?** Being a multinational organization, Bridgestone has a presence in many countries across the globe. Each of these countries have different conditions associated with vehicles, roads, driving and commercial vehicle loading. Bridgestone is globally sensitive to the fact that each country has various technical and skill up-gradation requirements. As such, it would not be correct to say that skill up-gradation intervention in one county can be replicated in another. In India, or probably in the Indian sub-continent, circumstances are very different when we compare the infrastructure and the socio-economic condition of the tyre fitters. Unlike the west where large tyre maintenance shops, often owned by the dealers, our tyre fitters operate independently from the roadside, without any formal training, appropriate tools and set up for mounting etc. This is where our training and support programme is different. We not only train them, but we also go beyond, provide them tool kits having equipment to match with new tyre technology, certification gives them much needed credibility and edge over others. Not only this, but we also list them on Bridgestone India website so customers can locate them for their services. In difficult times like COVID pandemic, we reached out to them to help them recover from the loss of livelihood due to lockdown, provided them spare parts which were in shortage, assisted them with knowledge and awareness on safety practice during COVID times.

**Being at the helm of a large tyre manufacturing set-up in India, how do you appreciate the activities of RSDC, the sector skill council for Rubber in the country?**

Bridgestone is committed to creating value and continually working toward a sustainable society to realize long-term environmental, social and economic benefits. Rubber is a key element in this value chain, and Rubber Skill Development

**PARAG SATPUTE**  
Managing Director,  
Bridgestone India  
Pvt Ltd





Council is doing a great job in reaching some of the underrepresented sections of this industry. Tyres sector is a large industry and is present across the length and breathe of the country, and we need partners like RSDC who have been focusing on this sector to ensure quality training to tyre fitters. Tyre fitters provide timely and quality repair and maintenance of tyres; they play a very vital role to accelerate road safety and efficient road transport. Being core the system, improving their skills will be a significant milestone to achieve from a quality, as well as safety of the end user's tyre life. We are thankful to RSDC for taking such initiative.

**WE BELIEVE IN SERVING THE SOCIETY WITH SUPERIOR QUALITY. IT INCLUDES OUR QUALITY PRODUCTS, EFFICIENT SALES & SERVICE, ENSURING CUSTOMER SATISFACTION AND DELIVERING OUR SOCIAL RESPONSIBILITIES**

The trainees are skilled to use the latest and modern techniques for Tyre services and repairing

**What is your impression of the skilling ecosystem in the country, especially in the Rubber & Tyre sector? Which areas need special emphasis?** Upskilling is an important aspect across all sectors. Changing customer expectations, new technology, regulatory compliances and a commitment to sustainability are all catalysts spurring skill upgradation. I firmly believe that Indians, by nature, are quick learners and the government's Skill India has given an impetus to their desire to upskill. Stakeholders of the Rubber ecosystem are committed to supporting upskilling and sustainability. ●

*We thank Mr. Parag Satpute, Managing Director, Bridgestone India Pvt Ltd, for giving his valuable time and opinion to our readers.*



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# New Education Policy 2020 Vocational Education System to Play an Important Role

On July 29, 2020, Honourable Prime Minister of India, Dr Narendra Modi announced the New Education Policy 2020 (NEP 2020) which replaced our 34-year-old National Policy of Education 1986. The NEP, approved by the Union Cabinet of India, makes some far-reaching reforms in school and higher education. As the nation strides towards development and growth, it is imperative from our ancient heritage and cultural values to transform the existing current situation with a modern and futuristic approach. While Western education was spread across the country, scientific, technical and moral education was largely ignored. The Indian reformers always believed that a modern education approach was needed to keep up with the fast pace of the world.

A big economic opportunity for India lies in creating competent and trained manpower. The youth of India, who constitutes about 68% population of the country, has been a great concern. There is a huge skill gap among the youths, which makes them unfit to join the industry even after graduating. So, a significant and highly welcoming step to address this skill gap is the New Education Policy 2020. One of the unique highlights of NEP 2020 is its emphasis on vocational education. Even a casual glance over the policy document will make one realize the importance being given

to the vocational learning. The term “vocational” is mentioned 76 times in the 60-odd pages long document. Realignment of vocational with other forms of learning is indeed a key feature of the policy document.

While the importance of vocational education has been propounded earlier as well, the vocational education has always suffered from an image problem

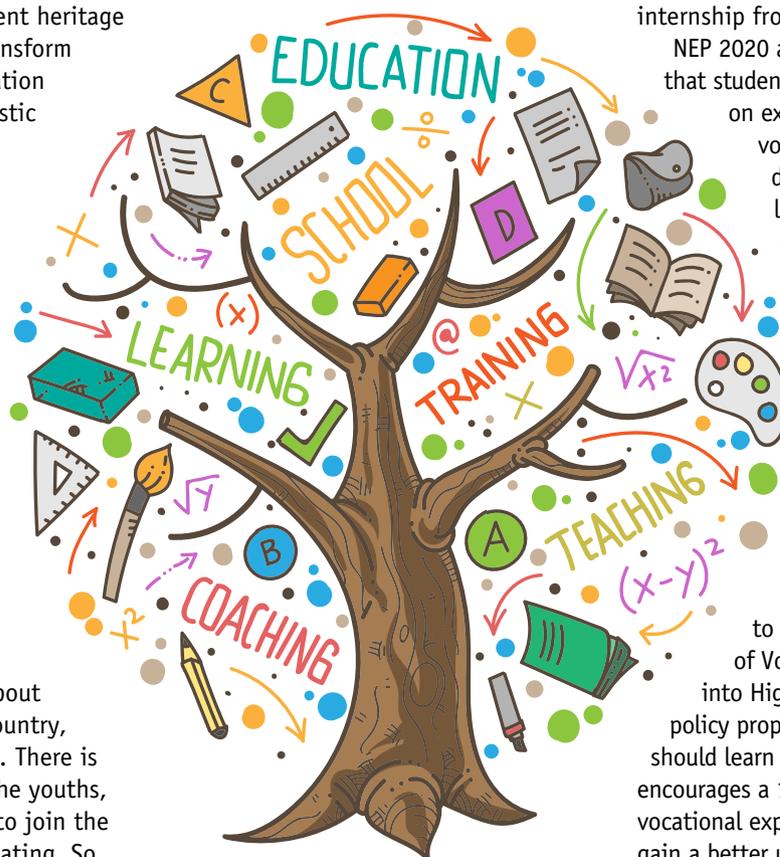
as not being aspirational.

For the increasing acceptance of vocational education, NEP 2020 has rightly stressed the need for changing the perception of vocational education as being inferior to mainstream education. For achieving this objective, the policy states that students can be introduced to vocational subjects from as early as grade six, including opportunities for internship from grade 6 to grade 12.

NEP 2020 also clearly advocates that students should get hands-on experience in important vocational crafts as decided by states and local communities and as mapped by the local skilling needs. The policy has gone ahead to formulate a National Higher Education Qualification Framework (NHEQF) which will be in sync with the National Skills Qualifications Framework (NSQF)

to “ease the integration of Vocational education into Higher education”. The policy proposes that every student should learn at least one vocation, encourages a 10-day session with “local vocational experts” to help students gain a better understanding of the vocation.

The policy expects that by the year 2025, at least 50% of learners through the school and higher education system shall have exposure to vocational education. This policy aspires to break down barriers between arts and sciences,



**UNIVERSALIZATION OF  
EDUCATION FROM PRE-  
SCHOOL TO SECONDARY  
LEVEL WITH 100% GER  
IN SCHOOL EDUCATION  
BY 2030**

between curricular and extra-curricular activities and between vocational and academic streams, etc. to eliminate harmful hierarchies among, and silos between different areas of learning.

Job market orientation with multiple-entry and exit options is another unique aspect of the policy.

“The undergraduate degree will be of either 3 or 4-year duration, with multiple exit options within this period, with appropriate certifications, eg., a certificate after completing 1 year in a discipline or field including vocational and professional areas, or a diploma after 2 years of study, or a Bachelor’s degree after a 3-year program.”

“Focus areas for vocational education will be chosen based on skills gap analysis and mapping of local opportunities. MHRD will constitute a National Committee for the Integration of Vocational Education (NCIVE), consisting of



**NATIONAL EDUCATION POLICY 2020 CONTRIBUTING TO AN EQUITABLE AND VIBRANT KNOWLEDGE SOCIETY, BY PROVIDING HIGH-QUALITY EDUCATION TO ALL**

experts in vocational education and representatives from across Ministries, in collaboration with industry, to oversee this effort”. RSDC as Sector Skill Council for the Rubber sector in India is closely aligned with NEP2020 for realizing the vision of India being the skill capital of the world, maximizing the potential of a large young population. ●

**Trendsetters Skill Assessors Pvt. Ltd** is an established “Skill Assessment” company. The inspiration & spirit behind the enterprise is to contribute in making India a Global but Quality Skill Capital by contributing through “Bench Marking the Skills”. With dedicated, well-groomed and focused team of assessors, team leaders and coordinators, the company has progressed in following business activities

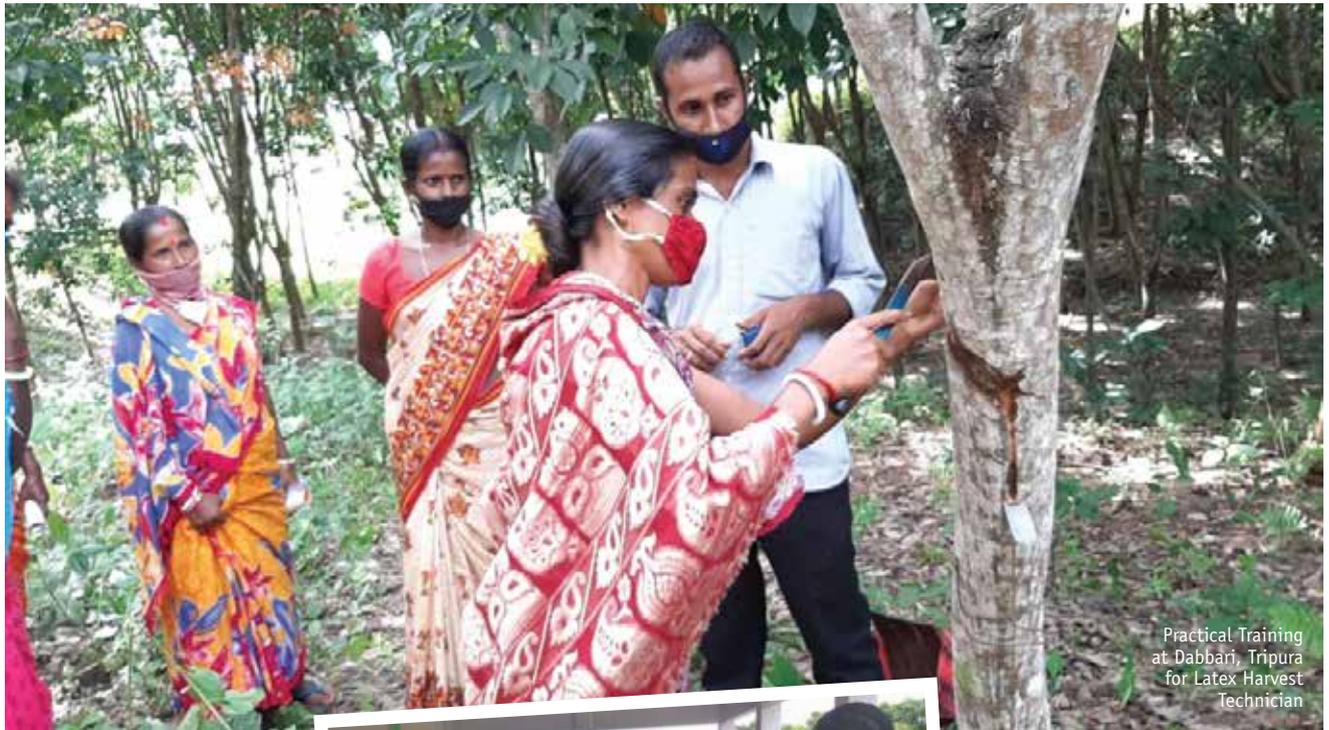
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The company is young in experience but under dynamic leadership of senior management and untiring efforts of its team, our affiliations has risen to nineteen Sector Skill Councils and Ministry of textiles. We are the best assessment agency for Security Skills and second best assessment agency for Rubber Skill Development council. We have successfully completed 4,01,908 assessments PAN India in last five years. With the dynamic team, we envision scalable growth in skill environment and be the most reputed and credible skill assessment company in India.

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# Rubber Skill Development Council Gearing Up for a New Normal



Practical Training at Dabbari, Tripura for Latex Harvest Technician

The COVID-19 had brought the economy to a standstill, therefore the job market has become fiercer and competitive. Companies are looking at hiring the skilled professionals available in the industry, to combat the pandemic consequences. Hence, Rubber Skill Development Council has also geared up to impart skill training to the personnel working in the rubber industry with an RPL training program.

The skill training has once again gained momentum to make India job-ready. RSDC has started the drive of re-skilling tyre mechanics across different states. About 3500 candidates have already undergone training and assessment since Sep 2020. The candidates will be certified based on their performance in the



Theoretical Training at Khowai, Tripura for Latex Harvest Technician

assessments. This training took place in Panchmahal District of Gujarat and North-Eastern States of India by various Training Partners of RSDC.

These trainings aspire to encourage the workforce which has experience in

**ALL RUBBER SECTOR TRAININGS ENSURE SAFETY AND SOCIAL DISTANCING**

the respective job roles, to get certified and in turn make a difference in the real income, by enabling them to get paid according to their skill level.

The training is provided to them through SAAMARTH, Mobile Skill Van, fitted with the necessary equipment and manned by trained staff.

These vans move across states, National highways, villages and towns to reach out to the tyre mechanics to train and assess them on the skills acquired and also certify them.

RSDC not only hone their technical skills but also provides them with soft skill training which helps them in gaining the confidence to start their own business as well. RSDC aims at providing skilling to all. It helps them to cope up with the financial crisis they might be facing during this pandemic situation. •

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# ASEEM: Driving the Change in the Skilling Ecosystem

In one of the largest such exercises in the world, the Government of India has launched a portal *The Aatmanirbhar Skilled Employee Employer Mapping* with acronym ASEEM for mapping of skilled employers and employees.

ASEEM is not just a skill development portal but represents a move to turn a crisis into an opportunity. Lockdown following Covid-19 led to a large scale movement of labour from manufacturing clusters or metro towns to their native places leading to a crisis for both the workers and the employers. The new online portal helps skilled workers, including migrants who have returned to their homes, to access jobs online while giving employers a platform to contact skilled employees.

It is being realized that migrant labour could be an asset for the respective local economies “The portal for mapping the skilled employees and employers would help the skilled workers, including the migrant workers, to access jobs easily and the employers to contact skilled employees at the click of a mouse. The skills of migrant workers would also help in changing the local economy”, Prime Minister Narendra Modi has stated.

The ministry of skill development and entrepreneurship is mapping the global requirements of skills so as to make the most of the opportunities opening up across the sectors.

ASEEM will help improve the information flow and bridge the demand-supply gap in the skilled workforce market. Apart from recruiting a skilled workforce that spurs business competitiveness and economic growth, ASEEM has been envisioned to strengthen their

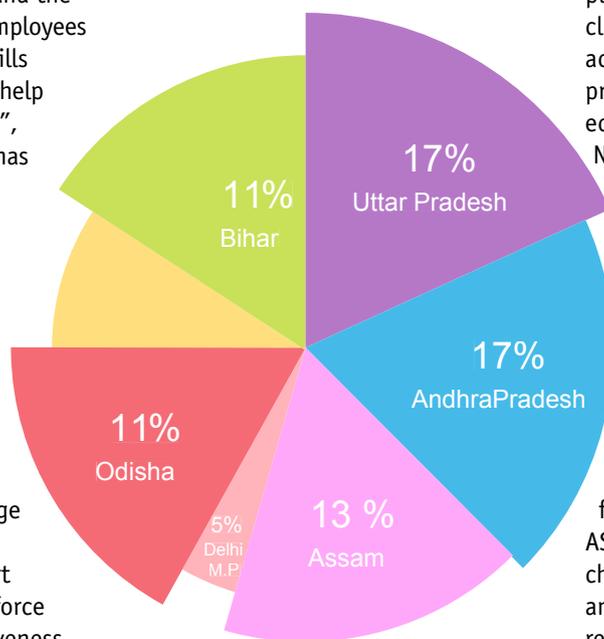


career pathways by handholding them through their journeys to attain industry-relevant skills and explore emerging job opportunities, especially in the post Covid-19 era.

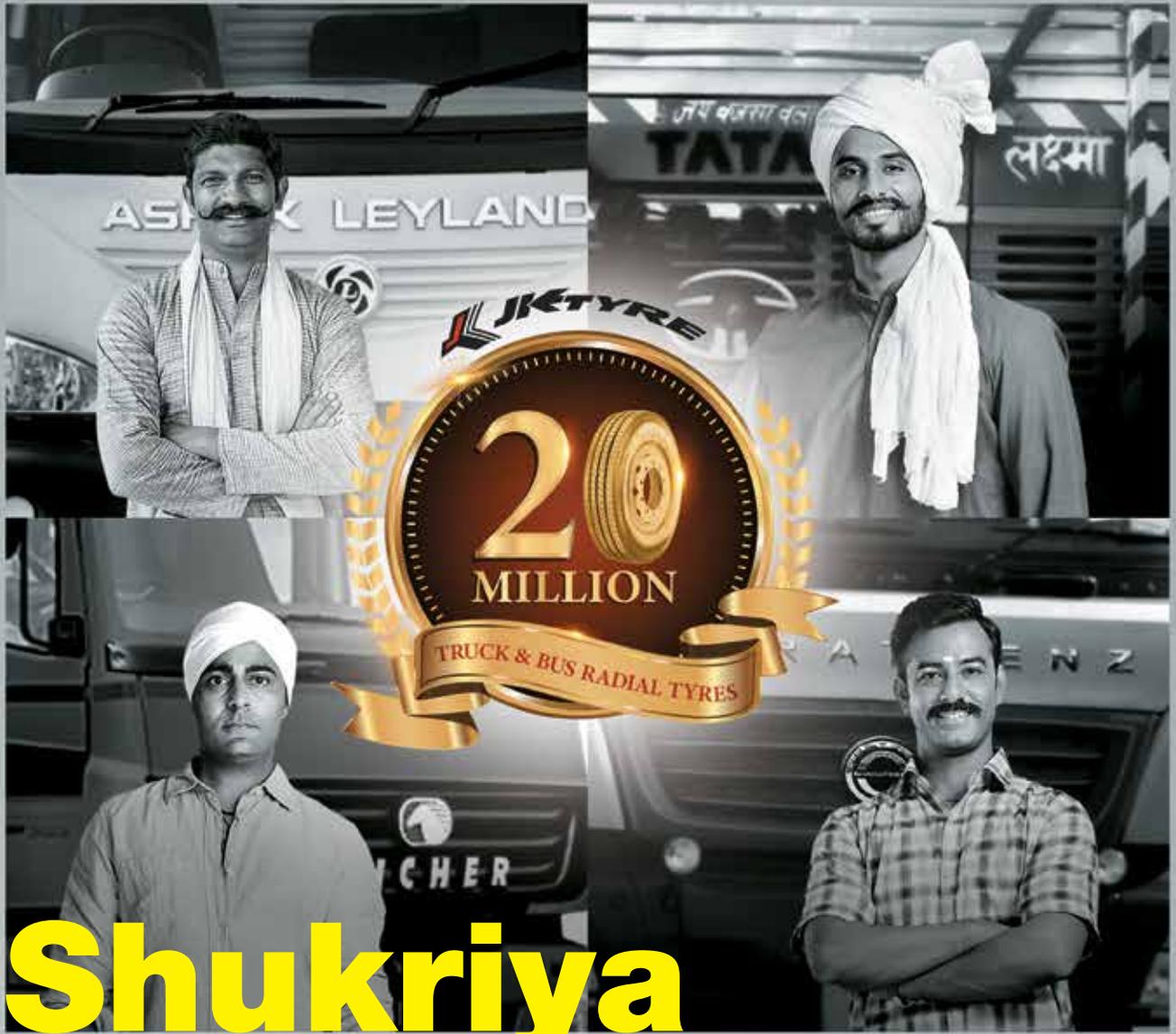
What separates ASEEM from other such platforms is the robustness of its technology system. “With the increasing use of technology and e-management systems which assist in bringing in processes and intelligent tools to drive demand driven and outcome-based skill development programmes, this platform will ensure we bring in clo convergence and coordination across various schemes and programmes operating in the skill ecosystem”, said Dr. Mahendra Nath Pandey, Hon’ble Minister of Skill Development and Entrepreneurship.

For a sector such as Rubber, ASEEM assumes all the more importance. Rubber is a workforce intensive sector with manufacturing clusters spread all across the country. The skilling requirements for the sector are also diverse ranging from manufacturing to plantations. ASEEM will help envisage the rapidly changing nature of work in the sector and how the same is important for restructuring the skilling ecosystem as a New Normal sets in after the outbreak of the pandemic. ●

## 5 States Contribute to around 60% of the Supply Movement



\* for selected verticals  
\* as per betterplace jobs report 2019



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Image simulated.



# Evolution of Rubber Industry and the Rising Need for Skilling

**R**ubber and Rubber Products is a large and diversified industry in India. As a key segment of the Indian economy, India's vast Rubber products manufacturing sector comprises over 6000 units (largely MSME) in different clusters and employs over two million people, besides one million rubber farmers directly dependent on the sector.

The existence of the Rubber Industry in India precedes independence evident in the fact that the "All India Rubber Industries Association" was founded in 1945. The Rubber industry has played a sterling role in building a new India since Rubber touches several aspects of our life. Especially after the economic liberalization in 1991, the Indian economy has been one of the fastest growing in the world. Along with the Auto sector, the Rubber industry too has witnessed high growth in the last three decades. The Automotive tyre sector has come to account for over 50% consumption of all kinds of rubbers in the country.

Currently, India is the 5th largest producer and second largest consumer of natural rubber in the world. India is also one of the largest consumers of synthetic rubber.

Late Mr K M Philip famously known as Father of Indian Rubber Industry, Patriarch of the Rubber Industry or Rubber Man of India who co-founded AIRIA in 1945 described the journey of Rubber industry succinctly in a famous quote. Speaking at an event to celebrate his 100th birthday in the year 2012, Mr Philip said, "I have been fortunate to witness the dramatic growth of the Indian rubber industry in my lifetime. From a situation where there were a few multinational firms, the start of the Indian manufacturing sector was beset with difficulties – no raw material, no technology, and little capital. From a little more than a few sheds, the



## MOBILE SKILL VAN, EQUIPPED WITH THE LATEST TECHNIQUES TO PROVIDE SKILL TRAINING TO THE TYRE MECHANICS

Indian rubber industry today produces all varieties of rubber goods, using the most sophisticated technologies."

The country has an abundant pool of scientists and engineers and should take advantage of the same for the development of the rubber industry", added Mr Philip.

The Rubber and Tyre industry with a turnover of over Rs 85000 crore have continued to play a core sector role in the country's economy. The industry is backed by a matching infrastructure, technical hands, plant and machinery. The industry manufactures 35000 products and caters to as vital sectors as all the three wings of defense, civil aviation, aeronautics, railways, agriculture, transport, textiles, engineering industries, pharmaceuticals, family planning programmes, hospitals, sports i.e. practically every conceivable field. India has the manufacturing

capabilities, seasoned entrepreneurs and skilled manpower to meet the rising need for rubber products and become Atmanirbhar.

There is a lot of potential for the growth of the rubber manufacturing industry in India as the consumption of rubber in India is amongst the lowest in the world. Per capita consumption of Rubber currently is less than 2 Kgs against a global average at 3.2 Kg. The Rubber industry is also labour intensive and the industry provides employment to over two million people. Developing a robust domestic rubber sector will help meet the new Government's objective for Make-in-India and Skill India by aiding the SME manufacturing sector.

However, in the absence of suitable policy enablers, full blossoming of the Rubber sector is yet to take place. India is losing out in the race to emerge as a rubber product super power because of several challenges facing the industry. On the other hand, cheaper imports are leading to lower capacity utilisation and even job losses.

India levies amongst the highest duties on import of raw materials and one of the lowest duties on import of finished rubber goods. The finished



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- Running 5 special STT project with 4 Sector Skill council
- Skilling around 1500+ trainees under Rubber Sector every year



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*'If we aspire to live in a happier world, we must empower those living on the margins of society'*

products can be easily imported as the import duty on rubber products is between 0 to 10%, while the duty on raw materials for the rubber industry is between 5% to 70%. This inverted duty structure is leading to a surge in the import of finished goods while the exports are impacted. Of the total import of finished goods, as much as 80-90% is avoidable as domestic rubber manufacturing units have capabilities to meet the demand but low import duties on rubber products especially under FTAs has led to indiscriminate imports in the country.

While India enjoys distinct advantages in rubber with a verdant NR sector and large diversified manufacturing base, other NR producing countries such as Vietnam, Indonesia and Sri Lanka are aggressively vying for a stake in the global rubber product manufacturing. Challenges for the Indian Rubber Industry are likely to

go up if the competitiveness of Indian rubber manufacturing is not enhanced.

And for that skilling in Rubber is vital but one of the key challenges faced by the SME dominated industry has been the crunch in skilled manpower. The coming up of a dedicated sector skill council represented a watershed for the Rubber Industry as RSDC was set up by National Skill Development Corporation (NSDC), in collaboration with All India Rubber Industries Association (AIRIA) and Automotive Tyre Manufacturers Association (ATMA).

There has always existed a significant gap between the availability and demand of trained manpower in the Rubber sector. RSDC has endeavored to bridge the same by achieving several milestones in the eight years of its existence. National Occupation Standards (NOS) have been developed for the entire sector including manufacturing and plantation

segments. One lakh plus training have been imparted so far. Skill gap analysis has been undertaken for all the states in the country in the rubber sector. RSDC has already tied up with 14 State Missions besides 11 universities and was the first to start B.Voc. in Rubber technology. RSDC has on its board 950 certified trainers, 475 assessors and around 150 training partners.

Traditionally MSMEs have believed in imparting on-the-job training rather than hiring skilled manpower. The major challenge for RSDC has been to change the mindsets particularly amongst the MSME sector that a small investment towards skilling of employees will go a long way in sharpening the competitive edge. Generating far and wide industry cooperation towards RSDC and a sharp emphasis on skilling will determine the shape of the Rubber sector to a large extent in the days to come. •



## Developing a Skill Ecosystem

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# Industry Testimonial



Apprentice working on the Rubber Mill at Metro Tyre, Ludhiana



Practical training under the apprenticeship scheme at Metro Tyre

education and certification have undergone this apprenticeship

**M**etro Tyres is one of the leading tyre manufacturers having presence in more than 53 countries across the globe. Metro tyres is the flagship company of the Metro group, has recently completed 50 years, is the most reliable name in its niche segment of bicycle tyres and tubes. this company is well known as the best two wheeler tyre company in India, the best motorcycle tyre manufacturer and motorcycle tyres supplier in India.

Metro Tyres have registered on the National Apprenticeship Promotion Scheme of NSDC one year back. NAPS was launched in August 2016 by Government of India to promote the Apprenticeship in the country by providing financial incentives, technology and advocacy support. Looking at the key features of the scheme and the benefit of the society, the industry has hired apprentices under the scheme for getting them trained in the popular job roles of



**S D YADAV**  
Senior Vice President  
-Hr & Admin  
Metro Tyres Limited  
Ludhiana, Punjab

Rubber Sector. We hired the apprentices in the job roles of Compression Moulding Operator, Mill operator and Material Handling and storage Operator.

The apprentices got an opportunity to get trained on the machines within the company under the guidance of the industry experts along with the Basic Training on the Government approved courses in the respective job roles.

After completion of the Basic training and practical training, they got assessed on their learnings. The successful candidates got certified under the National Apprenticeship Promotion Scheme (NAPS). The apprentices without any formal

**NAPS PROVIDES AN INDUSTRY LED, PRACTICE ORIENTED, EFFECTIVE AND EFFICIENT MODE OF FORMAL TRAINING**

training in the company and have received a National Level certificate from Government of India. The successful association of the Metro Tyres and Rubber Sector Skill council have made drastic and fruitful changes in the lives of 100+ such candidates under the NAPS program. This program has not only helped the candidates to get skilled and certified. It has also helped us, as industry, to create a pool of skilled and efficient workforce. •



Apprenticeship training at the shop floor of Metro Tyre, Ludhiana

## Student Feedback

**N**APS skilling program is altering the lives of lacs of fresher across the country. One such example is Angad Chauhan from Ludhiana, Punjab. He is 20 years old, was living with his family in a small colony in Gorakhpur, UP.

Angad was keen learner and always wanted to pursue his higher education. However due to the unfortunate financial position of the family, he was looking for a job opportunity to support the family.

Due to the lack of any formal education and skill knowledge, he was unable to take any respectable job. Then, during a placement drive through the local Training Partners, he got an opportunity to work as apprentices under the NAPS program in the organization "Metro Tyres Ltd". This was the turning point for him in his dawdling life.



**ANGAD CHAUHAN**  
Apprentices at Metro Tyres Limited, Ludhiana, Punjab

After taking the appointment letter from the organization, Angad started working at the manufacturing unit of Metro Tyres in Ludhiana, Punjab under the job role "Material Handling and storage Operator". During the induction process, he was oriented about the company policies and work culture. He was

oriented about the basic training and the practical training he will undergo during the 1 year apprenticeship program scheme of NAPS. Immediately after the orientation program he started working on the machines within the organization under the supreme guidance of Industry experts. He was also imparted with the theoretical training from the domain experienced Trainers.

This program has helped him to get the skilling training and also



Practical training under the apprenticeship scheme at Metro Tyre

provided the great opportunity to work in the company. After completion of the

training I had given an assessment and provided with a National Level Certificate from Government of India. Now, he got permanent within the same company and is supporting his family members. He is now a completely changed person. He is a confident, skilled and certified Employee of one of the leading tyre manufacturing industry. National Apprenticeship Promotion Scheme has given him a new lifestyle in the existing circumstances that he will always appreciate. ●



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