

NURTURING SKILLS & TALENT FOR BETTER TOMORROW

## Major breakthrough in skilling in Rubber Sector

*Rubber Board, National Skill Development Corporation and Rubber Skill Development Council, have come together to impart skill training in the plantation sector.*

Concerned over the shortage of skilled tappers in rubber plantations, the Centre has cleared a skill development programme under PMKVY (Pradhan Mantri Kausal Vikas Yojana). The scheme is to impart skill development training for 16,500 labourers in rubber harvesting and processing sector in Kerala and Tripura. In the first phase, Rs 2.8 crore has been allotted for training 10,000 tappers in the small rubber holders' sector in Kerala.

Studies have revealed that production of rubber and income of farmers came down owing to the shortage of skilled tappers. The scheme will be implemented in Kerala with the participation of Rubber Producer's Societies and as many as 150 centres under the jurisdiction of 26 regional offices of the Rubber Board have already been identified for the purpose.

The training process will continue up to 2017 January. Skill development training for three days will be given to those who have prior experience in

RSDC will conduct the assessments of these trainees and will also conduct certification of the successful trainees.

According to Board officials, employing unskilled labourers for tapping will result in yield decrease and reduction in economic life of rubber trees. Many holdings were left untapped owing to the shortage of skilled tappers. Quality improvement of the primary produce is essential in increasing the income of growers and keeping the sector sustainable.

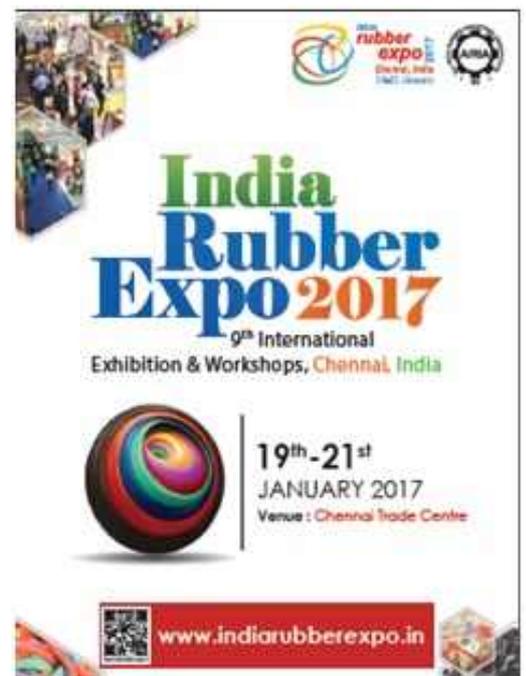
Moreover, availability of skilled tappers are essential in the effective implementation of modern tapping techniques like weekly tapping, controlled upward tapping etc. The trained tappers can become part of the Tapper Bank Scheme, the new concept of the Board to overcome the shortage of skilled tappers in the sector.

**PMKVY** *The scheme under which skill training will be imparted*

**16,500** *Number of labourers for imparting skill training in Kerala and Tripura.*

**Rs 2.8 crore** *Amount initially allotted for training 10,000 tappers in the small rubber holders' sector in Kerala.*

**150** *Centres under the jurisdiction of 26 regional offices of the Rubber Board for supervising training.*



(Source: Published Reports)

## Skill app poised to revolutionize the skilling ecosystem

Union Minister for Skill Development Mr Rajiv Pratap Rudy recently launched a mobile app (download at Google Play Store) to assist in the effective implementation of Pradhan Mantri Kaushal Vikas Yojna (PMKVY). PMKVY is India's largest Skill Certification Scheme being implemented by NSDC under the guidance of the Ministry of Skill Development & Entrepreneurship. The Union Government has recently approved the scheme for another four years (2016-2020) to impart skilling to 10 million youth of the country. The scheme entails short term training, recognition of prior learning and Kaushal/ Rozgar Melas.

### What is SkillUp

SkillUp is a web and mobile based platform created by the Government of India to assist training partners in organizing and recording mobilization data at a Kaushal Mela for the purpose of NSDC's PMKVY. All stakeholders of the Kaushal Mela ecosystem stand to benefit from Skill Up owing to process streamlining and digitization.

It may be noted that Social and community mobilisation is extremely critical for the success of PMKVY. Active participation of the community ensures transparency and accountability. In line with this, PMKVY has assigned special importance to the involvement of the target beneficiaries through a defined mobilisation process. According to PMKVY guidelines, such Kaushal and Rozgar Melas need to be conducted every six months.

Benefits of the application

For training providers SkillUp offers-

1. Convenient organization of a Kaushal Mela through app and web based scheduling, approvals, invitations and reporting.
2. Convenient student enrollment process through user-friendly profile creation, ADHAAR integration (if available) and onsite photo uploading if required.
3. Digital inventory of mobilized candidates for conversion and follow-up along with correct job-role mapping through onsite skill aptitude and interest testing.

## RSDC Welcomes its new CEO

RSDC welcomes its new Chief Executive Officer, Ms. Meghna Mishra, who has joined on November 21, 2016.

The position holds a lot of responsibility and foresight. Ms. Mishra brings with her rich experience of more than 15 years in

Sales and Operations largely with Vocational Training Organizations and has also worked in Insurance and Telecom sector.

Her key expertise includes overall Operations, Team management, Monitoring large initiatives and programs, Driving profitability, Student Services and making strategies to drive business growth.

Her career contour takes us through the brand names like Skills Academy, NIIT, APTECH and Frankfinn.

She is a Post Graduate in Business Management from "Institute of Productivity and Management" Kanpur, with a major in Finance.

She has always been keen to learn by keeping herself abreast of latest digital programs and certifications.

RSDC's aim towards training and skill development beacon will be now held high by our new CEO. Wishing her a successful journey ahead.



## RSDC invites Industry Experts as Assessors and Trainers

RSDC's strive to provide employment opportunities to youth across the nation, create career paths in roles existing within the organized and unorganized segments of manufacturing and plantation sector, has lead to the development of NOS for Rubber sector. Prime objective of developing National Occupational Standards (NOS) is to train and assess the trainee on skills, competency and knowledge at NOS level. The evaluation of the competencies accomplished by the trainees is conducted through comprehensive assessments process. Post the conduct of assessments, successful trainees are certified by RSDC. In view of increased number of trainees and enrolment, RSDC therefore invites proposals for the roles of Assessor and Trainer.

Trained manpower is the need of the hour and to fulfill the need we required equally good trainers and assessors. RSDC's drive towards excellence by nurturing skill and talent for a better tomorrow can only be realized with the help extended by the industry.



### *Invites assessors and trainers to become a part of a revolution*

To accomplish RSDC's objectives successfully we seek active participation of rubber technology experts in the rubber industry as RSDC's Certified Trainer and Assessor.

**Contact us at: [career@rsdcindia.in](mailto:career@rsdcindia.in)**



[www.rsdcindia.in](http://www.rsdcindia.in)

# Rozgar Mela

*Get an opportunity to meet and hire the skill force of our country*

As initiated by the Ministry of Skill Development and Entrepreneurship (MSDE), Rozgar Melas are being organized by National Skill Development Council (NSDC) and Sector Skill Council (SSC) in your area. You can enroll for the Mela without any fee and hire new skilled workforce for your industry. The Melas are organized in Ghaziabad and Noida.



**HIRE NOW!**



For more information mail us at:  
pritha.biswas@rsdcindia.in

Get the right manpower  
and give your production  
the boost it deserves



<http://placements.rsdcindia.in/>



The Placement Portal of Rubber Skill Development Council is a data bank of skilled workforce all across the country for Rubber Sector

**Access the pool of trained manpower as per NSQF guidelines**

**REGISTER NOW**



# “RSDC to create the skill eco-system for Rubber industry”

- Mr. Rajiv Pratap Rudy, Minister of Skill Development and Entrepreneurship

Education system has had a bias against skilling and it never took off. Emphasis so far has been on imparting education to serve the eco system of administration and not excellence in skills.

India has 1.8 million seats for engineering education in the country. However, one million seats remain unfulfilled and large a number of engineering graduates who pass out are not fit for even basic jobs.

There is complete mismatch between education and skilled manpower. Everyone wants to be educated but not skilled. As a result, for 20 vacancies of class 4 employees in Uttar Pradesh, around 1000 PhDs applied for the job.

In Japan, UK, Korea and Germany 60-90% of the workforce is trained. The figure for India as released by National Sample Survey Organisation (NSSO) is 3.5%. Unfortunately the process of capturing people in unorganized sector is not there, hence the low percentage.

In Indian ecosystem, skilled people have had no recognition. In other countries skill training has remained integrated with education and has remained something to strive for. Newly established Ministry of Skill Development is the youngest ministry and can be called a start-up Ministry.

*“We are trying to create an ecosystem for skilling through Sector Skill Councils. Rubber Sector council RSDC is taking care of the skilling aspects of rubber sector”*

*-Hon'ble Minister for Skill Development & Entrepreneurship Mr Rajiv Pratap Rudy while addressing TESS Conference*

As PM Modi has said, India needs to become a hub of skilled manpower for the world.

In tyre industry, around 15 crore tyres are being manufactured every year. There is need for huge manpower to be trained. There are more than 10,000 dealers of tyres. Tyre alignment and maintenance is a must for safety. Is enough training being provided?

“We are trying to create an ecosystem for skilling through Sector Skill Councils. Rubber Sector council RSDC is taking care of the skilling aspects of rubber sector” was emphasized by the honourable chief guest.

For Rubber we don't have an institution in the country that caters to the training needs. Ministry of Skill Development would wish the rubber industry to set up and partner with the government for an institution of excellence in rubber training on the lines of Central Institute of Plastics Engineering and Technology (CIPET) in case of Plastics and Footwear Design and Development Institute (FDDI) in case of leather industry.

Government doesn't have the know-how and knowledge of every activity. Industry has to create the qualifications and course content.



Shri Rajiv Pratap Rudy, Minister of MSDE being honoured by Mr P. K. Mohamed, Chief - Research & Technical, Apollo Tyres and Dr Raghupati Singhania, Chairman & MD, JK Tyres

*“Government is banking on the support of Rubber Industry to create an ecosystem of training in the country”*

Government is banking on the support of Rubber Industry to create an ecosystem of training in the country. We need to have a system of recognition of prior learning and provide certificates which make the skill training more aspiring.

RPL training by RSDC has been a step forward in this direction to motivate the workers and enhance their performance. So far 12 batches of RPL have been successfully completed across the country.

**Mr. Vinod Simon**  
Chairman, RSDC

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Mr Rudy speaking at Technology Environment Safety Standards (TESS) Conference