

Rubber Skills Time



ISSUE 1 | VOLUME III | APRIL-JUNE 2019

NURTURING SKILLS & TALENT FOR A BETTER TOMORROW



**Industries Support
RSDC's B.Voc and
Dual Certification
Programme**

**RSDC Recognized
at ATMA Annual
Convention**

**NBCFDC Confers
Meritorious Award
to RSDC**

**PLACEMENT
DRIVE ACROSS
FOUR STATES**
For Trained Candidates

Special Talk: Shri Rajesh Agrawal, IAS

Joint Secretary, Ministry of Skill Development and Entrepreneurship



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EDITORIAL

Linking Skilling With Outcomes

Ms Meghna Mishra, Editor, CEO-RSDC

There is little doubt that NSDC has revolutionized the skilling ecosystem in the country since its inception. An increasingly large number of people are being brought under the skilling fold. Not one to sit on its laurels, NSDC has stated that the skilling rate needs to be enhanced to adequately meet the needs of a large country like India. The government has taken upon itself the task of providing skill training to more than 1 crore young Indians through the Skill India Mission, especially for those who do not get a chance to pursue higher education.

NSDC has been implementing various government skill training schemes and initiatives such as Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Pradhan Mantri Kaushal Kendra (PMKK), which are targeted towards skill training of youth, especially for those who couldn't go beyond schools, and provide them with employable skills. So far about 25 lakh candidates have been certified under the PMKVY scheme and over 10 lakh have been placed in jobs or have taken up self-employment.

NSDC is committed to improve the placement rate for government's flagship Skill India Mission. The funding guidelines for NSDC show that all the trainings have to be linked to outcomes or employment.

PMKVY-II, which aims to skill one crore people between 2016 and 2020, has now been partially linked to outcomes and placements.

Ministry of Skill Development and NSDC are also laying stress on self-employment and development of entrepreneurial abilities, acknowledging that not all students getting skills training will get jobs.

NSDC under the aegis of Ministry of Skill Development & Entrepreneurship

(MSDE) has been collaborating with various stakeholders, including industry, institutions, training providers and sector skill councils to create platforms like Rozgar Mela and Kaushal Mela to connect youth with vocational training and link job seekers with job providers.

Rozgar melas not only introduce the youth to potential employment opportunities, but also help them learn more about the prospective employers.

In accordance with the norms and trends of NSDC, RSDC has been continuously striving towards creating a stir among the rubber industry members, by organizing these Rozgar Melas. Industry members are encouraged to participate in these melas so they can hire freshly trained candidates for their shopfloor. So far, RSDC has organized and participated in more than 20 Rozgar Melas where over 500 candidates have been placed. With every mela organized, more and more participation of the industry members has been witnessed. Skill seekers and job aspirants, explore various employment opportunities including entrepreneurship and apprenticeship.

Now leading organizations have been participating in these rozgar melas and have been selecting candidates for job roles such as Mill Operator, Injection Moulding Operator and Compression Moulding Operator. •





Testimonials

The re-skilling drive for Rubber sector has taken over all across the country. RSDC's pride project, Saamarth has been a success across Manufacturing, Natural Rubber Plantation and services segment. Both employers as well as trainees are enthusiastically participating in this skilling wave.

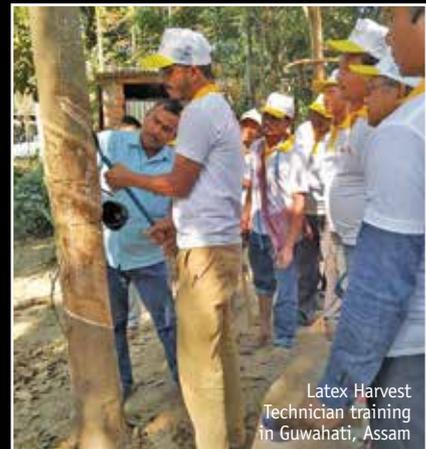


RPL training for Compression Moulding Operator at Gold Seal India Pvt Ltd, Daman



I undertook my PMKVY - RPL training of Latex Harvest Technician in the month of December 2018. The training went well, as our trainers elaborated every aspect of our job through many interactive sessions.

RAMYA JOHN
Latex Harvest Technician, Arunamai, Tamil Nadu



Latex Harvest Technician training in Guwahati, Assam



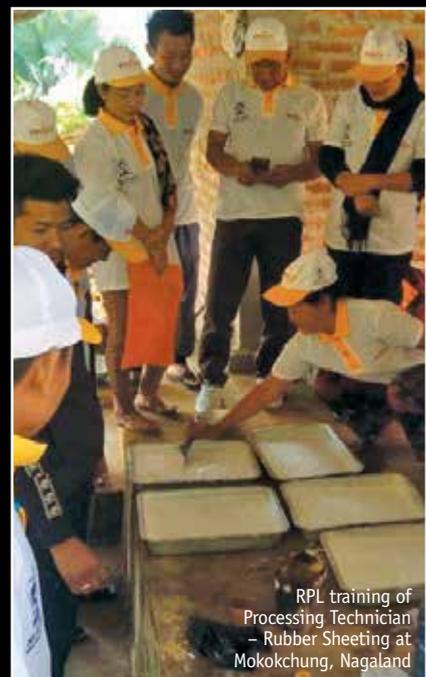
My name is Sumithra and I have been working as an Injection Moulding Operator in Sree Tech Industries. I got an opportunity to undertake the PMKVY – RPL training, which was being conducted on our factory shopfloor. I believe I will be able to carry out my work more efficiently.

SUMITHRA
Injection Moulding Operator, Sree Tech Industries, Puducherry



I work in Sai Rubber Pvt Ltd in Faridabad, Haryana. I participated in the PMKVY – RPL program in our factory for Rubber Material Handling and Storage Operator. I learnt about PPE, FIFO, safety measures and Material movement aspect of my job. I am really happy that I underwent this program.

RENU DEVI
Rubber Material Handling and Storage Operator, Sai Rubber Pvt. Ltd., Faridabad, Haryana



RPL training of Processing Technician – Rubber Sheeting at Mokokchung, Nagaland



I participated in the RPL training under PMKVY scheme. My training was for latex harvest technician under rubber sector. I think it's a great initiative taken by the govt. to train the masses to get a quality job in future.

RAJAN HARRIES
 Latex Harvest Technician,
 Arunamai, Tamil Nadu



Injection Moulding Operator training in Suja Shoei Industries Pvt. Ltd. in Viluppuram, Tamil Nadu



Tyre Fitter training in Chandigarh



Tyre Fitter Training in Salem, Tamil Nadu



I heard about RPL training from my friend and we went together for the training. The training was a two day session followed by a test. I got trained in Tyre Casing Buffing Operator job role under Rubber Skill Development Council Sector. It's good for me as I am interested to work outside my home town and with the help of the certificate I can now show legitimacy.

ANSHUL PATHAK
 Tyre Casing and Buffing Operator,
 Vidisha, Madhya Pradesh



I am Prakash Palanivel from Vaiyappamalai, Tamil Nadu, and I work at MLS Alignment. I had recently under gone the RPL training at my work shop, where I learned more about my job and I believe it will be beneficial to me in the future. I am thank full to Reep Trust and RSDC for giving me this Opportunity.

PRAKASH PALANIVEL
 Tyre Fitter,
 Vaiyappamalai, Tamil Nadu



Processing Technician - Rubber Sheetting training in Mokokchung, Nagaland

SPECIAL TALK: Shri Rajesh Agrawal, IAS, JS, MSDE

“Apprenticeship is One of The Most Sustainable Forms of Skill Development”

The National Skill Development Mission was launched in 2015 to create convergence across sectors and states in terms of skill training activities, which was otherwise a much segmented ecosystem. Could you list out how the mission has been able to establish synergies across the skill development sector?

Ever since its formation four years ago, National Skill Development Mission (NSDM) has been working consistently towards creation of synergies across Central Ministries, States, Corporates and Private Players. In the last three years, more than one crore youth are being trained on an average annually under the NSDM umbrella by 20 Central Ministries, in addition to trainings being conducted by other training providers in the country.

In order to bring uniformity and standardization in the implementation of various skill development schemes by different Central Ministries/Departments, Common Norms was notified in 2015. Similarly, for improving the quality of the outcomes, more than 2300+ Qualification Pack and 5,000+ National Occupational Standards have been developed by Sector Skills Councils (SSCs), which work very closely with the government on central schemes for skill development and ensure adoption of NSQF across all State Skill Missions and their programmes.

We are moving towards a more technically advanced centralized ecosystem with platforms such as Skill Management and Accreditation of Training Centre (SMART), ensuring quality assurances for Training Centers. Till date, 11,000+ Training Centers have been accredited, graded and affiliated by SMART Platform, supporting an annual training capacity of more than 50 lakh. On a similar line, MSDE has created a national database of skill development through Skill India Portal,

which will act as a comprehensive and robust database and will present an aggregated view of the national skill ecosystem, wherein individual databases of the central ministries and state governments shall be integrated to provide a holistic picture for policy makers.

What kind of technology interventions have been done to bring from effectiveness to the ecosystem, ensuring quality outcome?

Technology is at the forefront of all initiatives to enhance performance of skill development efforts. Some of the key technological interventions are : a) SMART portal for online Centre Accreditation, Affiliation and Monitoring. b) Skill Development Management Portal (SDMS) is developed to capture the life-cycle of every trainee and training process. c) Takshashila Portal for the management of trainers and assessors life-cycle. d) Kaushal Mart is an online skilling resource marketplace which aggregates skilling resources and offers resources to all stakeholders in the skill ecosystem. e) Kaushal e-Pustakalaya (an eBook Reader) is an Android App that gives readers and skill seekers an access to the skilling content while on the move. These interventions have made the ecosystem more efficient and outcome-based.

SHRI RAJESH AGRAWAL
IAS, Joint Secretary,
Ministry of Skill
Development &
Entrepreneurship

How has Ministry of Skill Development and Entrepreneurship been able to bring scale and standards to the skilling ecosystem in the country? What have been the flagship initiatives?

Ministry of Skill Development and Entrepreneurship, through its flagship scheme PMKVY 1.0 and 2.0, has trained more than 57 lakh people across the country. The programme has been able to penetrate across 675 districts till date, covering 94% of the country. A placement linked programme, under PMKVY 2.0, 22.38 lakh candidates have been certified





SKILL SAATHI COUNSELS SCHOOL AND COLLEGE DROP-OUTS, FOR CREATING AWARENESS ABOUT THE SKILL INDIA MISSION

and more than 11 lakh+ have been successfully linked to employment. Recognition of Prior Learning is a programme introduced in PMKVY to recognize the skills of existing workforce and provide them with opportunity to get a formal certificate. Under this programme, till date, 16 lakh+ people have been oriented, of which 10 lakh+ have been certified.

In an effort to make skills aspirational for the youth, MSDE has launched a special initiative called Pradhan Mantri Kaushal Kendra (PMKK), which provides support for setting up Model Training Centers with state of art infrastructure in every district of India. Till date, 600 PMKKs have been established and nearly 250 are under various stages of establishment.

How has the Ministry promoted apprenticeship in the country and made it more viable, both for the industry and the youth? Also how is counselling being ensured to students in the soul-searching phase?

Apprenticeship is one of the most sustainable forms of skill development. Comprehensive

Re-skilling at ISMAT for the job role of Junior Rubber Technician, Kanchipuram, Tamil Nadu

reforms have been introduced in Apprenticeship Act, 1961, to expand the base of apprenticeship in India. National Apprenticeship Promotion Scheme (NAPS) has been launched to promote and incentivize apprenticeship for the industry. The total number of apprentices engaged has increased from 2.15 lakh (in 2014) to 5.05 lakh (in 2018). The total number of establishments' registrations have increased by 402% from 3,692 in 2015 to 84,108 in 2018 and the companies engaging apprentices has increased by 457%, from 3,386 in 2015 to 21,638 in 2018. Apprenticeship Training has now been expanded across sectors like manufacturing, services, trade, etc., and has been extended to students from ITIs, polytechnics, schools, colleges and short-term courses like PMKVY, DDU-GKY, etc., as well.

Further, a new programme called Skill Saathi has been introduced to counsel school and college drop-outs, young adults from the community, other students in general, for creating awareness about the Skill India Mission and inform the youth about vocational education and its opportunities. This programme was launched in August 2018 and till date, 18 lakh+ students have benefitted from the programme.

MSME plays an important role in the Indian Economy. What steps has MSDE taken to address this segment and increase their accessibility to skilled workforce?

In today's economic scenario, MSME offers a unique opportunity – to develop entrepreneurship and create innovation-led growth over the next decade. Given the importance of the sector to Indian economy, it is concerning that a very small percentage of MSME workforce has received any form of structured skill training. MSDE is creating avenues for the existing workforce to get a formal certification for their skills through RPL programme. Similarly, a number of Sector Skill Councils such as Apparel & Made Ups, Agriculture, Beauty & Wellness, Tourism, Capital Goods, Electronics, Handicrafts and Carpets, Plumbing, etc., have focussed programmes for MSME sectors. A large number of job roles have been designed to meet the requirements of MSME.

Special focus has also been given to inculcate entrepreneurship for Skill India certified youth by facilitating SME loans through Udyam Mitra Portal. Training and handholding support shall be provided by R-SETIs, for which MSDE has already signed MoU with NACER.

MSDE's efforts have focused on incremental skill requirements of micro, small and medium entrepreneurs, providing mentorship through industry experts and handholding them, so they can move up to the next stage of their entrepreneurial life cycle. The apprenticeship reforms and NAPS are initiatives to support MSME for building up its capacity for training and on-the-job training. Consultative meetings have been held with various Industry Associations across the country to handhold them for taking up the apprenticeship programme.

With the onset of Industry 4.0, how do you perceive will the turn of skilling ecosystem adapt, and its impact on the existing workforce.

It is an established fact that the future of jobs in India will be determined by our response to the impact of the interplay of globalization, demographic changes and the adoption of industry 4.0 exponential technologies by industries. This impact will be dual — the share of the organized sector will increase in the economy and new jobs will be created. Sectors such as education,



Re-skilling of Tyre Fitter in Vidisha, Madhya Pradesh

healthcare and agriculture, etc., will have scope for experimenting with emerging technologies. India, with its abundant and low-cost labour, will continue to be a favourable offshoring hub for the next couple of years, but this is likely to change with the increasing adoption of exponential technologies in developed markets, especially in the West.

According to the Global Skills Index 2019 by Coursera, the impact of automation will particularly hit Asia-Pacific, as job automation in majority of the countries is above 50%, with India at 52%. Further, the Indian IT Industry employs millions of graduates from premium engineering and business colleges, which are heavily investing in moving up the value chain, through skilling employees in emerging technologies. A growing number of under-skilled workforce coupled with low-quality higher education is a reason India ranks 12th in the Asia-Pacific region in both business and data science, despite a tradition of strong technical skills.

The industry can play a major role in arresting this trend. The private sector's ability to adapt will be critical to facing the challenge from the advent of robotics, automation, artificial intelligence, machine learning, and Internet of Things (IoT). Participation of corporates will help in ensuring mobilization of the much-needed funds, infrastructure, and technology knowhow for countrywide skilling in emerging technologies and cater to the demands of Industry 4.0. Further, industries require a model of continuous reskilling, upskilling of their existing workforce in order to address the contemporary market needs.

In order to prepare the youth of India for tomorrow, Future Skills Platform was launched to offer training in Internet of Things (IoT), Robotic Process Automation (RPA), Virtual Reality, Big Data Analytics, Cloud Computing and 3D Printing, among others.●

We thank Shri Rajesh Agrawal, IAS, Joint Secretary, MSDE, for giving his valuable time and opinion to our readers.

Shri Rajesh Agrawal, addressing at the RSDC Awards Ceremony 2016



Placement Drive Across Four States for Trained Candidates



Job Fair in Udham Singh Nagar, by RSDC affiliated Training Partner, Sri Ram Skill Development Pvt Ltd

With trainings in Rubber reaching fruition, placement drives have been held in the first quarter of 2019, helping candidates get gainful employment. RSDC's training partners have been working assiduously to train students as per industry needs for ready employability.

The year started with a placement drive at Kolkata in January. TS Skills and National Scheduled Caste Finance and Development Corporation (NSFDC) trained people for the position of Mill Operators. Direct interviews were lined up with companies, including Balaji Polytech Pvt. Ltd., Kolkata where 10 candidates appeared for an interview and 3 of them received successful placement. The next interview drive is scheduled soon.

In February, as many as 140 candidates received training under the aegis of RSDC's training partner Master Mind and National Backward Classes Finance & Development Corporation (NBCFDC). The

training was delivered in 5 batches for the job roles of Compression Moulding Operator, Junior Rubber Technician and Tyre Fitter. 20 candidates were shortlisted at a placement drive organized at the training centre. The organization which participated in the drive were Paragon Polymers and Consultants providing jobs in other rubber industries.



In Udham Singh Nagar in the northern state of Uttarakhand, 170 candidates enrolled for getting trained for the job role of Tyre Fitter, starting January this year. A job fair was organized for these candidates at the center itself, where more than 70 candidates got placed in organizations like Sunbeam Auto Parts, Yazaki, Om Enterprise, and Mahalaxmi Poly Packs Pvt. Ltd. The trainings were provided by Sri Ram Skill Development Pvt. Ltd., under the Uttarakhand Skill Development Mission (UKSDM).

In confirmation of the welcoming new trend of rubber companies sourcing formally trained people instead of training them on the shop floor, three rubber companies participated in the Job Mela conducted by the Confederation of Indian Industry (CII) at Chennai.

The training and placement drives are a harbinger of rising need for candidates in the rubber sector, which is poised to play its due role in the economic growth of the country, said Ms Meghna Mishra, CEO, RSDC.●

Industries Support RSDC's B.Voc and Dual Certification Programme

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 programmes introduced by the universities with RSDC acting as a facilitator. The popularity of these programmes can be gauged from the fact that entire batches have been placed in different rubber industries.

Under dual certification, students can get skilled through programmes like Rubber Technologist, which is offered to the final year students pursuing courses in Polymer



BS Abdur Rehman Crescent University students on Industry visit at JK Fenner

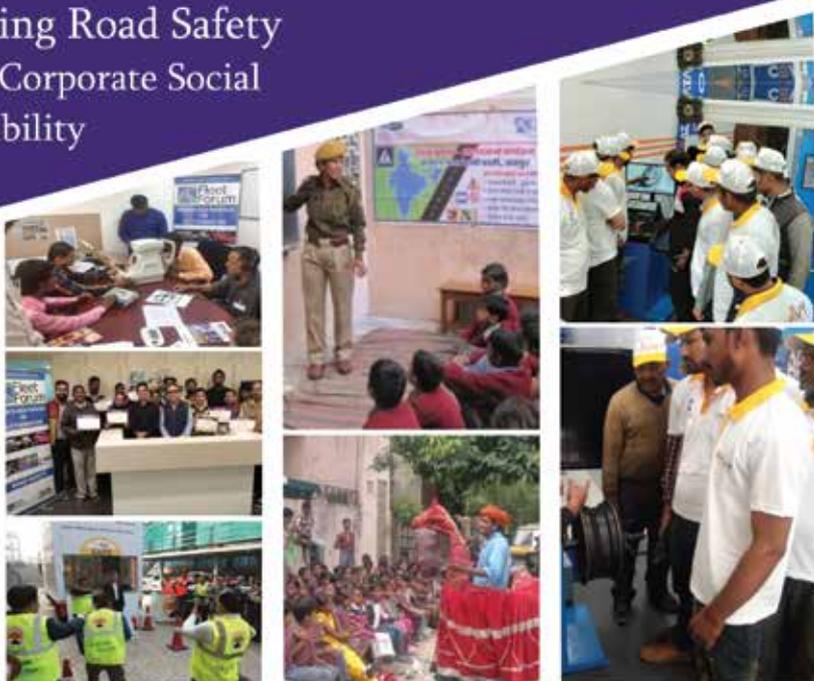


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Skill Development and
Entrepreneurship in Tyre Fitter job role

Jitender Singh
Assistant Vice President – Corporate and Govt. Business

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Technology, Chemical and Automobile Engineering.

Similarly, Bachelor of Vocation (B.Voc) in Rubber Technology is a 3-year programme 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 as Rubber Associate, students exiting after 2nd year, are certified as Rubber Specialist. On completion of the 3 year programme, the students graduate as Bachelor in Vocational Education with specialization in Rubber Technology.

A large number of institutes, including Vickram College of Engineering, Madurai; B.S. Abdur Rahman Crescent University, Chennai; Kamaraj College of Engineering and Technology, Chennai; Downtown University, Assam; ICFAI University, Tripura; and Sharda University at

LAST YEAR, ALL THE 12 STUDENTS WHO ENROLLED FOR B.VOC HAVE BEEN PICKED BY THE INDUSTRY

Greater Noida (NCR region) have tied up with RSDC for dual certification.

At the same time B.Voc in Rubber Technology, which is approved by UGC by Ministry of Human Resource Development (MoHRD), is being conducted at Tripura University, Tripura; Hindustan University; and Dr. M.G.R Educational and Research Institute, Chennai.

The placement status has made introduction of these programmes all the more worthwhile. At Kamaraj College, 16 students had enrolled for dual certification and all 16 have been placed. At B.S. Abdur Rehman too, all the 9 students who



enrolled for dual certification have got placement. Tripura University, which was amongst the first ones to start B. Voc course, has consistently witnessed a high placement score. For example, last year, all the 12 students who enrolled for B.Voc have been picked by the industry.

Some of the well-known industries that have shown keen interest in hiring students passing out with B.Voc or dual certification include Apollo Tyres, JK Tyres, Bhansali Engineering Polymer Ltd. Royal Elastomers, IRMRA, Puja Fluid Seals Pvt. Ltd. and many more prestigious organizations.●

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NBCFDC Confers Meritorious Award to RSDC

Adding yet another feather to its cap, RSDC was recently felicitated by National Backward Classes Finance and Development Corporation (NBCFDC), a Government of India undertaking, Ministry of Social Justice & Empowerment for successfully conducting trainings across the country.

The Joint Secretary, Ministry of Social Justice & Empowerment, Government of India and Managing Director, NBCFDC, conferred the Meritorious Performance Award to RSDC in a glittering ceremony. Held on the occasion of the Foundation Day of NBCFDC at the Dr Ambedkar International Centre, Janpath, New Delhi, the event witnessed participation of key people from the Skilling industry and Sector Skill Councils. The award was received by Ms Meghna Mishra, CEO and Ms Shewani Nagpal, Sr. Director, RSDC. RSDC was chosen for the award by NBCFDC for “effective implementation of NBCFDC skill initiatives based on evaluation of overall performance against sanctions conveyed during 2017-18 & 2018-19”, the award citation stated.

With a view to bolster the drive to bring backward classes in the skilling ecosystem, RSDC signed a Memorandum of Agreement (MoA) with NBCFDC in mid-2017. The arrangement was entered into considering the immense potential for training youth belonging to marginalized sections, in employable skills for the rubber sector.

Under this arrangement between RSDC and NBCFDC, a large number of skill trainings in rubber have been organized in different parts of the country. Besides fresh trainings, RSDC has also held a series of Recognition of Prior Learning (RPL) initiatives so as to assess and train the existing



workforce in the unorganized segment in the regional areas and certify them for career growth.

To further this collaboration and providing an impetus for skill development training in Rubber in Northeast India, RSDC will be organizing Skill Training for 520 trainees in the states of Assam and Tripura, in the next phase. The trainees include a large number of senior citizens as well.

Fresh and Upskilling/Recognition of Prior Learning (RPL) Training will be provided across the states of Assam, Tripura in this collaboration with National Backward Classes Finance and Development Corporation (NBCFDC).

The job roles for which fresh training will be provided include that of Tyre Fitter. 60 trainees each in Assam and Tripura will undergo an

RSDC WILL BE ORGANIZING SKILL TRAINING FOR 520 TRAINEES IN THE STATES OF ASSAM AND TRIPURA

intensive training of 350 hours spread over three months. Major beneficiaries of

this training will be EBC and OBC. Similarly, Up-skilling/RPL training will be held in two districts each in Assam and Tripura in the job role of the Latex Harvest Technician.

Each district will have 100 trainees accounting for a total of 400 trainees. Interestingly, half of trainees (200) will be senior citizens and rest half in EBC or OBC categories.

The main objectives of the proposed skill development training programme will be to upgrade the skills of its target group, to enable them to start income generating activities of their own or to get gainfully employed. The job roles will be aligned to the National Skill Qualification Framework (NSQF). The training will be provided by the empanelled training partners of RSDC as per the procedure permitted by the Ministry of Skill Development & Entrepreneurship.●

Joint Secretary, Ministry of Social Justice & Empowerment, Managing Director, NBCFDC presenting the award to CEO, RSDC and Sr. Director, RSDC



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RSDC Recognized at ATMA Annual Convention

The skill training of Tyre Fitters under the *Saamarth* Project launched by RSDC won it the coveted ATMA Tyre Safety Partner Award at the recently held ATMA Annual Convention 2019. RSDC received the award from head of Mobility vertical at NITI Aayog, Mr Anil Srivastava.

The Tyre Service and Maintenance segment of the *Saamarth* project was marked by the launch of Mobile Tyre Service Skill Van, fitted with state-of-the-art equipment, here in New Delhi. The vans have been mobilized with a view to move it across different state highways, villages and towns, creating awareness about skill requirement for tyre service and maintenance and safety on roads associated with the upkeep of the tyres.

“Tyre Fitters’ role is an important one. A tyre fitter not only repairs a tyre, but also advises the transporter/trucker about the condition of the

tyre, good tyre upkeep, precautions that need to be taken for improving the life of a tyre. etc. RSDC’s move to bridge this gap with technical experts reaching out to tyre fitters deserves all support,” said Mr Rajiv Budhreja, Director General, Automotive Tyre Manufacturers Association (ATMA).

These mobile vans are moving across the state highways of Uttar Pradesh, Rajasthan, Madhya Pradesh, Tamil Nadu and Odisha with a target to up-skill 12,000 youth under this project. Mobile van, fitted with the necessary equipment and manned by skilled personnel, will train tyre fitters, assess them on skills acquired and also certify them.

FITTING OF TYRES, ESPECIALLY COMMERCIAL TYRES, IS A SKILLED JOB REQUIRING FORMAL TRAINING

Tyre mechanics which dot the length and breadth of Indian highways play an important role in making road transport safer. Fitting of tyres, especially commercial tyres, is a skilled job requiring formal training.

Automotive Tyre Manufacturers Association (ATMA) is collaborating with RSDC for up-skilling tyre fitters. The training is being provided under Recognition of Prior Learning (RPL) Type 1. Formal certification is known to be aspirational and raises the confidence levels of trainees.

Tyres are known as wheels of a nation and tyre services and maintenance is a huge sector that needs a skilling boost. Currently this segment, which has a major role to play in making road transport efficient and ensuring road safety, is largely unorganised. Tyre services there has been taken by RSDC as a major area under this training drive. Tyre fitter is a critical link in the safety of road transport in India.●



(L to R): Mr Satish Sharma, President APMEA (Apollo Tyres); Ms Shewani Nagpal, COO (RSDC); Mr Anil Srivastava, Adviser - Infrastructure Connectivity & DG-DME0, (NITI Aayog); Ms Meghna Mishra, CEO (RSDC); and Mr V K Mishra, Technical Director (JK Tyre)

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Re-skilling at Suja Shoei Industries, Sedrapet, Tamil Nadu for Junior Rubber Technician

NAPS is the most potent way for developing the skilled manpower for any industry, as it entails using existing training facilities available in the establishments without putting any extra burden on exchequer to set up training infrastructure.

At least 60 companies in Rubber sector have registered for NAPS. These include (alphabetically) Boron Rubber, Concord Control System, Emerald Tyre, Gayatree Rubber, Hartex Rubber, Jasmino Elastomer Pvt. Ltd., JK Tyre, Michelin, Paragon Polymer Products Pvt. Ltd., Lathia Rubber, Metro Tyre, Oriental Rubber, Parker Hannifin India Pvt. Ltd., Shamsons Polymers and Stork rubber.

Generally, any skilling initiative pertains to basic, class room training. NAPS, on the other hand, involves both basic training and on-the-job-training at a workplace.

NAPS HAS THE POTENTIAL TO REVOLUTIONIZE THE CONCEPT OF HAVING SKILLED MANPOWER IN THE INDUSTRY

Both Basic Training Providers and the establishments where trainees undergo on-the-job trainings, are funded by the government. The idea is to incentivize the employers to conduct more such programmes. Keeping in mind the ease of the industries, a user-friendly online portal (www.apprenticeshipindia.org) has been designed to facilitate easy processing of the entire apprenticeship cycle.

The majority of rubber units in the country are in the MSME sector. RSDC has launched a major effort towards up-skilling and reskilling of workforce employed in rubber industries across

major rubber clusters in the country. Approximately 100 contracts have been signed and uploaded on the portal of rubber sector alone.

The skill training organized by RSDC is being currently provided under the PMKVY scheme. Individuals with prior learning experience or skills are also assessed and certified under Recognition of Prior Learning (RPL).

“NAPS has the potential to revolutionize the concept of having skilled manpower in the industry. In collaboration with several corporate and skilling partners, the exercise has always been a continuous pursuit of RSDC. The job roles for which candidates have been certified include Junior Rubber Technician, Mill Operator, Compression Moulding Operator and Material Handling and Storage Operator,” said Ms Meghna Mishra, CEO, RSDC. ●



Regulatory Testing Facility

IRMRA is well equipped with advanced test facility to cater to the regulatory test requirements

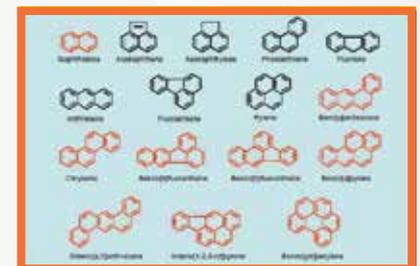
- ➔ REACH
- ➔ ROHS
- ➔ Nitrosoamine
- ➔ Poly Aromatic Hydrocarbons (PAH)
- ➔ Phthalate Ester
- ➔ US FDA – Food Grade testing



Facilities Available

- ➔ GCMS- MS for qualitative and quantitative analysis of various chemical ingredients
- ➔ GC – FID for qualitative and quantitative analysis of various chemical ingredients
- ➔ ICP - AES for quantitative analysis of inorganic elements
- ➔ FTIR/ATR for identification of chemical ingredient
- ➔ Various Chemical Testing for qualitative and quantitative analysis

N-Nitrosodimethylamine (CAS No- 62-75-9)
N-Nitrosomethylethylamine (CAS No – 10595-95-6)
N-Nitrosodiethylamine (CAS No – 55-18-5)
N-Nitrosopyrrolidine (CAS No – 930-55-2)
N- Nitrosomorpholine (CAS No. 59-89-2)
N-Nitrosodipropylamine (CAS No-621-64-7)
N-Nitrosopiperidine (CAS No 100-75-4)
N-Nitrosodibutyl amine (CAS No 924-16-3)
N-Nitrosodiphenylamine (CAS No 86-30-6)



Indian Rubber Manufacturers Research Association

Affiliated to DIPP, Ministry of Commerce & Industry, Govt. of India

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CASE STUDY

Changing People's Way of Thinking



How skilling drive of the Government of India is leading to a change in the society is evident from the statement of Sagar Kumar, a young trainee from Jharkhand. When asked how did skill development change his life, his response was short but highly meaningful, "Way of thinking".

Son of a marginal farmer in Jharkhand, Sagar Kumar is a young man of 22 years, belonging to backward classes. His father, a school dropout, helped him study till Intermediate so that more avenues open up for the growth of his son's life.

Sagar studied hard and passed his Intermediate against all odds. However, after that, he didn't know the future course of action. Studying further was an option, but he wanted to support his family right away. His father was the single earning member



SAGAR KUMAR

with four dependents, since Sagar has a brother and a sister too.

He looked around for some good opportunities, but to no avail. His education did not entitle him any good remuneration. As a result, frustration was weighing heavy on Sagar's mind.

At that time, he learnt about National Backward Classes Finance & Development Corporation (NBCFDC) and the skill development training support it was providing for the youth belonging to backward classes.

Upon inquiring, he came to know about the Tyre Fitters' course being run

THANKS TO THE SKILLING DRIVE, SAGAR IS NOW PROFICIENT IN FITTING 2-WHEELER TYRES AND EARNS ₹6,700 PER MONTH

by RSDC in collaboration with NBCFDC. Sagar didn't have any prior knowledge about the job role, but three months' training at the T S Skill Centre helped him acquire the required tyre fitting skills. What he liked the most was the behaviour of the trainers towards trainees and the disciplined way in which training was provided.

Today Sagar has become proficient in fitting 2-wheeler tyres, since in rural India, the sale of 2-wheelers are much higher. NBCFDC also helped him in getting a job at an initial salary of ₹6,700 per month, which is equivalent to the amount his father earns in a month.

Sagar has found his calling. He gifted a *sari* to his mother when he received his first salary.

Sagar wants to achieve much more in life and plans to recommend NBCFDC to all others who wish to get skill trainings to lead a meaningful life.●



BAZOOKA

German Technology Radial Tyres



2 WHEELER TYRES

METRO
TYRES

RSDC Underlines Importance of Skilling at ASSOCHAM Summit

At the recent 12th ASSOCHAM National Education Summit & EduShine Excellence Awards 2019 held in New Delhi, RSDC drew the attention of all assembled towards the all-important subject of a creation of a skilling ecosystem, which could lead to employability of millions of youth joining the workforce.

Speaking on the topic “**Skilling Architecture: Setting the Eco-System for Employability**” at the Education Summit, Ms Meghna Mishra, CEO RSDC said, “The demographic dividend of India can only be harnessed by setting up a robust skilling infrastructure.”



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- M.Sc Chemistry
- M.Sc Mathematics

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INDIA IS THE FASTEST GROWING ECONOMY AND IS LIKELY TO BE A GROWTH DRIVER FOR THE WORLD FOR MANY YEARS TO COME



India is the fastest growing economy in the world and is likely to be a growth driver for the world for many years to come, offering, in its wake, large employment opportunities. At the same time, millions of youth are entering the job market. However, this equation can be seriously threatened if youth are not trained to make the most of these opportunities. Skilling is the only way forward to reap the benefits of demography dividend, she said.

It is incumbent on all the stakeholders concerned to accelerate the pace of skill education in India. According to her, RSDC has been leading the charge for a competitive Rubber sector in India through widespread skill training across rich value chain of the Rubber sector. National Occupation Standards (NOS)

have been developed for the entire sector, including manufacturing and plantation segments. Nearly one lakh trainings have been imparted so far. Skill gap analysis has been undertaken in 20 states of the country. Moreover, RSDC has on its board 550 certified trainers, 350 assessors and around 150 training partners.

Ms Mishra also pointed out that RSDC had tied up with 11 universities and was the first to start B.Voc. in Rubber Technology. Encouraging response has been received from the industry and most of the students have been placed.

More than 200 delegates, including Chancellors, Vice-Chancellors, Principals, Directors, Distinguished Educationists, Senior Government Officials from AIU, AICTE, MHRD, UGC and CBSE attended the programme.●

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Shewani Nagpal Promoted as Chief Operating Officer (COO), RSDC

Ms Shewani Nagpal was promoted as the Chief Operating Officer (COO) of the Rubber Skill Development Council (RSDC). Ms Nagpal comes with a rich experience of around 14 years in the HR and Skill development industry and has managed various key roles within the sectors. She has been associated with RSDC for the last 6 years and has handled various key functions and departments on a PAN India level. She brings with her knowledge and experience to expand and undertake the overall operations of the Rubber vertical of RSDC. We wish her the very best in this new endeavour.

Industry Feedback

Shriram Rubber Products Pvt. Ltd. is a manufacturer and exporter of a variety of cost-effective ancillary rubber components for applications such as automotive, industrial, engineering, cabling, food and medical industry, household appliances, amongst others. We are a major supplier of ancillary products to large industries, and we are proud to have contributed steadily to India's industrial progress for almost four decades. We were



SANJAY GURNALE
CEO, Shriram Rubber Products Pvt. Ltd.

established in 1975 and have two manufacturing units in Pune, India. Recently, we conducted the two day RPL programme on our shopfloor for the job roles of Compression Moulding Operator and Mill Operator. It was indeed a useful programme for our employees. Both the trainers were experienced, and it was a good mix of practical and theory training. We thank RSDC and IRMRA team members for conducting this programme.

Student Testimonial

My name is Fateh Singh. I am from Chandigarh, working in a Tyre Shop in Chandigarh Motor Market and I am having 7 years of experience as Tyre Changer. One day, I came to know that Focal Skill is organizing RPL camp of Rubber Skill Development Council (RSDC) for Tyre Fitters in Manimajra Motor Market, Chandigarh. I had applied for the same and attended an RPL programme for two days. Third day, there was a test conducted for us. Focal Skill trained us on best



practices used while working as Tyre Fitter and also taught us on health and safety methods to be adopted while doing Wheel Alignment Machine, Tyre Fitter & Tyre Changer. Earlier I was not aware of these important points. This Training has changed my way of working and now I am serving more customers with satisfactory feedback from them. I also got a certificate issued by the Government of India through RSDC. I would like to thank RSDC and Skill India mission for this initiative and helping Tyre Fitters like us.

RELAXO

Bahamas



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BHG-73



BHG-108



Salman is wearing BHG-91

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