

District Skill Development Plan Under SANKALP

MEHSANA DISTRICT, GUJARAT

Submitted by:



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1. Overview

1.1 Background Profile of GSDM

Gujarat Skill Development Mission (GSDM) was set up in 2009 as State Skill Development Mission (SSDM) as apex body for monitoring, coordinating and converging all skill development initiatives in the Gujarat state. It also standard common norms and streamline the functioning of different organization working for skill development.

GSDM has following outcomes:

- Strong focus on convergence and collaboration amongst various short and long term skill development initiatives in state
- Implementation and monitoring of central government skill development program
- Focus Industries demand driven training for higher employability
- Conducting various research for skill development

1.2 Mehsana District

Mehsana district located in the northern part of Gujarat with a geographical spread of 4394 sq.km. It shares boarder with Banaskantha, Ahmedabad, Patan, Sabarkantha and Gandhinagar district of Gujarat. Mehsana is divided into 9 talukas and 606 villages with Mehsana town as the district capital Mehsana.

Why Mehsana District?

1. Young Workforce: More than 63 % of population is in working age category with impressive literacy rate
2. Connectivity: Connectivity to major cities & industrial hub in state. Education & skill infra, health centers
3. Agro-Products: Farm mechanization & transition in livelihood pattern from agriculture to manuf. & service industries
4. Industry Ecosystem: Presence of major industry players, industrial park, GIDC estate, power and water supply
5. Resources: Availability of resources land, agro- products, labors & non-metallic minerals - petroleum, granite, sand, limestone

B. Supply side profile

1.1 Demographic Profile of Mehsana District

Demographic Profile
Total Population 20.28 lakh accounting for 3.4% overall State Population
74.65 % population lives in rural area
Average density of 462 against state average 308 persons per sq.km.
Decadal Growth rate of 9.01% against state 19.17 %
Gender ratio 925 female/1000 males
Schedule Categories proportion 8.58%
Literacy rate 84.26 % against 79.31 % state

Mehsana district has moderate human resource potential region in Gujarat state. Analysis of population distribution in the district as per 2001 census indicates higher human resource potential in the talukas of Mehsana, kadi, Visnagar and Vijapur with Mehsana, Unjha and Visnagar having highest concentration of population.

Major 5 Regional Distribution of population in the district	
Mehsana	25%
Kadi	16%
Visnagar	14%
Vijapur	13%
Unjha	9%
TOTAL	77%

1.2 Economic Profile

Mehsana district has witnessed substantial industrial development over the past few years, primarily due to its strategic location. Economic growth for the district is driven by investment in Engineering and Food & Agro processing. District presence large industries likes

- Asia second largest milk dairy DUDHSAGAR co-operate milk dairy
- Nirma Limited Producing synthetic detergents, soap bars, sulphric acid, shampoo and toothpaste etc
- ONGC and ESSAR Group petroleum companies
- Maruti Suzuki limited Car Assembly Plant
- Hitachi Appliance ltd
- Torrent Pharmaceuticals ltd
- McCain Foods
- Vimal Oil and Food Ltd
- Apollo Engineering
- Gujarat Ambuja Export

Details of large scale investment in Mehsana district till 2012-13

Large Scale Investment Scenario in Mehsana			
Commissioned		Under Implemented	
No. Units	Investment (Cr)	No. Units	Investment (Cr)
245	3105	79	2909

Rapid growth of industrialization in the district has widened the scope for establishment of ancillary units in MSME segment. Investment outlook in MSME segment

MSME Investment Scenario In Mehsana

Category of Industries	No. Units	Investment(Lakhs)
Micro	1092	25,985
Small	482	93,970
Medium	40	36,469
Total	1614	1,56,423
Manufacturing	1317	1,32,166
Service	297	24,257

Classification of sectors in Mehsana district

Sector wise classification

Primary Sector	Agriculture & Allied Activities
Secondary Sector	Textile and Apparel
	Chemical & Chemical Products
	Manufacturing of Engineering
	Drugs and Pharmaceuticals
	Food Processing
	Electrical and Electronics
	Mineral processing and fabrication
	Construction Materials
	Rubber and Plastics
	Paper and Paper products
Tertiary Sector	Infrastructure
	IT-ITES
	Transportation
	Banking and Finance

Hospital and Tourism
Healthcare
Other economy driver's likes
Other Factors
Tourism is key growth sector. Tourist destinations likes Sun Temple, Rani Udaymati vav, Taranga Hills etc
Higher Education. Ganpat University, 3 Agriculture research centers
Medical Institutions. 52 Primary Health Centers, 288 Sub centers, 6 Govt. Hospitals, 980 Private Medical care and trust hospital
Delhi Mumbai Industrial corridor (DMIC) crossed Mehsana District
BFSI Sector- 187 bank office and increased CAGR of 6%
80% Land cultivable for Agriculture production

1.3 Socio-Economics profile

Socio Economics parameters of District		
	Gujarat	Mehsana
Social		
Total Population	6,04,39,692	20,35,064
Area (in Sq.Km)	1,96,244	4,401
Sex Ratio	1000:919	1000:926
Decadal growth	19.3	10.3
Population density	308	462
Literates (%)	78	83.6
% of Urban population	42.6	25.3
% of Youth (15 -29 yrs.)	28.0	27.9
% of Worker Population	41.0	39.9

Economic		
No. of Factories	22, 876	850
Net Value Added – NVA	128,42,004	2,98,155
Wage per Employee (INR/yr)	2, 26,766	2, 22, 205
NVA per Employee (INR/yr)	9, 35, 550	7, 18,187

1.4 Workforce Distribution

Workforce in Mehsana is predominantly dependent on agriculture activities for livelihood generation. 2/3 of the employment the district is contributed by primary sector. As on 2011 census, total working age population (15-29 years) was 12.9 lakhs i.e. 63.5% of the total district population and around 8.1 lakhs were part of the labor force. Rest is an unproductive population who were studying, unemployment or retired.

Out of total labor forces

- ± 34.4 % Main workers
- ± 5.5 % Marginal works
- ± 60% non-workers
- ± 52.2 % engaged in agriculture and allied activities
- ± 45% Manufacturing and service sector
- ± 1.2 % Household industries.

1.5 Education Profile

Literacy rate in the district has seen an upward trend from 75.22 % in 2001 to 84.26% in 2011. Unjha has highest 88.82% and Satlasana has the lowest literacy rate 74.08%. Female literacy stands at 75.32% and male literacy at 91.39%.

Education and Training Infrastructure

Infrastructure resources		
General Education	No. Units	Training Capacity
School	1285	486200
Higher and Technical Education	108	16268
Vocational Education	No. Units	Training Capacity
Total ITI	27	7168
Polytechnic/Diploma	14	6786
KVK	19	1380
Other State/Central Scheme	21	5022
Private Training Provider	72	2274

Total skill training capacity of the district is near to 22,791 per annum in various government and private training centers. The district has 27 ITIs, 14 polytechnics, 19 Kaushalya Vardhan Kendras, 6 i-KVKs, 21 training centers' running under various government schemes and 72 industry run & private training Centers. Details in next page table.

Mehsana District – Annual Skill Training Capacity

S.No.	Category	Type of Institute	Annual Training Capacity	Training Sector
1	Directorate of Employment & Training	Government ITI	5736	Manufacturing & Production, Automobile, IT-ITES, Electronics, Textile & Apparel, Construction
		Grant in Aid & Self-Financed ITIs	1432	Textile & Apparel, Manufacturing, IT-ITES,
		Kaushalya Vardhan Kendras (KVKs)	1380	Electronics, Construction Electronics, Motor Driving, Apparel, Repair & Services
2	Commissionerate of Technical Education	Polytechnics/Diploma	6736	Construction, Electrical & Electronics, IT-ITES, Mechanical
3	Ministry of Textiles	ISDS Training Centres	1230	Textile & Apparel, Handicraft
4	Department of Rural & Agriculture Development	Krishi Vigyan Kendras, Farmer Training Centers, Agriculture Research	1508	Agriculture & Allied Activities
		Institutes		
5	Training Centres under other Govt. Schemes	RSETI, PMKVY, SEWA, Surya Mitra etc.	2180	Self-Employment, Small Scale, Industries, Manufacturing
		Industrial Training Centers Under ATS	584	General Machinery Manuf, Construction, Food
		Industrial Kaushal Vardhan Kendras (I - KVKs) Centres	150	Processing Refrigeration, Construction, Machine equipment
		Doodhsagar Dairy, MIDF Institute	240	Dairy & Food Technology
		Industry Run		
6	Major Training Institutes	Gujarat Apollo Institute for Skill Enhancement	60	Construction Equipment, Paver Operator, Excavator,

Compact

o

r,

IL&FS training center

680

Banking, Healthcare,
Manufacturing

“Maruti Suzuki’s
Japan-India Institute

483

Automobile Painting,
Welder

of Manufacturing

CEP Education

240

IT-ITES

7	Other Private Training Centres	152	Skill Upgradation, Bridge Courses, IT-ITES, CAM Centre, Beauty & wellness
Total			22,791

1.6 Employment Profile

There is an employment exchanges in Mehsana District under the Directorate of Employment and Training. An exchange provides information to employers and job-seekers, and also act as a counselling and training center readying them for the demands of the workplace.

Details of category wise industrial employment as per 2012 statistics in the table.

Organized Employment in Mehsana	
Category of Industries	Employment
Large Scale Industries (Comm+UI)	66995
MSME Category	27673
Manufacturing Units	22390
Service Enterprises	5283
Total	94668

Source: District wise skill gap study for the state of Gujarat (2012-17, 2017-22)

C. Demand side profile

1.1 Formal sector demand (Existing and predicted)

Base on Skill Gap study Report Conducted by GSDM the Skill Demand of employers assesses the current workforce deficit as well as incremental demand during 2017-22 in priority industry sectors. Based on investment-employment projection and analysis of growth trend, an incremental demand of 58, 674 persons will arise in priority industry sectors during 2017-22. Maximum demand will be in Food Processing, Transportation, Logistics, Construction, Wholesale, Retail Trade and Manufacturing of Construction Equipment

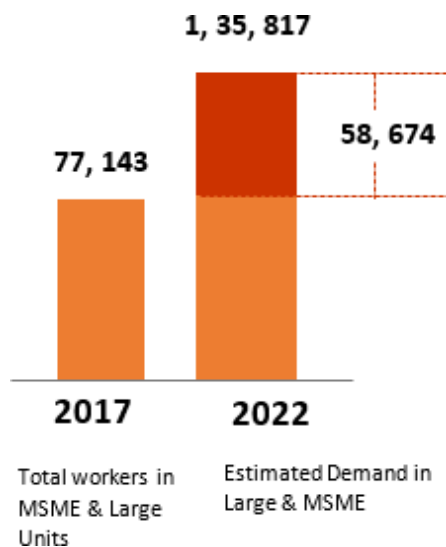


Figure: Incremental demand of Human Resource period of 2017-22

The share of the manufacturing and service sector to the total workforce requirement is expected to grow by 12 and 17 percent respectively by 2022.

A further break-up of human resource requirement into minimally skilled, skilled and highly skilled for each industry sector is presented in next page.

Mehsana District - Human Resource Requirement During 2017-22 (in no. persons)

S.No.	Category	Industry Sector	Projected Requirement	Incremental HR Demand (2017-22)	Minimally Skilled	Skilled		Highly Skilled (Graduate & above)
			2017	2022		(Class 10th & below)	(Class 10th + 3 yrs of VE)	
1	Primary Sector	Agriculture Allied Activities	1329	2160	831	291	332	208
2		Mining and Quarrying	3635	3999	364	153	160	51
3	Manufacturing Sector	Auto & Auto parts	415	741	326	70	160	97
4		Chemical & Chemical Products	3939	5030	1091	281	494	316
5		Construction Material	7535	11487	3952	1581	988	1383
6		Electrical & Electronics	1323	1920	597	328	209	60
7		Food Processing	5986	16186	10200	1836	4488	3876
8		Furniture & Wood Products	194	372	178	155	18	5
9		General Purpose Machinery	1178	3685	2507	802	1304	401
10		Glass Products	620	682	62	27	24	11
11		Iron, Steel & Basic Metal Products	5517	8159	2642	1453	872	317
12		Machine tools, Equipment	329	426	97	31	57	9

13		Non-Metal Mineral Processing	3304	4299	995	617	209	169
14		Paper & Paper Products	652	2148	1496	793	554	150
15		Pharmaceutical	4249	5009	760	152	342	266
16		Plastic Products	2147	2636	489	215	186	88
17		Road Construction Machine	830	2086	1256	276	603	377
18		Rubber Products	336	534	198	119	40	40
19		Textile & Apparel	1531	2806	1275	795	302	174
20		Tourism, Hospitality & Travel	453	1788	1335	254	721	360
21		Banking, Finance, Insurance	2709	4640	1931	676	676	579
22		Civil, Construction & Public Utilities Maintenance	107	4913	4806	3989	673	144
23	Service Sector	Education & Training	5394	9297	3903	546	1171	2186
24		Healthcare	665	1510	845	135	439	270
25		Household services, domestic help	2573	3483	910	218	564	127
26		IT & ITeS	774	884	110	7	20	84
27		Logistics, Transportation	4379	15113	10734	7084	3006	644

28	Media and Entertainment	27	83	56	4	17	35
29	Public Administration & Offices	14777	16255	1478	89	236	1153
30	Wholesale and Retail Trade	236	3486	3250	2184	553	520
Total		77143	135817	58674	25162	19415	14101

Employment Market Information (EMI), Mehsana (2012-17), directorate of employment & training, Gujarat

Industry enterprise memorandum (IEM) data for 2012-17, industries Commissionerate, Gujarat

Popular job roles are those which collectively constitutes 70 to 80 percent of skilled workforce strength in an enterprise. The technical skill requirement for popular job roles (collectively in priority sectors) has been analyzed based on sample surveys and industry interactions while five jobs roles that are high in demand are further analyzed for their demand and core skill requirements.

1.2 Informal Sector Demand

Agriculture and allied activities (including animal husbandry) are major source of livelihood in Mahesana, almost 53.29% of working population of Mahesana is engaged in agriculture sector and more than 65% and 70% of workforce in vadnagar and becharaji depend on agriculture and allied activities. Agriculture in mahesana is dominated by marginal farmers (owning up to 1 hectare of land), that shares more than 56.06% hectares of operational holdings. Considering the distribution of population across categories and across the talukas, SC and ST population shares relatively proportionate operational holdings out of the total operational land holdings as compared to the population in Mahesana.

Source: District Human Development Report Mehesana. GAD Planning Gujarat Year 2016.

Following table shows distribution of human resources

Sr No	Description	Population
1	Cultivators	178862
2	Agriculture labor	192521
3	House enterprise labor	6980
4	Other labor	320405
5	Unproductive labor	467821

Source: District Industrial potential survey report Mehsana district MSME 2016-17

According to craft council of India, major craft hub in Mehsana district Brass copper ware (Specially in Visnagar) and handloom.

D. Training Infrastructure profile

1.1 Short term skill development program (Center & State)

Following short term courses are run in Mehsana District

Sr No	Scheme Name
1	Pradhan Mantri Kaushal Vikash yojna (PMKVY 2.0)- Central and State Under CSCM Component : 12 And CSSM Component : 4
2	Integarted skill development Scheme(ISDS), Ministry of textile – Central TC=31 Total Train = 2003 Total Assessed = 1917 Total Placed = 1500
3	Deen Dayal Upadhyay Gramin Kaushal Yojna (DDU-GKY) – Central
4	Rural Self Employment Training Institute (RSETI) In year 2014-15 RSETI Mehsana has trained a total of 1650 persons trained where total 923 persons placed.
5	Kaushalya Vardhan Kendra(KVK) – State Total no: 17
6	Industrial Kaushal Vardhan Kendra(iKVK) – State Total no: 06
7	Dairy Product Processing Institute Under NDDDB, Mansinh Institute of training in Dairy Plant Operation and Maintenance, Bachelor and Master Degree in Dairy and Food Technology
8	Gujarat Matikam Kalakari & Rural Technology Sansthan Under the rural and cottage industry, 19 Trades available, Target Youth 18 to 45, Specially for unemployed or partial employed

1.2 Long Term Skill Development Program

Sr No	Scheme Name
1	Craftsmen Training Scheme – DGT- Central Total No of it is (Govt., GIA, And Pvt.ITI) = 27
2	Apprenticeship Training Scheme- DGT – Central In Gujarat, ATS has 53143 seats across 8754 Industrial Units and 259 long and short terms courses.

1.3 Others – Private Skill Providers

Sr No	Scheme Name
1	Advance Skilling Center : Maruti Suzuki India Pvt Ltd and Apollo Infratech Pvt Ltd have established advance training center for automobile and road construction equipment manufacturing in Ganpat University
2	Skill Upgradation center at GIDC IMS preschool ltd & NIFA Infocom pvt manages skill Upgradation center.
3	Industrial KVK In this scheme, prominent industries have established training center in the industry premise.
4	Industry as IMC partner to ITI 4 Government ITI in the district have partnered with local industries to upgrade the training infrastructure as well as to improve their training management

1.4 Good Practices in Training and Employment

Good Practices in Training & Employment in Mehsana			
Sr No.	Category	Institutes	Practices
1	Candidate Mobilization	Training Centres at Ganpat University	Digital marketing & outreach through social media platforms.
		CEP Education	Door to Door Campaign, Gram Sabhas
2	Advance Training Infrastructure	Maruti Suzuki's Institute of Manufacturing	Robotics for auto-painting, Latest Welding Technology & Lab on Job work from Industry
		Gujarat Apollo Institute for Skill Enhancement	Components of Earth Mover Machine, High-End machines for welding, fitting
		Doodhsagar Dairy, MIDF Institute	Advanced milk refrigeration & processing unit, State in Art Centre in Dairy-Food Technology
3	Placement	B.S. Patel Polytechnic College	100 % placement assurance through industry partnership & mandatory 3-month industry training for candidates
		International Institute of Import & Export Management (IIE Mx)	Focused training courses for logistics industry which is projected to offer maximum jobs in the district.
		Doodhsagar Dairy, MIDF Institute	High quality training and good reputation of Institute among industries
4	Training Method	IL&FS training centre	Use of Audio-visual & IT lab, Industry Practitioner as trainer
		Krishi Vigyan Kendra's	Exposure visits, On-farm training, Use of local language in training, Training Literature
		Training under Surya Mitra Scheme	Work module based training, and engagement of subject matter expert
5	Industry	ITI Kadi	Donation of machinery & active participation in training improvement by Maruti
Partnership		Management	

i-KVK centre at Hitachi,
Starline, Vishal enterprise,
Neptune

ISDS Training Centres of
Ministry of Textiles

Ganpat University

Quality training through
on job training,
Absorption
of trainees
in company,
female
specific
training
centre

Use of live MIS to
monitor training
progress

Creation of
a
knowledge
park with
institutes
from
the various
domain.
Sharing of
infrastructur
e and
resources.

7

**Self-
Employment**

RSETI Training Centres

The high rate of training to self-employment achieved in last five years with the involvement of Dena Bank in training management.

2. Annual Work Plan

1.1 Objective

The district skill development plan will focus on training seekers, training providers (Public and Private) and employers in Mehsana district. It envisages to create a balance between the supply and demand of skilled human resource while strengthening the skill ecosystem in the district.

Objectives

- ± Provide convergence platform among skilling stakeholders to standardize skilling, promote maximum utilization of resource under common skilling norms in the state
- ± Align all skill courses in district with National quality framework like National Skill Qualification framework
- ± Study HR demand and supply in district and implementing and monitoring such job roles quality training
- ± Develop robust IT enable MIS system covering all skilling activities align with NextGen SDMS portal.

1.2 Activities

1.2.1 Mukhyamantri Apprenticeship Yojana

State government of Gujarat has been enterprising in taking up skilling as an important agenda in its mandate. The state envisages to align its skill development to the National Skill Development Mission (NSDM). In order to further strengthen the apprenticeship training in Gujarat and enhance the impact of a flagship scheme, Mukhyamantri Apprenticeship Yojana has been launched in 2018, by the state government in alignment with National Apprenticeship Promotion Scheme (NAPS).

1.2.2 Up gradation of course curriculum and NSQF alignment

The course curriculum of popular trades such as Fitter, Welder, Carpenter, Diesel Mechanic, Wireman and Computer Operator need to be re-align with the skill need of industry sectors. The state specific courses will be aligned with NSQF in phases. Additional modules for industrial safety, technical drawing, employability and tools handling will be added in popular courses.

1.2.3 Catering the skill demand of priority industries sector

Food processing, mineral processing and construction machines manufacturing are three prominent local industries in Mehsana. A TSC for each sector can be set up within or in association with local ITI. These centres will have specialized and advanced machinery relevant to high demand trades in the priority industry sectors.

Talukas	Major Industries
Unjha	Agro- Product & Food Processing
Mehsana	Road Construction Equipment
Saltasna	Mineral And stone processing

1.2.4 Training of trainer and its certification

It is of utmost importance to have quality trainers who are capable of training in line with industry requirement to ensure quality training. One major gap has been observed in induction and refresher training of trainers. A residential seven-day induction training should be mandatory for new recruits. For refresher training following methods can be useful -

- i. One month of industry training/project each year shall be mandatory for each trainer.
- ii. In the line of medicine, engineering, law and other professionals; a government can consider drafting a guideline for renewal of certification once in 5 years for vocational trainers/educators.
- iii. Trainer Portal - As described in National Skill Development & Entrepreneurship Policy; a Trainer Portal shall be set up to act as a repository and registration database for all certified and interested trainers.

1.2.5 Improving women participation

Women participation in vocational education and training is low especially in remote talukas of Mehsana. The focused effort in mobilization, training delivery, provision of basic amenities and defining employment paths are required to ensure participation of women.

- Parent counselling and awareness effort shall be introduced at the time of admission.
- More female candidates can be attracted through mobile training units, better provision of toilets, transportation and flexible afternoon training batches.
- Training courses shall be introduced as per local needs.

- Women-Owned Business (WOB) had seen a high rate of success in past. Efforts shall be made to encourage women entrepreneurs through appropriate incentives such as loan linkages, mentorship and training in the management of basic business functions. Such entrepreneurship efforts can be aligned to Atal Innovation Mission (AIM) and Self Employment Talent Utilization (SETU).

1.2.6 Career Counselling

Counselling and guidance are amongst the biggest challenges of today's skill development space. There is a severe shortage of qualified career counsellors. At district level, the skill institutes shall leverage the pool of professionals from industries, NGOs, Youth Clubs/Mahila Mandals, Nehru Yuva Kendra, government and private institutions, who are willing to advise and guide youth on career goals.

Youth aspiration study vis-à-vis industry growth and demand for skilled labor show that there is a mismatch between industry expectation and job ambition. The matrix below provides shows that majority of the youth aspire to join Manufacturing, Construction, Tourism, Health care, Automobiles, and Food Processing industries. Whereas Industry demand for workforce is more for Agriculture & Allied Services, Transport, Education, Construction and Health care.

1.3 Human Resource Requirement at district level

Sr No	Post
1	District Skill Development Officer – 1 no
2	District Skill Consultant – 3 no
3	Career Counsellor – 1 no
4	Data Entry Operator – 1 no
5	Office supportive staff – 1 no
6	MIS Operator – 1 no

1.4 Monitoring & Evaluation

Monitoring and evaluation play a critical role in ensuring the success of skill development programmes. It requires a reliable, accurate and sustainable data collection system. In the current scheme of thing, most of the skill development programs use mix approach of data

collection comprising information collection portals and paper-based data collection templates. It causes duplication of data, delay in reporting and sometimes error in data. The governing bodies shall employ following measures to design a robust data collection system.

1.4.1 Establishing District Level M & E Team

Monitoring and Evaluation team will be responsible for daily operations for MIS, troubleshooting, grievance redressed preventing mistakes, review and risk identification on day to day basis through surveys, observation, inspection, reviews, data analysis etc.

1.4.2 Development of Management information system (MIS)

MIS is an organized approach to collect, process, store and disseminate data to carry out management functions. It should be simple and easy to comprehend, allow access to information flow at different levels (State, Regional, Nodal, End -User), consist feedback mechanism and should produce ready to use information for decision making.

1.4.3 District skill portal can be instrumental for local employers to locate and hire right skills for their respective industries. Through the portal employers can access a database of trainees from ITIs, Polytechnics, KVKs etc. as well as job seekers will also get a notification for available vacancies.

1.4.4 Periodic Market Assessment & Skill Gap Study

In order to make training relevant the district team will undertake periodic skill gap studies for district, priority industry sectors and for specific skill requirement.

1.4.5 Creating a brand for skill development

Public perception still views skilling as the last option meant for those who have not been able to progress/opted out of the formal academic system. In order to make skill development desirable among youth, skill institutes shall use social media to reach the beneficiaries.