

District Skill Development Plan Under SANKALP

JAMNAGAR DISTRICT, GUJARAT

Submitted by:



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1. Overview

a. 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

DISTRICT PROFILE OF JAMNAGAR DISTRICT

Formation of the District:

The present day District of Jamnagar is result of successive reorganizations of territorial boundaries of the District. The District was organized for the first time in 1948 and it was termed as Halar then by the Government of Saurashtra. The district as originally organized included Class I State of Nawanagar, Class II State of dhrol, taluka of Dhrafa and part of Jalia-Dewani Thana. Since, 1st November 1956, the District along with other districts of Saurashtra formed part of the composite State of Bombay. After this reorganization, several territorial changes were effected in practically all the district of Saurashtra. Accordingly on 19th June, 1959 the boundaries of the District got substantially enlarged by the inclusion therein of the adjoining tract of Okhamandal, which formed part of the Amreli district of Bombay State, and the Halar district was renamed as Jamnagar district. This district became part of the newly born State of Gujarat on the bifurcation of the composite State of Bombay, on 1st May, 1960.

Location:

Jamnagar district is situated on the North-West corner of the peninsular region of Gujarat State which is known as Kathiawar or Saurashtra. Formerly the District was called „Halar“. It is lies between the parallels of latitude 21^o.41` and 22^o.58` North and the meridians of longitude 68^o.56` and 70^o.39` East. The length from North to south of this District is about 140.6 km. and that of from East to West about 178.4 km. It is bounded in the North by the Gulf of Kutch, in the East by Rajkot district and it the South by Porbandar district and in the West by the Arabian Sea.

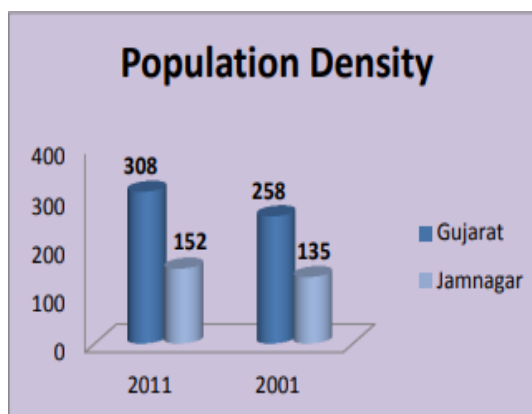
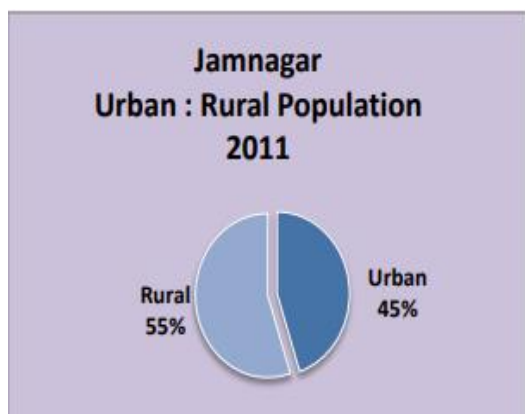
b. Supply side profile

i. Demographic Profile of District Jamnagar

In Jamnagar district according 2011 census the total population is 2160119 having 1114192 males and 1045927 females. The district population is 3.57 percent of total population of Gujarat State and district ranks 11th in population among 26 districts of the state.

Population	Child Population	Urban	Rural
2160119 (3.57 %)	263972 (3.39 %)	971065 (44.95 %)	1189054 (55.05 %)

The population growth during the last census period is 13.44 %. This is significantly lower than the state's population growth (19.16 %). The lesser number of children population in the district established this. The population of children in the age group 0-6 years is 3.39 % of the child population of the state. The rural-urban distribution of population shows that the district has a slightly higher percentage (44.95 %) of households staying in urban locations when compared with state average (42.6 %). The urban population growth during the last decade had been 1.1% which is lower than Gujarat Urbanization (5.2 %).



Region wise Distribution of population in the district

Region	Contribution to District Population	Population Density (Persons per Sq.km)
Jamnagar	40%	649
Kalavad	7%	109
Jamjodhpur	6%	108
Lalpur	5%	94
Jodiya	5%	103
Dhrol	4%	132

Economic Profile

Jamnagar district caters to over 70% of the country's requirement for brass parts supply. There are over 4,500 units involved in production of brass parts and Jamnagar district is the major supplier to the electric and electronics factories located in Delhi, Bangalore and Mumbai. Jamnagar is one of the principle inventors for production of tiedyed fabric (Bandhani) in the State. Other major industry sectors of the district include engineering & machinery, plastics and oil mills. Analysis of regional distribution of investments in Jamnagar district indicates that the industrial development is concentrated in Lalpur and Okha Mandal Talukas while other regions like Kalyapur, Dhrol, Bhanavad, Jamjodhpur and Jodiya still remain backward in terms of industrial development. Over the recent years the state government has initiated some measures to enhance the industrial growth in backward talukas of Jamjodhpur and Jodiya through suitable incentives leading to an increased investment potential of these regions over the next decade. Details of region wise large scale investments in Jamnagar district till 2012 is presented in the table.

Large Scale Investment Scenario in the District

Large Scale Investment Scenario In Jamnagar				
Region	Commissioned		Under Implementation	
	No. of Units	Investment (INR Cr)	No. of Units	Investment (INR Cr)
Jamnagar	49	336	31	7125
Lalpur	18	36410	1	0
Dhrol	4	3	1	0
Jamjodhpur	1	11	2	86
Jodiya	1	6	7	8858
Not Classified	1	18	4	19527
District Total	74	36784	46	35596

MSME Investment Scenario

MSME Investment Scenario in Jamnagar		
Category of Industries	Number of Units	Investment In Rs. Lakhs
Micro	2,599	41,229
Small	279	42,386
Medium	20	13,242
Total	2,898	96,857
Manufacturing Sector Units	2,610	73,339
Service Enterprises	288	23,518

Sector wise classification

Sector Type	Industries
Primary Sector	Agriculture & Allied Activities
Secondary Sector	Textile and Apparel
	Manufacturing of Engineering Goods(Including Auto & Auto Components)
	Chemical & Chemical Products(Including Petro Chemicals)
	Drugs & Pharmaceuticals
	Agro & Food Processing
	Electrical and Electronics
	Mineral Processing & Fabrication
	Construction Material(Cement, Ceramics)
	Rubber & Plastics
	Paper & Paper Products
	Infrastructure(Construction)
Tertiary Sector	Transportation & Logistics(including port based logistics)
	Banking & Financial Services
	Organized Retail
	Hospitality & Tourism
	Healthcare
	Education & Training

Other Factors

Jamnagar consists of several tourist destinations like Lakota lake, Lakota Museum, Khijada Mandir and Ratan Bai Mosque. Jamnagar also has beautiful beaches like Balachadi, Marine National Park, Khijadia Birds Sanctuary and Gaga Wild Life Sanctuary.

Country's only Ayurvedic University offering post graduate and diploma courses in Ayurvedic medicines and pharmaceutical science, yoga and naturopathy. Fisheries Aquatic Science Research Station for research in Pearl culture. The district boasts one medical college as well as dental, physiotherapy and ayurvedic colleges

The penetration of medical infrastructure is low in the district with one medical institution catering to 37,226 people. The district has 38 primary healthcare centers, 11 community healthcare centers and 5 hospitals. Jamnagar also has the Apollo Group of Hospitals and other specialty hospitals like Patel Surgical Hospital, Reparalia Neuro Hospital

The district has a rich port infrastructure with 9 ports along a 355 km coastline. Out of the 9 ports, Bedi, Okha and Sikka are intermediate ports and Salaya, Jodiya, Pindhara and Bet (Dwarka) are minor ports.

There are 205 bank offices in Jamnagar with a total bank deposit of 8,716 Cr INR and a total credit amount of 2,503 Cr INR as of March 2012

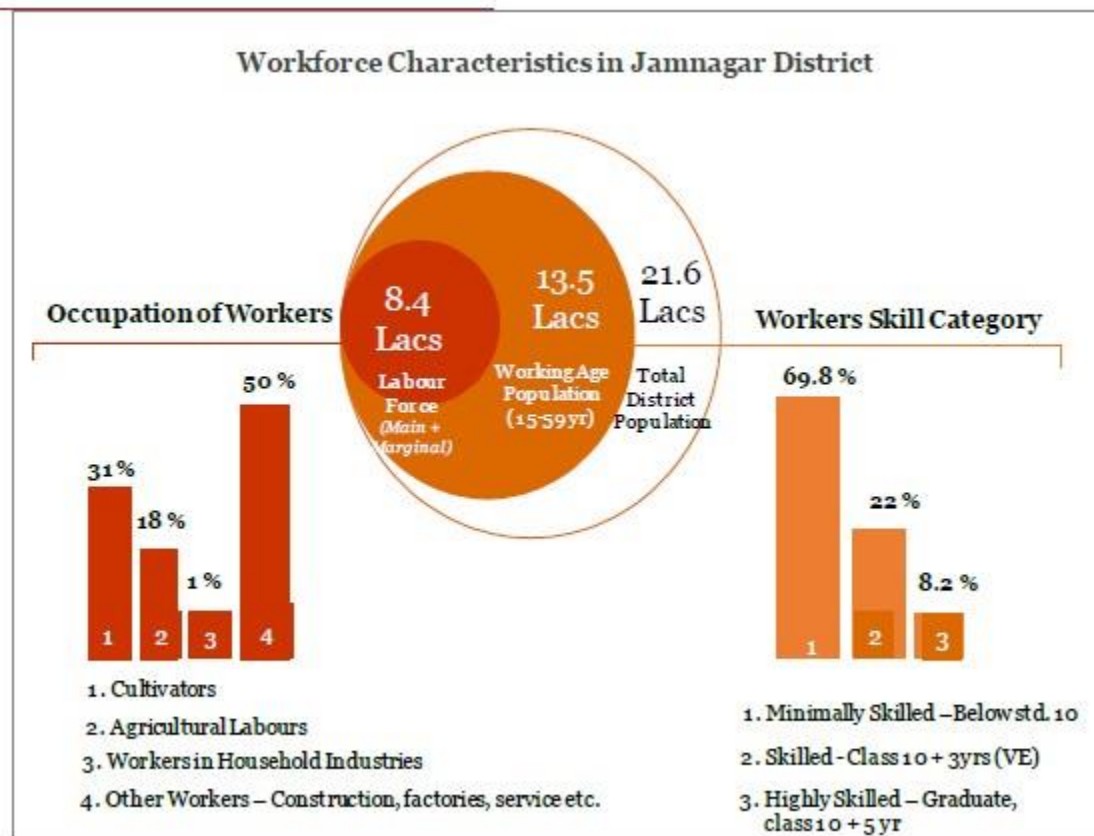
ii. Socio-Economics profile

- Jamnagar district is in the north-west part of the peninsular region of Gujarat, also known as Kathiawar region.
- Jamnagar is famous for India's first Marine National Park and the famous Dwarkadish temple.
- District population is 21.6 lacs; covers 7.2 % of total area in Gujarat
- Overall literacy rate is 73.6 percent. The sex ratio is 926 females per 1,000 males.
- Brass parts, Bandhani tie dyed fabric and handicrafts works are famous in the world
- Major industry sectors in the district are Brass and metal, Oil and petrochemical,
- Engineering and machinery. Jamnagar city is one of the big manufacturers of the brass materials
- A total 31 large scale and 3782 MSME units are operational in the district.
- Majority of industries are concentrated in Jamnagar and Labour

Socio-Economic Profile of Jamnagar District		
Social Parameters:	Gujarat	Jamnagar
1. Total Population	6,04,39,692	2160119
2. Area (in sq Km.)	1,96,244	14,125
3. Sex Ratio	1000:919	1000:939
4. Decadal Growth (in %)	19.3	14
5. Population Density	308	152
6. Literates (in %)	78.0	73.65
7. % of Youth (15 -29 yrs.)	28.0	27.9
8. % of Worker Population	41.0	40
Economic Parameters:	Gujarat	Jamnagar
i. No. of Factories	22,587	309
ii. Net Value Added – NVA (in 2013-14 & INR Lakhs)	128,42,004	31,09,316
iii. Wage per Worker (INR/yr)	2,26,760	3,86,429
iv. NVA per Employee (INR/yr)	9,35,550	1,08,61,482
v. Major Industries (based on employment & contribution in NVA)	1. Coke & ref. petroleum 2. Chemicals & chemical products 3. Basic metals 4. Pharmaceuticals 5. Textiles 6. Machinery & equip. 7. Food products	1. Oil and Gas 2. Basic Metals 3. Plastic based industries 4. Machinery and parts except electrical 5. Civil & Construction 6. Marine based industries
<small>Data Source: Census 2011, BSI 2013-14, Data from Industries Commissionate, Socio-Economic Survey Report of Jamnagar</small>		

Workforce Distribution

- As per 2011 Census, total working age population (15-59 years) is 13.5 lacs.
- Out of total labour force (8.47 lacs), 85.10% are main workers 14.89 % are marginal workers
- Around 49 % of labour force is engaged in agriculture and rest are in different manufacturing & service sector industries.
- As per Industries Commissionerate data only 29,083 persons are working in large & MSMEs.



iii. Education Profile

Education and Training Infrastructure

- The annual training capacity in Jamnagar is of 17,639 persons.
- There are 10 ITIs, 4 polytechnic colleges, 6 Kaushal Vardhan Kendras and 17 degree colleges and other training centres under different government skill development programs.

Youth Expectations from Employment & Training

Higher inclination towards jobs in government sector

- Modern training infrastructure and availability of quality training
- Salary expectations in entry level jobs is Rs. 15,000 – Rs. 20,000 p.m.
- Placement assurance is most desired expectation from training.
- Female trainees are more inclined towards COPA and Beauty wellness courses
- Additionally, Personality development/employability skills training

Education and Training Infrastructure in Jamnagar		
General Education	Units	Annual Capacity
1. Schools (Class I to XII)	1283	2,38,480
2. Colleges (Higher & Technical)	51	22069
Total	1334	260549
Vocational Education	Units	Annual Capacity
1. ITIs (Govt. GIA & Pvt. ITIs)	10	6281
2. Polytechnics	4	1320
3. Kaushalya Vardhan Kendras	6	281
4. CED (ISDS centre)	16	3279
4. Other Govt. Schemes (C-DAC, DDU-GKY, PMKVY, NDLM)	13	4,367
5. Private Institutes Including ATS & centres	74	2111
Total	129	17,639

Jamnagar District – Annual Skill Training Capacity

Sr.No.	Category	Type of Institute	Annual Training Capacity	Training Sector	
1	Directorate of Employment & Training	Government ITI	4053	Manufacturing & Production, Automobile, ITITES, Electronics, Textile & Apparel, Construction, Motor Driving, Repair & Services, Construction	
		Grant in Aid ITI	21		
		Self Financed ITI	150		
		Kaushalya Vardhan Kendras (KVKS)	281		
2	Commisionarate of Technical Education	Polytechnics/Diploma	1320	Construction, Electrical & Electronics, IT-ITES, Mechanical	
3	Ministry of Textile	ISDS Training Centers	3279	Textile & Apparel, Handicraft	
4	Industry Run Major Training Institutes	Industrial Training Centers under ATS	909	General Machinery Manuf, Construction, Food Processing	
		Industrial KVKS	0		--
		MIDF Institute	0		--
5	Training Centers under other Govt. Scheme	C-DAC, DDU-GKY, PMKVY, NULM	4367	Self-Employment, Small Scale, Industries, Manufacturing	
6	Private Training Institute	--	2111	Skill Upgradation, Bridge Courses, IT-ITES, CAM Centre, Beauty & wellness	

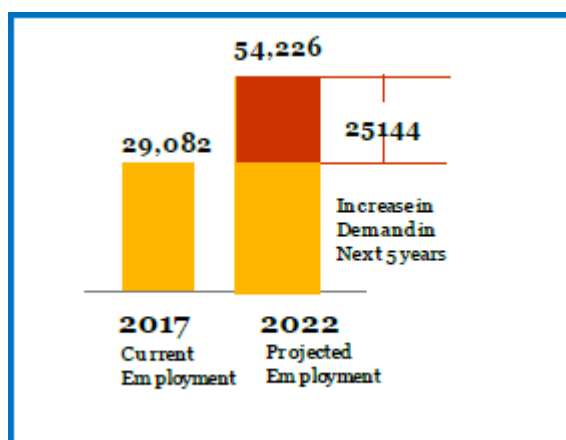
iv. Employment Profile

Category of Industries	Employment
Large Scale Industries (Commissioned + Under Implementation)	99660
MSME Category	30534
Manufacturing Units	26238
Service Enterprises	4296
Total	130194

c. Demand side profile

i. Formal Sector Demand

- In next five years (2017-22) registered large & MSMEs will provide employment to additional 25,144 persons.
- Wherein the labourforce population will reach to 10.8 lac in 2022



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

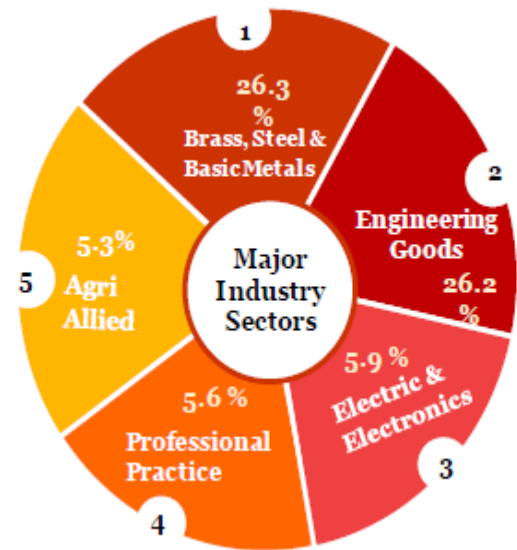
Category	Industry Sector	Projected requirement 2017				Incremental HR Demand 2017-22			
		Skilled	Semi Skill	Minimally skilled	Total	Skilled	Semi Skill	Minimally skilled	Total
Primary Sector	Agriculture & Allied Activities	NA	NA	14626	14626	NA	NA	12249	12249
	Agro & Food Processing	61	243	304	608	54	218	272	544
MFG	Textile & Apparel	28	111	139	278	25	99	124	248
	Wooden Products & Furniture	8	31	39	78	7	28	35	70
	Chemical & Chemical Products	893	3574	4467	8934	799	3196	3996	7991
	Rubber & Plastics	37	147	183	366	33	131	164	328
	Mineral Processing & Fabrication	424	1697	2121	4241	379	1517	1897	3794
	Electrical & Electronics	23	94	117	234	21	84	105	210
	Manufacturing of Engineering Goods	88	352	440	880	79	315	393	787
	Manufacturing of Construction Material	116	462	578	1156	103	413	517	1034
	Misc. Manufacturing	23	93	116	232	21	83	104	207
	Construction	479	958	8141	9577	428	857	7281	8566
Service	Trade, Retail	773	1160	5801	7735	846	1268	6341	8455
	Transportation & Logistics	575	9127	10858	20560	470	7467	8884	16822
	Hospitality & Tourism	1069	1604	8018	10690	855	1283	6414	8552
	Banking & Financial Services	2795	8386	NA	11182	1957	5870	NA	7827
	Healthcare	536	2411	NA	2947	714	3570	NA	4284
	Education & Training	683	4595	NA	5278	1024	2757	NA	3781

ii. Informal Sector Demand

Sr No	Description	Population
1	Cultivators	1,26,605
2	Agriculture labor	45,306
3	House enterprise labor	7,338
4	Other labor	2,42,650

Priority Industries & Popular Job Roles

- **Brass & Metal Industry** - Battery Operator, Fitter: Levelling, alignment, balancing, Conveyor Operation and Maintenance, Iron & Steel - Excavator Operator, Iron & Steel – Machinist, CNC Operator – Turning
- **Engineering Goods** - CNC Operator, Fitter, Electroplating Operator, Battery Operator, Inspection & Quality Control
- **Electric & Electronics** - Fitter, Electrician, Wireman, Sales Executive, Computer operator cum programming Asst.
- **Agri & Agri Allied Services** - Agriculture Mechanics, Organic Grower, Green house fitter, Harvesting Machine Operator, Animal/ Poultry Farm Supervisor
- **Construction** - Foreman, Draughtsman, Reinforcement Fitter, Bar Bender and Steel Fixer, Bar Bender and Steel Fixer, Mason Marble, Granite and Stone
- **Logistics** - Warehouse Packer, Consignment Tracking Executive, Material Handling Equipment (MHE) & Maintenance.



d. Training Infrastructure profile

i. Short term skill development program (Central & State)

Scheme Name	Central / State	No. of Centers
Pradhan Mantri Kaushal Vikash yojna (PMKVY 2.0)	Central State	4 2
Integarted skill development Scheme(ISDS), Ministriy of textile	Central	2
Deen Dayal Upadhyay Gramin Kaushal Yojna (DDU-GKY)	Central	1
Rural Self Employment Training Institute (RSETI)	Central	1
Kaushalya Vardhan Kendra (KVK)	State	8
Industrial Kaushal Vardhan Kendra (iKVK)	State	0
Dairy Product Processing Institute	---	0
Gujarat Matikam Kalakari & Rural Technology Sansthan	State	0

i. Long Term Skill Development Program

- Craftsman Training Scheme – DGT – Central
 - Total number of ITIs (Government, GIA, Private) – 10
- In Jamnagar district, total 909 apprentices are engaged by 140 industries

ii. Others – Private Skill Providers

- **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

iii. Good Practices in Training and Employment

Sr. No.	Category	Institutes	Practices
1	Candidate Mobilization	PMKK - Jamnagar ITI - Jamnagar (Mahila) (CSSM) ITI - Dhrol (CSSM) Grass Academy - Jamnagar DDUGKY - Jamnagar	Participation in Job Fair to promote scheme Distribution of Pamphlets at schools and institutions Advertisement through print media
2	Advance Training Infrastructure	PMKK, ITI s under CSSM & Other Vocational Institutions	Infrastructure facilities such as Counselling area, Placement cell, Pantry, Separate Class rooms & Lab
3	Placement	PMKVY Centers	Tie up with different industry partners to get candidate placed after completion of training
4	Training Method	PMKK, ITI s under CSSM & Other Vocational Institutions	Classroom training along with trade practical
5	Self - Employment	PMKK, ITI s under CSSM & Other Vocational Institutions	For self-employed candidates, DIC provides subsidized loan and guidance on self-employment for KVK candidates

2. Annual Work Plan

a. Objective

- 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 activates align with NextGen SDMS portal.

b. Activities

i. Mukhyamantri Apprenticeship Yojana

Under Mukhyamantri Apprenticeship Yojana, a target of engaging 4,000 Apprentices is provided to Jamnagar district. Till September 2018, Jamnagar district have engaged 1,000 Apprentices.

ii. Upgradation 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.

iii. Catering the skill demand of priority industries sector

Talukas	Major Industries
Jamnagar	Brass & Metal Industry
	Logistics
	Fertilizers
Lalpur	Petrochemical Industry
Kalavad	Cotton Industry
Dhrol	
Jamjodhpur	Wind Power Energy

iv. 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.

c. Human Resource Requirement at district level

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

d. 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.

i. Establishing District Level M & E Team

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

ii. 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.

iii. 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.

iv. 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 in order to create public awareness.