

District Skill Development Plan Under SANKALP

BANASKANTHA 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

Banaskantha District Details:

According to the report of the Dr. I. G. Patel Committee to study backwardness of talukas of Gujarat (GoG, 2005) on the basis of group indicators (levels of living, economic indicators, infrastructural indicators and social development indicators), out of 12 talukas of Banaskantha district, 6 talukas were included amongst the 50 most backward talukas of state, while altogether 9 out of 12 talukas were included amongst the 100 most backward talukas of state. This depicts that over a period of past 5 decades, Banaskantha district have remained backward with reference to various indicators. It implies that not only the poor socio-economic conditions but also the poor human development conditions of the district have played significant role in the backwardness of the district.

District Industries Potentiality Survey Report (DIPS) of Banaskantha district was prepared in the year 2012-13. This Report is prepared with a view to achieve comparatively higher industrial growth rate. It has focused over the problems of the industrial sector and courteous endeavors have been put forth to provide information of the Central as well as State governments industrial policies and programmes to overcome the problems and crises and achieve the targeted industrial growth rate in the coming years.

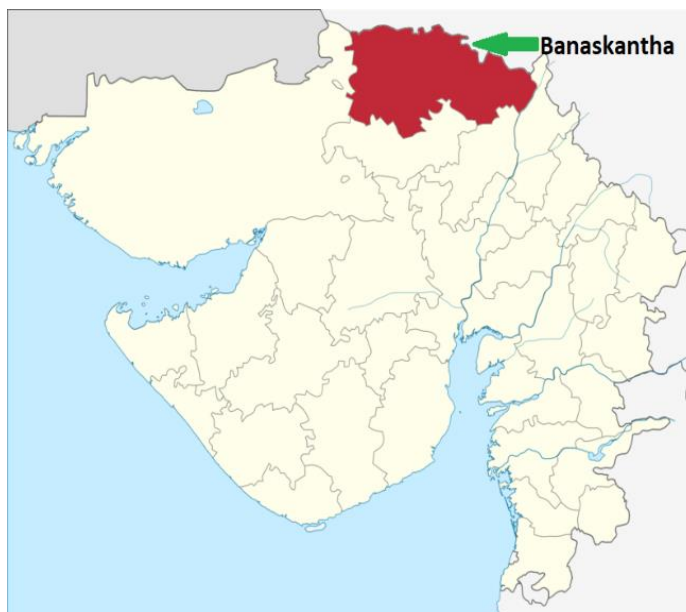
Vocational training infrastructure in institutions offering accredited courses under NCVT/GCVT is presented Industries Specific Type Courses such as Stone Articles, Stone Craving, Lathe Work, Grinding work, Stone Cutting, Gang Saw, Operator, Crane Operator, Polishing Machine Operator, Blaster(Mining), Short Term Safety Courses and JCB Operator training courses can be introduced in the district.

General Industries Courses such Motor Rewinding, Tally Accountancy, Computer Operator and MS Office Training courses should also be introduced in the district.

b. Supply side profile:

i. Demographic Profile:

The Banaskantha district takes its name from the river Banas, which flows through it. The region is spread on 23-33 to 24-45 north latitude and 71-03 to 73-02 east longitude. In this way is located in the Northeast of Gujarat and is presumably named after the West Banas River which runs through the valley between Mount Abu and Aravalli Range, flowing to the plains of Gujarat in this region and towards the Rann of Kutch. Marwad and Sirohina of Rajasthan State are situated on the north of the district. Sabarkantha district on the east, Mehsana district on the south and Patan is situated on the west of the district. Next to the desert is the border of Pakistan.



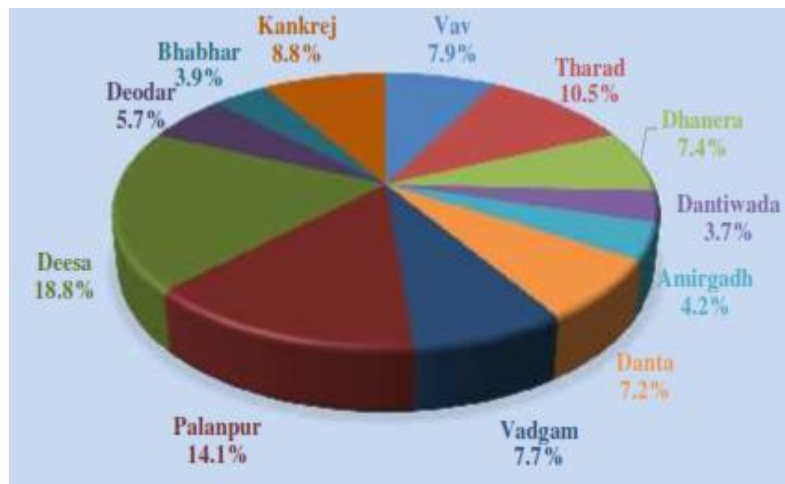
Border of Pakistan touches the desert. Strategically, Banaskantha District is of much importance because of its sensitive borders. Being a border State of Gujarat, Banaskantha's problems demand urgency from military view point. As of 2011, 13.30% of Banaskantha's population is urban and 86.70% is rural. It covers an area of 10743 km² and is the second largest district in the state.

❖ Regional wise Distribution of population in the Banaskantha District:

Sr.No.	Taluka	Total Population	Male	Female
1	Amirgadh	132354	67100	65254
2	Bhabhar	123152	63892	59260
3	Danta	224839	114836	110003
4	Dantiwada	115221	59846	55375
5	Deesa	588123	304122	284001
6	Deodar	177919	92157	85762
7	Dhanera	230741	119504	111237
8	Kankrej	275613	142849	132764
9	Palanpur	438773	226487	212286
10	Tharad	327289	169166	158123
11	Vadgam	240326	122254	118072
12	Wav	246156	128166	117990
Total		3120506	1610379	1510127

ii. Socio-Economic Profile:

❖ Population:



Banaskantha had population of 3,120,506 of which male and female were 1,610,379 and 1,510,127. As per Census 2011 out of total population, 13.3% people lives in Urban areas while 86.7% lives in the Rural areas. Also the Sex Ratio of Urban areas in Banaskantha district is 915 while that of Rural areas is 941. There were 510,310 children between age 0 to 6 years in Banaskantha district. Out of which

268,858 were male while 241,452 were female. Thus as per the Census 2011 the Child Sex Ratio of Banaskantha is 898 which is less than Average Sex Ratio (938) of Banaskantha district.

❖ Literacy:

The total literacy rate of Banaskantha district is 65.32%. The male literacy rate is 65.1% and the female literacy rate is 43.47% in Banaskantha district. The average literacy rate in urban areas is 80.4% while that in the rural areas is 62.9%.

❖ Health:

Banaskantha is at a disadvantaged position as compared to the state as a whole, both in terms of literacy rate and the extent of urbanisation and therefore, health care awareness and access to health care facilities holds significant position in Banaskantha. The district has 450 sub centres and 88 PHCs and 19 CHCs. There are 29 Ayurvedic and 9 Homeopathic institutions. 1548, 528 and 710 beds are available in hospitals, PHCs and CHCs respectively. Moreover, 1 district hospital, 1 sub divisional hospital, 102 State Govt. medical institutions, 7 other medical institutions, 7 first referral units, 5 mobile medical units, 43 AYUSH health facilities and 19 ambulances are available in Banaskantha.

Socio-Economy Profile of Banaskantha District		
Social Parameters:	Gujarat	Banaskantha
1. Total Population	6,04,39362	31,20,506
2. Area (in sq. Km)	1,96,244	10,743
3. Sex Ratio	1000:919	1000:938
4. Decadal Growth (in %)	19.3	24.61
5. Population Density	308	290
6. Literates (in%)	78.0	65.32
7. % of Urban population	42.6	13.3
8. % of Youth (15-29yrs.)	28.0	19.62
9. % of worker population	41.0	40.00
Economic Parameters:	Gujarat	Banaskantha
1. No. of factories	22,876	524
2. Net value Added - NVA (in 2013-14 & INR Lakhs)	128,42,004	
3. Wages per Employee (INR/yr)	2,26,766	
4. NVA per Employee (INR/yr)	9,35,550	

❖ Economic Profile:

The economy of the Banaskantha district is based on agro & food Processing, tourism, textile and mineral based industries (ceramics). The food Processing industry in the district has attracted 57% of the total investment in the district over the last two decades. The district ranks first in the Country in Milk Production, the Asia's Largest Dairy Cooperative under the Brandname of AMUL is Banaskantha District Cooperative Milk Producers' Union Ltd., Palanpur known as Banas Dairy procuring almost 59,58,134 Lit. Milk on 15.01.2018 as Peak receipt.

The Banaskantha is also first District having highest Cold Supply Chain of Milk by installing 1280 Bulk Milk Chilling units procuring almost >90% milk as Raw Chilled Milk & rest 10% in Cans. Banaskantha District having 1060 Village Dairy Coop. Societies certified as per ISO 9001: QMS Standard. The district ranks first in the state in the production of vegetables contributing nearly 17.67% to the total vegetable production of Gujarat. It is the largest producer of potatoes in the state. Bajri, Maize, Tobacco, Castor oil, Jowar, Psyllium are the other major crops of the district. It is also one of the leading producers of Isabgul (Psyllium husk) in the country. It is also the 3rd largest producer of oil seeds in the state after Junagadh district and Jamnagar district.

The district has rich mineral reserves including limestone, marble, granite, building stone and china clay. It accounts for almost the entire marble reserves (99.3%) of Gujarat and contributes about 15% to the total production of limestone in the state.

Banaskantha District Central Co-operative Bank is one of the most important banks of Gujarat. It has got prestigious State Agricultural University, Sardarkrushinagar Dantiwada Agricultural University. The main agriculture is of Bajra crops.

❖ Large Scale Investment Scenario in Banaskantha District:

Name of Company Ceramic Industries	Taluka	Production Item
Shreeji Granite	Amirgarh	Granite Tiles, Slab
Shreeji Industries Ltd.	Amirgarh	Granite Tiles
D.K. Trevedi & Sons	Danta	Marble Blocks, Tiles
Tripathi Marble Ltd.	Danta	Marble Slabs
Hindustan Marble Pvt. Ltd	Danta	Marble Blocks
Balaram Cement Pvt. Ltd	Amirgarh	Cement
Sri Ram Cement Ltd.	Danta	Cement
Jagdamba Cement Ltd.	Danta	Cement
Name of Company Food Processing	Taluka	Production Item
Aadarsh Derivatives Ltd.	Palanpur	Guwar Gum
Gujrat Agro Industries	Palanpur	Castor Oil, Cakes
Kishan Agro Industries Ltd.	Palanpur	Castor Oil
Banaskantha District Oil Producers Union	Palanpur	Rayda Oil
Royal Proteins Ltd.	Deesa	Griffin Vegetable oi
Banaskantha District Co-operative milk Union Ltd.	Palanpur	Milk, Ghee, Butter, Ice Cream

Gujarat State Finance Corporation (GSFC) has played an important role in the industrial development of the state. Till date, it has financed 47,331 units and disbursed Rs. 3,300 Crore, generating employment for over 6,00,000 persons. Many units financed by it are now well established and have also graduated from small to medium and large scale Major Medium and Large Scales industries in the district are engaged in

Granite Tiles and Marble Blocks manufacturing. There are 7 clusters of MSMEs having focused on Textiles (Spinning & Weaving of Cotton textiles). Most of the medium and large scale industries in Banaskantha district are mainly manufacturing Granite Tiles and Marble Blocks.

Workers consisting of skilled manpower. The potential in the district has been identified in the sectors such as cotton textile, food industry, engineering goods, electrical industries, metal products and mineral & stone-based industry. industrial units having investment exceeding Rs. 10 Crore in Plant & Machinery are classified as Large Industrial Units.

Enterprises including (Manufacturing & Service Sector)	No. of Registered units	Total Investment Rs. In Lacs	Employment
Micro	1362	12947.64	13743
Small	288	46524.89	4490
Medium	3	2756	176
Total	1653	62228.53	18409

Major Medium and Large-Scale industries in the district are engaged in Granite Tiles and Marble Blocks manufacturing. There are 7 clusters of MSMEs having focused on Textiles (Spinning & Weaving of Cotton textiles).

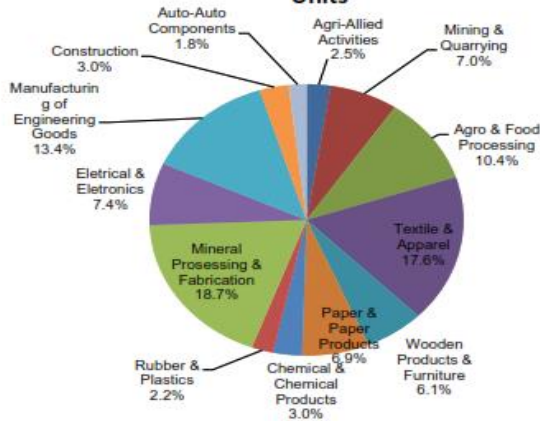
❖ MSME Investment Scenario in Banaskantha District:

Year	Micro Enterprise No. of Reg. Units	Investments (Rs.in Lacs)	Employments	Small Enterprise No. of Reg. Units	Investments (Rs.in Lacs)	Employments	Medium Enterprise No. of Reg. Units	Investments (Rs.in Lacs)	Employments
02/10/2006 to 31/3/2007	7	36.74	35	12	1032.5	139	0	0	0
2008-2008	180	1565.75	781	54	8242.76	782	1	986	42
2008-2009	222	1213.33	571	21	3393.62	335	0	0	0
2008-2010	113	652.5	302	34	6813	626	1	970	125
2008-2011	122	986.65	1008	19	2362.82	339	0	0	0
2008-2012	130	1623	1309	40	8944.82	471	0	0	0
2008-2013	124	2491.9	1199	28	4115.75	320	0	0	0
2008-2014	237	1820.23	3009	25	2971.46	293	0	0	0
2008-2015	227	2557.54	5529	55	8648.16	1185	1	800	9
2008-2016	27	741.22	268	9	2023.64	109	3	2756	176
Total	1389	13688.86	14011	297	48548.53	4599	6	5512	352

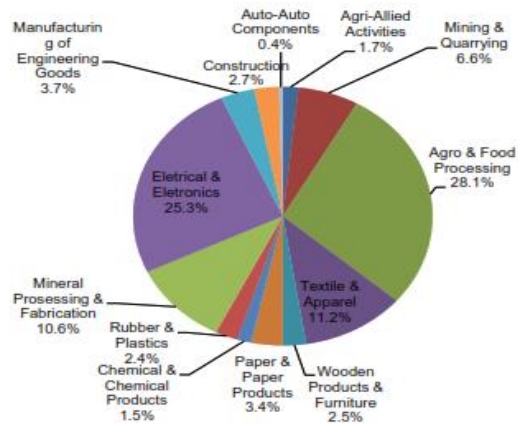
Among the manufacturing-based MSME units, mineral processing and fabrication, electrical and electronics, textile and apparel, agro and food processing, manufacturing of engineering goods and mining and quarrying are prominent and apparel, categories in terms of number of units and investment volume. While the level of organized investments in services enterprises is low, as evident from the MSME Part-II statistics, sectors such as wholesale and retail trade and IT-ITES have seen considerable investments in the district.

MSME Manufacturing Sector Scenario in the District⁴⁴⁵

Composition of MSME Manufacturing Units

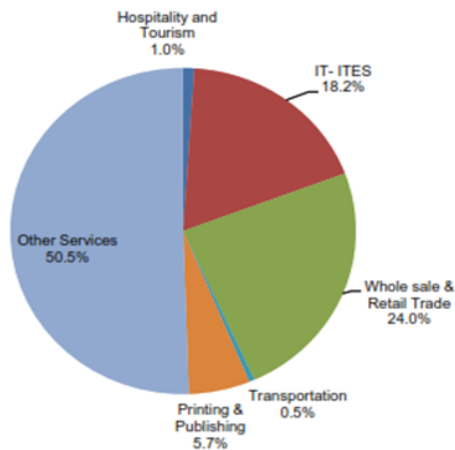


Composition of Investments in MSME Manufacturing Units

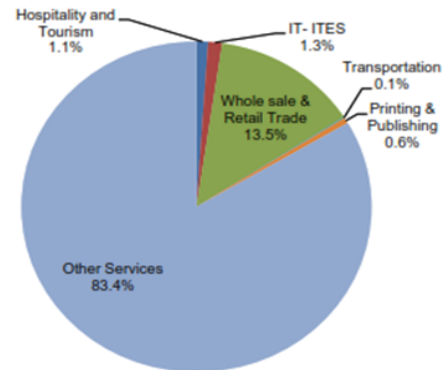


MSME Services Sector Scenario in the District⁴⁴⁶

Composition of MSME Service Enterprises



Composition of Investments in MSME Service Enterprises



Tourism remains one of the largest services sector in Banaskantha. The district has immense tourism potential because of the presence of holy places like Ambaji and Kumbharia. Over 40% of tourist inflow in Gujarat is for religious purposes and Ambaji has emerged as the second most popular tourist destination in Gujarat. Apart from Ambaji, Banaskantha has other popular places like Kumbharia, a religious place for the Jain community, Balram- Ambaji Sanctuary, Balram Palace Resort at Balrampur, Jessore Sloth Bear Sanctuary and Kedarnath Mahadev Temple in Jessore (32 km from Palanpur). The tourism industry is expected to create multiple opportunities across sub-sectors like highway restaurants, motels, heritage resorts, budget hotels and amusement parks. The growth in the tourism industry has been facilitated by the fact that Banaskantha is well connected to major cities in the country (New Delhi and Jaipur through highways — NH 16 and NH 8, respectively) and has good interstate connectivity (with cities like Ahmadabad, Patan and Deesa through State Highway 7).

Based on the analysis of socio-economic conditions, investment scenario and availability of resources, incremental manpower requirement has been estimated for the following sectors:

- **Primary Sector:**
 - Agriculture & Allied Activities (Horticulture, Sericulture, Animal Husbandry and Fisheries)

- **Secondary Sector:**
 - Textile and Apparel
 - Manufacturing of Engineering Goods (Including Auto & Auto Components)
 - Chemical & Chemical Products (Including Petro Chemicals)
 - Drugs & Pharmaceuticals
 - Argo & Food Processing
 - Electrical and Electronics
 - Mineral Processing & Fabrication
 - Construction Material (Cement, Ceramics)
 - Rubber & Plastics
 - Paper & Paper Products
 - Infrastructure (Construction)

- **Tertiary Sector:**
 - IT-ITES
 - Transportation & Logistics (including port-based logistics)
 - Banking & Financial Services
 - Organized Retail
 - Hospitality & Tourism
 - Healthcare
 - Education & Training

Region	Labour Force Participation	Workforce Participation	Percentage of Employment		
			Primary Sector	Secondary Sector	Tertiary Sector
Banas Kantha	60.3%	43.61%	77.59%	7.23%	15.18%
Gujarat	59.27%	41.95%	59.34%	15.86%	24.8%

❖ **Workforce Distribution:**

(Out of total labor forces)

- 32.4 % Main workers
- 7.6 % Marginal workrs
- 60.0 % non-workers
- 66.16% engaged in agriculture and allied activates
- 22.07% Manufacturing and service sector
- 0.95 % Household industries.

iii. Education Profile:

❖ **Education and Training Infrastructure:**

The overall literacy in Banaskantha stood at 65.32, while the male literacy and female literacy stood at 78.15 and 51.75 respectively in 2011. while the gap between male and female literacy in rural area that was 33.29 in 2001, which decreased to 27.64 in 2011, whereas the gap between male and female literacy in urban area that was 22.07 in 2001, which decreased to 18.26 in 2011. In Banaskantha, almost 87.29% of schools are managed by local bodies. In all the talukas majority of schools are managed by local bodies, while Amirgadh and Danta being tribal area, about 10.53% and 8.03% of schools respectively are being managed by tribal/social welfare dept, where as in Palanpur, Vadgam and Dhanera, about 35.54%, 20.22% and 17.11% of schools are private.

• Banaskantha District – Annual Skill Training Capacity

Sr.No	Category	Type of Institute	Annual Training Capacity	Training Sector
1	Directorate of Employment and Training	Government ITI	5712	IT-ITES, Automobile & Auto, Engineering, Textile & Apparel, Construction, Electronic & Electronics
		Grant in Aid & Self-Financed ITIs	1543	
		Kaushalya Vardhan Kendras (KVKs)	983	Beauty & wellness, Construction, IT-ITES, Education, Textile & Apparel, Fundamental of Computer, Specialized Sewing machine Operator,

Sr.No	Category	Type of Institute	Annual Training Capacity	Training Sector
2	Commissionerate of Technical Education	Polytechnics/Diploma	690	Engineering related Training Sector
3	Ministry of Textiles	ISDS Training Centres	36	Textile & apparel
4	Department of Rural & Agriculture Development	Krishi Vigyan Kendras, Farmer Training Centers, Agriculture Research Institute	1326	Agriculture,
5	Training Centres under other Govt. Schemes	RSETI, PMKVY, SEWA, Surya Mitra etc	310	IT-ITES, BFSI

❖ **Infrastructure resources:**

General Education	No. of Units	Training capacity
School	2654	541110
Higher and Technical Education	572	125281
Vocational Education	No. of Units	Training capacity
Total ITIs	28	7255
Polytechnic/Diploma	2	690
KVKs	26	983
Private Training Providers	14	1543

iv. Employment Profile

Category of Industries	Employment
Large Scale Industries (Comm + UI)	7723
MSME Category	6943
Manufacturing Units	6012
Service Enterprises	931
Total	6714

c. Demand side profile:

i. Formal sector demand (Existing and predicted)

- [Banaskantha District - Human Resource Requirement During 2017-22 \(in no. persons\)](#)

Sr. No	Category	Industry Sector	2012-17 skilled			Total	2017-22 skilled			Total
			Skilled	Semi-skilled	Minimally skilled		Skilled	Semi-skilled	Minimally skilled	
1	Primary sector	Agriculture and allied activities	NA	NA	33260	33260	NA	NA	27854	27854
2	Manufacturing Sector	Agro and food processing	87	349	437	873	78	312	390	780
3	Manufacturing Sector	Textile and apparel	17	67	83	167	15	60	75	150
4	Manufacturing Sector	Wooden products and	7	27	34	68	6	24	30	60
5	Manufacturing Sector	Paper and paper products	9	38	47	94	8	34	42	84
6	Manufacturing Sector	Chemical and chemical	32	126	158	316	28	113	141	282
7	Manufacturing Sector	Rubber and plastics	4	18	22	44	4	16	20	40
8	Manufacturing Sector	Mineral processing and	68	271	338	677	60	242	302	604
9	Manufacturing Sector	Electrical and electronics	6	23	28	57	5	20	25	50
10	Manufacturing Sector	Manufacturing of engineering	24	95	119	238	21	85	106	212
11	Manufacturing Sector	Manufacturing of construction	21	82	103	206	18	74	92	184
13	Manufacturing Sector	Construction material	691	1382	11749	13822	618	1236	10508	12362
14	Service Sector	Trade, retail	1116	1674	8372	11162	1220	1830	9152	12202

Sr. No	Category	Industry Sector	2012-17 skilled			Total	2017-22 skilled			Total
			Skilled	Semi-skilled	Minimally skilled		Skilled	Semi-skilled	Minimally skilled	
11	Manufacturing Sector	Manufacturing of construction material	21	82	103	206	18	74	92	184
13	Manufacturing Sector	Construction material	691	1382	11749	13822	618	1236	10508	12362
14	Service Sector	Trade, retail	1116	1674	8372	11162	1220	1830	9152	12202
15	Service Sector	Transportation and logistics	274	4350	5175	9799	224	3559	4234	8017
16	Service Sector	Hospitality and tourism	1085	1628	8138	10851	868	1302	6510	8680
17	Service Sector	Banking and financial services	1124	3373	NA	4497	787	2361	NA	3148
18	Service Sector	Healthcare	436	1962	NA	2398	581	2905	NA	3486
19	Service Sector	Education and training	1886	12696	NA	14582	2829	7618	NA	10447

I. Informal Sector Demand:

Considering that the level of farm mechanization and the sharing of agricultural land is on the rise, the period between 2012 and 2022 would witness a net outflow of workforce from agricultural activities. This is expected to be significant in marginal worker's category. A significant portion of the workforce would engage in agro-allied activities, depending on the availability of allied resources and migration constraints. Incremental manpower requirement for agro- allied activities is estimated after considering the following parameters:

- Current level of employment in agricultural activities (farmers and agricultural laborers).
- Estimated displacement factors for agricultural workforce based on Planning Commission Projections for 2012–17 and 2017–22 and the analysis of level of mechanization and allied factors in Gujarat
- Employment potential in agro-allied activities in the district, considering the level of involvement in various activities and regional conditions

Sr No	Description	Population
1	Cultivators	4,75,585
2	Agriculture labor	3,50,541
3	House enterprise labor	11,812
4	Other labor	4,10,662
5	Unproductive labor	18,71,906

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

d. Training Infrastructure profile

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

Sr. No	Scheme Name
1	Pradhan Mantri Kaushal Vikash yojna (PMKVY 2.0)- Central and State Under CSCM Component : 1 And CSSM Component : 3
2	Integrated skill development Scheme(ISDS), Ministry of textile – Central: 36
3	Deen Dayal Upadhyay Gramin Kaushal Yojna (DDU-GKY) – Central: 1
4	Rural Self Employment Training Institute (RSETI) : 1
5	Kaushalya Vardhan Kendra(KVK) – State : Total no: 22
6	Industrial Kaushal Vardhan Kendra(iKVK) – State : Total no: None
7	Dairy Product Processing Institute: None
8	Gujarat Matikam Kalakari & Rural Technology Sansthan: None

ii. Long Term Skill Development Program

Sr.No.	Scheme Name
1	Craftsmen Training Scheme – DGT- Central Total No of I.T.I.s (Govt., GIA, And Pvt.ITI) =14
2	Apprenticeship Training Scheme- DGT – Central:1 In Banaskantha district , ATS has 58 industries Unit registered under ATS scheme and approximately 676 seats contract registered for long and short terms courses.

iii. Others – Private Skill Providers :

Sr. No.	Scheme Name
1	Advance Skilling Center : None
2	Skill Upgradation center at GIDC: None
3	Industrial KVK : None
4	Industry as IMC partner to ITI 5 Government ITI in the district have partnered with local industries to upgrade the training infrastructure as well as to improve their training management

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 activities align with NextGen SDMS portal.

b. Activities

1. Mukhyamantri Apprenticeship Yojana :

State government of Gujarat has been enterprising in taking up skilling as an important agenda in its mandate. It has strongly embedded the core principle of “Sabka Saath, Sabka Vikas” in all its initiatives. The state envisages to align its skill development to the National Skill Development Mission (NSDM). The geographical, demographic and social profile of Gujarat presents a unique opportunity for economic growth through skilling of manpower.

In order to further strengthen the apprenticeship training in Gujarat and enhance the impact of a flagship scheme, Mukhyamantri Apprenticeship Training Scheme (MATS) has been launched in 2018, by the state government in alignment with National Apprenticeship Promotion Scheme (NAPS).

Realizing the significance of industry participation in skill development, the scheme envisages to collaborate and partner with the large base of industries in Gujarat. The aim is to encourage them to take up apprentices and support in improving the quality of skill training in Gujarat.

The scheme incentive the industries through the plan drawn below:

- Graduate Apprentices : Rs.3000 per Month
- Diploma Apprentices : Rs.2000 per Month
- Trade & Other Apprentices : Rs.1500 month

➤ This is over and above the reimbursement given under NAPS & NATS.

The key beneficiaries of this flagship schemes are the industries who will collaborate in implementation of apprenticeship training scheme. They will be incentivized for their initiatives. The apprentices trained under the scheme will also benefit through active involvement of industries in the training.

Around 8 government departments are involved in skill training in Gujarat. MATS has brought all these departments under one umbrella and seeks active participation to achieve maximum targets in apprenticeship training in various sectors and spheres.

MATS has adopted a holistic approach similar to NAPS. It not only includes training in manufacturing sectors but also in various service sectors. This has led to broader horizons for the trainees to take up apprenticeship training.

2. Up gradation of course curriculum and NSQF alignment

The current curriculum of various training courses taught is quite outdated in comparison to the methodologies utilized in the industrial sector. The industries are using quite advanced tools and machineries which do not match with the theoretical syllabus as well as the practical equipments available at the current training institutes.

In order to overcome this shortcoming, the implementation of the NSQF (National Skills Qualifications Framework) guideline for upgradation of course curriculum will serve the following benefits:

- Mobility between vocational and general education by alignment of degrees with NSQF
- Recognition of Prior Learning (RPL), allowing transition from non-formal to organized job market
- Standardized, consistent, nationally acceptable outcomes of training across the country through a national quality assurance framework
- Global mobility of skilled workforce from India, through international equivalence of NSQF
- Mapping of progression pathways within sectors and cross-sectoral.
- Approval of NOS/QPs as national standards for skill training

3. Catering the skill demand of priority industries sector

Sr.No.	Talukas	Major Industries
1	Palanpur	1.B.K.District Co. Op. Milk Producer Union Ltd.
		2.Vikas Grenerize Ltd. GIDC, Chandisar.
		3.B.K.District Oil Seeds Union Ltd., Badarpura.
		4.Banas Dan Cattle Feed Factory.
2	Ambaji	1. Ihsedu Agrochem Pvt.Ltd.
		2. Green Marbal.
		3. Hindustan Marbal.
		4. Shri Ram Cement, Hadad.
3	Deesa	1.Royal Protein Pvt.Ltd Rajpur.
4	Amirgadh	1 .Pawan Cement
		2.Shreeji Industries, Awal

4. Training of trainer and its certification

Training is a process of acquiring knowledge, skills, and attitude that are need to fill the

gap between what people want to do, and what they are able to do. The Training to the trainers is necessary time to time for the mental and Technical developments of the trainers.

SSC provides certification to the instructors imparting training for skill development in accordance with the norms developed for implementing the NSQF framework, which consists of assigning levels to various job roles under different sectors recognized in the national as well as international markets.

5. Improving women participation

Over the past few years, the number of women entering the job market has been consistently growing. An increasing number of women, especially from metro cities, wish to get back to their jobs after maternity leave. Career-centricity among women is at an all-time high. In rural areas too, vocational education initiatives are ensuring women can have a career of their choice.

1. Pre -training stage- This stage must Spread awareness with the help of ground levels workers, self help groups (SHGs), urban local bodies (ULB) social workers and community workers through government advertisements and door to door advocacy). Draw inspiration from the best practices and through interactive sessions with the women and the family members Establish a research body responsible for designing the curriculum according to the market needs.

2. Training stage – This stage must offer Soft skills training to enhance service delivery and employability in parallel to vocation based training. Regular interactive sessions with the best practitioners within the community to inspire trainees to sustain their interests throughout the training programme. Comprehensive and continuous evaluation of the trainers to ensure a minimum standard of training.

3. Post training stage – This stage must include Establishment of a placement cell, Finance cell and Information Cell to provide an effective base for tackling existing gaps in implementation.

Placement cell: VTPs should provide mandatory apprenticeship for the trainees on completion of training in order to acquaint them with the current work environment. Post apprenticeship, the placement cell must create linkages between the employers, creditors and the trainees so that they can avail themselves of better market opportunities and overcome institutional logs.

Information cell: Creating a skill pool with alumni network will encourage exchange of ideas and experiences. An open help desk will enable women to access information regarding opportunities, future training, credit and market access. If needed, an experts' opinion could be sought. Arranging regular alumni meets will help exchange of ideas, innovative techniques and difficulties.

Finance cell: This will help link trainees with loan providers such as banks, CSR grant or any other credit provider. A Help desk will support the trainees during the loan application and approval process, and financial inclusion through opening bank accounts for trainees.

6. Career Counselling:

Career counseling includes a wide variety of professional activities to help people deal with career-related challenges. It serves as an effective means to provide a pathway to the students to achieve their aims and goals post training. Professional career counselors can put a person's qualifications, experience, strengths and weakness in a broad perspective while also considering their desired salary, personal hobbies and interests, location, job market and educational possibilities. Through their counseling and teaching abilities, career counselors can additionally support people in gaining a better understanding of what really matters for them personally, how they can plan their careers autonomously, or help them in making tough decisions and getting through times of crisis. Finally, they are often capable of supporting their clients in finding suitable placements/ jobs, in working out conflicts with their employers, or finding the support of other helpful services.

c. Resource Requirement at district level:

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

d. Monitoring & Evaluation

1) Establishing District Level M & E Team

A team of 2 consultants created at the Banaskantha district level for monitoring the implementation of activities such as Skill gap study, surveys etc. The responsibility of regularly monitoring such activities assigned to the team. Weekly reports taken from the team to evaluate the proper implementation. Development of a mobile-based app for knowing the location of the consultants.

2) Development of Management information system (MIS)

To develop a centrally based Information System along with co-ordination at the State and district level. District level Information entered into the Dashboard for continuous monitoring by the higher authorities.

3) Periodic Market Assessment & Skill Gap Study

Skill development efforts in Gujarat have been highly fragmented so far. Currently, more than 18 departments of government are running Skill Development Programmes (SDPs) in addition to industry run and private training centres. Major challenge observed in skill space is the gap between industry demand and supply of skills.

In order to assess the demand-supply gap, 'Skill Gap Study' is considered to be the pillar of the study. The research will be based on primary interaction (sample surveys, focus group discussions, and structured interviews) with key stakeholders including industry, training providers, trainees, industry associations and government. It identifies priority industry sectors in terms of employment generation and contribution to District-NVA (Net Value Added). Popular job roles, demand technical and soft skills with an assessment of training capacity at district level would be come out of study findings.

The 'Skill Gap Study', executed every 3 years, would serve as a good enough duration for fulfilling the goals of the findings.

Creating a brand for skill development

A brand is seen as one of the most valuable assets. It represents the face of institute, the recognizable logo, slogan or mark that the public associates. In fact, the entity is often referred to by its brand, and they become one and the same.

Offline and online are two methods of brand delivery for a particular service. Media such as social media, webinar, phone/video, blogs/online publications, email, search, online advertising, groups/online conferences etc. are few online means of advertising our brand to a wide audience. However, traditional methods like networking, communication, meetings, print publications, direct mail, cold calls, print advertising, association/trade shows etc. will also be utilized to promote branding.