

District Skill Development Plan Under SANKALP

BHARUCH 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 Details

Bharuch district is located in the southern part of Gujarat, near the Gulf of Khambhat in the Arabian Sea. As of 2011 census, it has a total population of 15.5 lacs persons and area of 5253 sq. km. It is divided into eight talukas namely Ankleshwar, Bharuch, Jambusar, Vagra, Amod, Hansot, Jhagadia and Valia. Ankleshwar and Bharuch city are two major towns in the district.

Bharuch is a heavily industrialised district situated in Ahmedabad-Mumbai corridor. It shares boundary with the industrial district of Surat and Vadodara. Ankleshwar industrial estate is one of the most prominent chemical clusters in the country. Bharuch is famous for its chemical plants, textile mills, long staple cotton and brown peanuts market.

Why Bharuch District?

❖ Skill Demand of Employers

As of 2017, MSME and large industries together provide formal employment to 91,152 persons. Based on investment-employment elasticity calculation registered industries will need additional 32,822 skilled people in next five years. Maximum demand will be in Chemical, Petro-chemical, Textile, Logistics, Engineering, Rubber and Retail industry sectors.

❖ Human Resource Supply Scenario

As per population growth estimation, Bharuch district population will reach to 18 lacs in 2022. Labor force population will increase from 6.7 lacs to 7.2 lacs. Bharuch will have a surplus labour force, with respect to employment opportunities in large & MSMEs. Most of them will be engaged in unorganized sector as a small shopkeeper, daily labour or as street vendors.

❖ Training Capacity in Bharuch

Annual training capacity of various government and private skill centers in Bharuch district is of 22,021 persons. A total of 1.1 lacs people can be trained in next five years (2017-22).

❖ Other Important points to be consider are given below,

1. Bharuch is an emerging industrial zone in the state with good infrastructure connectivity, including port connectivity (Port of Dahej).
2. The growth of the logistics industry based on the Dahej port has helped establish several key industries in and around the area, including Indo-Gulf, Gujarat Chemical Port Terminal Company Ltd. (GCPTCL) and Petronet LNG Ltd.
3. Considering the advantages of the location of the port with respect to the opportunities it offers for exports to Middle East, Africa, Europe and North America, the government has identified the region as a thrust area.
4. Industry Ecosystem: Presence of major industry players, industrial park, GIDC estate, power and water supply.
5. Resources: Availability of resources land, agro- products, labours & non-metallic minerals - petroleum. 52 % of the state's lignite is found in Bharuch. 92 % of silica sand is being produced in the district.

B. Supply side Profile

1.1 Demographic Profile of Bharuch District

<u>Demographic Profile</u>	
Total Population 15.51 lakh accounting for 2.56% overall State	
66.15 % population lives in rural area	
Average density of 210 against state average 308 persons per sq.km.	
Decadal Growth rate of 13.1% against state 19.3 %	
Gender ratio 925 female/1000 males	
Literacy rate 83.00 % against 78.00 % state	

Bharuch district has moderate human resource potential region in Gujarat state. Analysis of population distribution in the district as per 2011 census indicates higher human resource potential in the talukas of Bharuch, Ankleshwar, Jambusar, Jhagadia, Valia, Vagra, Amod and Hansot.

Regional wise Distribution of population in the district

Sr. No.	Taluka	Population	Area (km2)	Pop. Density	Sex-ratio
1	Bharuch	4,52,517	633.73	714	944
2	Ankleshwar	3,15,596	454.92	694	882
3	Jambusar	1,97,038	1,443.71	136	923
4	Jhagadia	1,85,337	808.69	229	949
5	Valia	1,45,400	516.93	281	962
6	Vagra	1,00,044	1,643.91	61	870
7	Amod	93,819	449.31	209	938
8	Hansot	61,268	557.80	110	932

1.2 Economic Profile

Bharuch is part of south Gujarat industrial region host many large chemical plants producing fertilisers, paints, dyes, cotton, textiles, and dairy products. The annual turnover of chemical industries in Ankleshwar exceeds Rs 10,000 crore and considered to be the largest industrial cluster in India.

Most of the large and MSME industries are concentrated in Bharuch, Ankleshwar and Vagra taluka. As per Industries Commissionerate (IC) data; there are 343 large and 3,954 MSMEs are registered in Bharuch district.

Gujarat's biggest liquid cargo terminal is situated here in Dahej. Petronet LNG Ltd, one of the fastest growing companies in the Indian energy sector, has set up the country's first LNG receiving and regasification terminal at Dahej.

Bharuch houses many reputed Indian and multinational companies like Torrent Group, PepsiCo International, Videocon, BASF, Reliance, Tata Group, Aditya Birla Group, Welspun Stahl, L&T, ONGC, NTPC etc.

Large Scale Investment Scenario in Bharuch District

S.No.	Industry Sectors	Large Industries	
		No. of Units	Proposed Investment (in lacs)
1	Chemical & Chemical Products	130	1015800
2	Textile & Apparel	40	400000
3	Civil & Constriction	11	87300
4	Engineering & General Purpose Machinery	11	51000
5	Plastic & Plastic Products	6	9300
6	Agri-product & Food Processing	16	176300
7	Iron, Steel & Basic Metal Products	9	234400
8	Oil & Petrochemical	27	1991800
9	Electrical & Electronics	2	106300
10	Mining and Quarrying	2	8600
11	Pharmaceutical	39	89600
12	Retail, Trade, Shops & Wholesale	3	23600

13	Logistics, Transportation and Storage	16	250400
14	Glass & Glass Products	7	54600
15	Automobile & Auto Parts	1	6000
16	Wood Products & Furniture	2	12000
17	Tourism, Accommodation and Food Service	1	50200
18	Paper & Paper Products	4	23700
19	Professional Practices	1	21400
20	Rubber & Rubber Products	6	158300
	Total	334	4770600

MSME Investment Scenario in Bharuch District

Bharuch District - Investment by Industry Sector (MSME EM II 2012-15 & IEM 2011-17, IC data)			
Sr. No.	Industry Sectors	MSMEs	
		No. of Units	Proposed Investment (in Crore)
1	Chemical & Chemical Products	334	39440
2	Textile & Apparel	1649	10317
3	Civil & Constriction	177	8258
4	Engineering & General Purpose Machinery	121	7846
5	Plastic & Plastic Products	52	6033
6	Agri-product & Food Processing	183	4999
7	Iron, Steel & Basic Metal Products	103	4732
8	Oil & Petrochemical	23	4631
9	Electrical & Electronics	70	4530
10	Mining and Quarrying	45	3976
11	Pharmaceutical	88	3049
12	Retail, Trade, Shops & Wholesale	498	2953
13	Logistics, Transportation and Storage	108	2917
14	Glass & Glass Products	7	2848
15	Automobile & Auto Parts	64	2806
16	Wood Products & Furniture	66	2681
17	Tourism, Accommodation and Food Service	36	2008
18	Paper & Paper Products	16	1702
19	Professional Practices	76	1511
20	Rubber & Rubber Products	9	667
21	Repair and Maintenance Work	78	394
22	Education & Skill Development	16	377
23	Power, Gas & Renewable Energy	4	196
24	Healthcare & Wellness	35	127
25	IT-ITES	14	106

26	Gems & Jewellery	5	106
27	Leather & Leather Products	56	84
28	BFSI	18	69
29	Forestry, Animal Husbandry & Fisheries	3	35
	Total	3954	119399

Bharuch District – Sector wise classification			
S.No.	Category	Industry Sector	Units
1	Primary Sector	Mining & Quarrying	47
2		Forestry, Animal Husbandry & Fisheries	3
3	Manufacturing Sector	Chemical & Chemical Products	464
4		Textile & Apparel	1689
5		Civil & Constriction	188
6		Rubber & Rubber Products	15
7		Oil & Petrochemical	50
8		Iron, Steel & Basic Metal Products	112
9		Pharmaceutical	127
10		Agri-product & Food Processing	199
11		Engineering & General Purpose	132
12		Glass & Glass Products	14
13		Electrical & Electronics	72
14		Paper & Paper Products	20
15		Plastic & Plastic Products	58
16		Wood Products & Furniture	68
17		Automobile & Auto Parts	65
18		Power, Gas & Renewable Energy	13
19		Leather & Leather Products	56
20		Gems & Jewellery	5
21	Service Sector	Logistics, Transportation and Storage	124
22		Retail, Trade, Shops & Wholesale	501
23		Tourism, Accommodation and Food Service	37
24		Professional Practices	77
25		Repair and Maintenance Work	78
26		Education & Skill Development	16
27		Healthcare & Wellness	35
28		IT-ITES	14
29		BFSI	18
Total			4297

Data Source: MSME EM II data 2012-15, IEM data 2011-17, Industries Commissionerate (IC), Government of Gujarat

1.3 Socio-Economics profile

Socio-Economic Profile of Bharuch District			
Sr. No.	Social Parameters	Gujarat	Bharuch
1	Total Population	6, 04, 39,692	15, 51,019
2	Area (in Sq. Km.)	1, 96,244	5,253
3	Sex Ratio	1000: 919	1000: 924
4	Decadal Growth (in %)	19.3	13.1
5	Population Density	308	210
6	Literates (in %)	78.0	83.0
7	% of Urban population	42.6	34.7
8	% of Youth (15 -29 yrs.)	28.0	27.0
9	% of Worker Population	41.0	40.4

Sr. No.	Economic Parameter	Gujarat	Bharuch
1	No. of Factories	22, 587	988
2	Net Value Added* – NVA (in 2013-14 & INR Lakhs)	128, 42, 004	15, 30,974
3	Wage per Worker (INR/yr)	2, 26,760	3, 14,090
4	NVA per Employee (INR/yr)	9, 35,550	15, 85,918

1.4 Workforce Distribution

In 2011, a total 6.2 lacs persons are part of the work force (main & marginal workers). Rest are unproductive population either studying, retired, home maker, unemployed or not fit to be part of the workforce. Worker participation rate (WPR)* in the district is 40.4 percent and female WPR stands at 21.2 percent in 2011.

Out of total labour forces

- 47 % Main workers
- 15 % Marginal works
- 38% non-workers
- 52 % engaged in agriculture and allied activates
- 47% Manufacturing and service sector
- 1 % Household industries.

1.5 Education Profile

Bharuch has an overall literacy rate of 83.03 percent. The mass education program in past years with a focus on gender and regional inclusion has improved the literacy and education attainment in the district. Male-female literacy gap at 12 percent is lesser than the state average of 16.5 percent. The urban-rural literacy gap is estimated to be 9.05 percent in 2011.

Education and Training Infrastructure

Infrastructure resources		
General Education	No. Units	Training Capacity
School	1370	2,82,648
Higher and Technical	48	25,144
Vocational Education	No. Units	Training Capacity
Total ITI	23	9,259
Polytechnic/Diploma	3	1,800
KVK	12	1,440
Other State/Central	55	2,811

Private Training	270	6,711
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As of District Information System for Education (DISE), MoHRD data (2015-16) there are 1370 schools with a total enrolment of 2.9 lacs pupils.

Narmada College of Science & Commerce and JP Arts College are two prominent higher education institute in the district. Furthermore, there are 48 higher and technical colleges operational in Bharuch district.

In vocational education, total annual training capacity through various training institutes is of 22,021 persons.

There are 23 ITIs, 3 polytechnics, 12 Kaushalya Vardhan Kendras (KVK), 12 ISDS centres and 43 training centres under various government schemes are operational in the Bharuch district. Private players also contribute significantly to district skill ecosystem with annual training capacity of close to 6,711 persons.

1.6 Employment Profile

There is an employment exchanges in Bharuch 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 2016-17 statistics in the table.

Organized Employment in Bharuch	
Category of Industries	Employment
Large Scale Industries (Comm+UI)	2,11,430
MSME Category	
Manufacturing Units	75,739
Service Enterprises	15,413
Total	3,02,582

Bharuch District – Annual Training Capacity in 2017					
Sr. No.	Governing Organisation	Training Institute	Units	Annual Training Capacity	Training Sector
1	Directorate of Employment & Training	Industrial Training Institutes	23	9259	Chemical - 34%, Engineering - 23%, IT-ITES - 15%, Textile & Apparel - 20%,
		Kausalya Vardhan Kendra	12	1440	
		National Apprenticeship Promotion Scheme (NAPS)	178	502	
		Industrial Kausalya Vardhan Kendra	16	420	
2	Ministry of Textiles - CED	ISDS Training Centers	12	671	Textile & Apparel
3	Commissionerate of Technical Education	Polytechnics	3	1800	Engineering - 33%, Electrical Electronics - 17%, Construction - 13%, IT-ITES - 13%
4	National Skill Development Agency	PMKVY Centers	6	360	Telecom - 33%, Apparel - 16%, Logistics - 16%, Construction - 16%, Retail - 16%
5	Ministry of Electronics & IT	C-DAC	4	120	Information Technology & Services (IT-ITES)
6	Department of Rural & Agricultural Development, GoG	Krishi Vigyan Kendra	1	480	Agriculture & Allied Activities - 58%,
		DDU-GKY	3	360	Textile & Apparel - 13%, Self-
		RSETI	1	30	

C. Demand side Profile

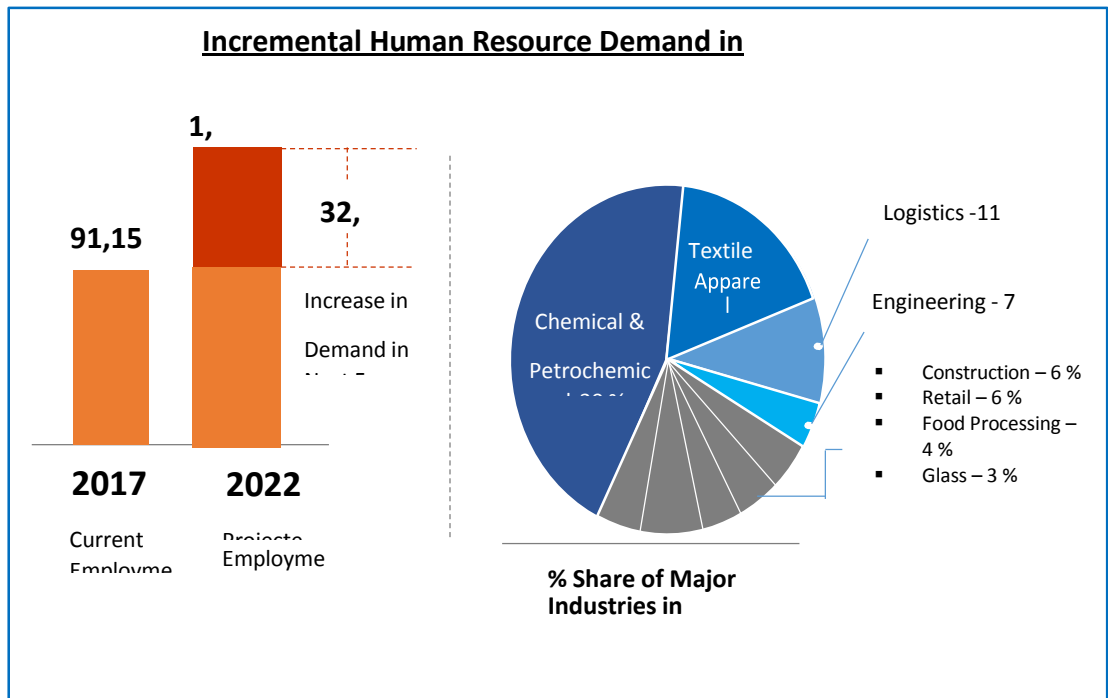
7	Department of Tribal Development	D-SAG Skill Centres	1	220	Employment - 39% Engineering - 27%, Healthcare - 18%, IT-ITES -
8	Housing & Urban Development	UMMED	1	300	Engineering, self-Employment
9	Department of Education	Technical School	1	90	IT-ITES
10	Industry & Private Training Institutes	SVMIT - Shri Vidya Mandal Institute of Technology	1	525	Engineering - 40%, Chemical - 9%, Life skills - 11%, Self-Employment - 8%, Textile & Apparel - 5%
		ONGC Training Centre	1	360	
		Xavier Technical Training Centre Ankleshwar	1	240	
		Gram Vikas Trust	1	240	
		Shroff S. R. Rotary Institute Of Chemical Technology	1	180	
		IL&FS GIDC Skill Upgradation Centre	1	180	
		Narmada Institute of Technical Training (NITT)	1	129	
		College of Fire & Disaster Management	1	120	
		Dalmia Group - Livelihood Skill Training	1	120	
		ESSAR foundation	1	60	
		Adani - Skill Centre Bharuch	1	60	
		Other Private Centres	57	3755	
Total			330	22021	

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. Incremental workforce requirement has been estimated based on investments trends, employment potential of various industry sectors and insights from discussions with industry representatives.

In next five years (2017-22) registered large & MSME units in Bharuch will need 32, 822 skilled people (Investment-employment elasticity calculation). Maximum demand will be in Chemical, Petro- chemical, Textile, Logistics, Engineering, Rubber and Retail industry sectors. Further break-up of workforce demand for minimally skilled, skilled and highly skilled is presented in table 4.

Figure 8 : Incremental Human Resource Requirement in 2017-22



Bharuch District - Incremental Human Resource Requirement During 2017-22

(in no. persons)

Sr. No.	Category	Industry Sector	Current Employment - 2017	Incremental HR Demand in 2017-22			
				Minimally Skilled (Class 10 th & below)	Skilled (10 th Pass +3 yrs)	Highly Skilled Graduate & above	Total
1	Primary Sector	Mining & Quarrying	1145	102	107	34	243
2		Forestry, Animal Husbandry & Fisheries	10	3	3	2	8
3	Manufacturing Sector	Chemical & Chemical Products	19871	3845	2403	3364	9613
4		Textile & Apparel	13883	3085	1171	676	4933
5		Civil & Constriction	7545	1107	704	201	2012
6		Rubber & Rubber Products	5574	403	134	134	671
7		Oil & Petrochemical	4608	107	175	54	336
8		Iron, Steel & Basic Metal Products	3954	229	138	50	417
9		Pharmaceutical	3948	40	50	70	161
10		Agri-product & Food Processing	3603	303	660	420	1383
11		Engineering & General Purpose Machinery	3488	710	1154	355	2219
12		Glass & Glass Products	3364	436	376	178	990
13		Electrical & Electronics	2167	92	225	195	512
14		Paper & Paper Products	1247	192	134	36	363
15		Plastic & Plastic Products	914	122	105	50	276
16		Wood Products & Furniture	757	193	22	7	222
17		Automobile & Auto Parts	562	35	61	39	134
18		Power, Gas & Renewable Energy	500	5	8	3	16
19		Leather & Leather Products	161	13	11	5	29
20		Gems & Jewellery	38	3	6	1	11
21	Service Sector	Logistics, Transportation and Storage	6775	2314	982	210	3506
22		Retail, Trade, Shops & Wholesale	2280	1338	338	350	2027
23		Tourism, Accommodation and Food Service	1973	257	731	366	1355
24		Professional Practices	1796	111	239	446	796
25		Repair and Maintenance Work	530	81	209	47	337
26		Education & Skill Development	208	8	18	33	58

27	Healthcare & Wellness	122	20	64	40	124
28	IT-ITES	68	2	6	23	31
29	BFSI	61	14	14	12	41

Employment Market Information (EMI), (2012-17), directorate of employment & training, Gujarat Industry enterprise memorandum (IEM) data for 2012-17, industries Commissionerate, Gujarat

1.2 Informal Sector Demand

Sr No	Description	Population
1	Cultivators	71,035
2	Agriculture labor	1,94,819
3	House enterprise labor	5,323
4	Other labor	2,44,277
5	Unproductive labor	9,23,895

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

D. Training infrastructure Profile

1.1 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 : 4
2	Integarted skill development Scheme(ISDS), Ministriy of textile – Central Total No. of Center : 12 And Total Capacity : 2880
3	Deen Dayal Upadhyay Gramin Kaushal Yojna (DDU-GKY) – Central Total No. of Center : 2 And Total Capacity : 350
4	D-SAG Centres, Department of Tribal Development D-SAG centre in Bharuch has training capacity of 220 people and run courses for Healthcare, IT-ITES and Engineering industries.

5	Kaushalya Vardhan Kendra(KVK) – State Total no: 12
6	Industrial Kaushal Vardhan Kendra(iKVK) – State Total no: 16
7	Krishi Vigyan Kendras Krishi Vigyan Kendra – Bharuch has annual on-campus training capacity of 480 candidates. Major areas of training are Agricultural Engineering, Animal Science, Crop Production, Home Science, Horticulture, and Plant Protection.

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) = 25
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
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1	<p>IL&FS- GIDC Skill Upgradation Centre</p> <p>IL&FS with support from CED run a skill upgradation centre at GIDC premise in Ankleshwar. The purpose is to provide skill upgradation program for existing and new employees of industries. A total 53 GIDC-CED Skill Up-gradation Centers are operational in Gujarat.</p>
2	<p>College of Fire & Disaster Management</p> <p>College of Fire & Disaster Management, Bharuch offers both degree and certificate courses viz. Diploma in Health, Safety & Environment (DHSE), Safetyman, Diploma in Fire & Safety (DFS). The institute certificate is recognised by all PSUs and state, central government entities.</p>
3	<p>ONGC Training Under NAPS</p> <p>ONGC Bharuch participate actively in skill development through apprenticeship training and industry exposure visits for students. In last financial year, ONGC has offered apprenticeship training opportunity to 360 persons for Fitter, Electrician, Housekeeping, and Plant Operator Assistant.</p>
4	<p>Xavier Technical Training Centre</p> <p>St. Xavier's Technical Centre in Bharuch provides professional training in Electronics. Total annual training capacity is 240 persons. Training areas are Radio, Television, Video, Marine Electronics and Communications, Radar, Digital Electronics, Microprocessors and Computer Software.</p>
5	<p>Gram Vikas Trust</p> <p>It operates two training centres in Jhagadia and Vagra taluka. The centre offer courses on tailoring, handicrafts, beauty parlour and computer operating. Total training capacity through own resources is of 240 persons annually.</p>
6	<p>The industry as IMC Partner to ITI</p> <p>Four industries have been associated with government ITIs under PPP program to upgrade the training infrastructure.</p>
7	<p>Skill Centres Running in Industry Premises under i-KVK</p> <p>A total seven Industrial Kaushalya Vardhan Kendras (i-KVKs) are running in Hindalco, Ginni Filaments, Lupin Ltd, Sanofi India, Cadila Health Care and K.A. Malle Pharmaceuticals Ltd. Training infrastructure have been established inside the industry premise. A batch size of 25 students has been sanctioned for chemical and textile related courses. GCVT is the affiliation and certification body for training under the i-KVK scheme.</p>

1.4 Good Practices in Training and Employment

Good Practices in Training & Employment in Bharuch			
Sr. No.	Category	Institutes	Practices
1	Candidate Mobilisation	APTECH Computers	Digital marketing & outreach through social media platforms.
		CADD Centre, Bharuch	Arranging seminar, workshops in schools & colleges for final year students.
2	Advance Training Infrastructure	College of Fire & Disaster Management	Specialised machinery and equipment to impart training on the industrial hazard.
		Xavier Technical Training Centre Ankleshwar	Advanced machinery for Marine Electronics and Communications, Radar, Digital Electronics, Microprocessors
3	Placement	Foot Wear Design & Development Institute	Placement assurance through industry partnership & mandatory 3-month industry training for candidates
		International Institute of Import & Export Management (IIEMx)	Focused training courses for logistics industry which has high demand in Bharuch as well as overseas.
4	Training Method	IL&FS Dahej	Use of Audio-visual & IT lab, Industry Practitioner as trainer
		College of Fire & Disaster Management	Industry expert lecture, periodic industry visits and up-gradation of training aid.
		Adani - Integrated Counselling and Testing Centre, Bharuch	Pre and post training psychometric test assessment of candidate to assess their inclination towards training and job.
5	Industry Partnership	International Institute of Import & Export Management (IIEMx)	Major industries, especially from logistics and transportation, are on board with the institute as knowledge and placement partner.
		CCTV Camera Repair Training Centre, Bharuch	Need-based training and direct connect with industries for student placement.
6	Self-Employment	ISDS Training Centres	Most of the courses are of short duration and are focussed to promote self-employment. Institute also assist in getting a loan to start new venture.

2. Annual Work Plan

2.1. Objective

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

- 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.

2.2. Activities

2.2.1 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 1st May 2018, by the state government in alignment with National Apprenticeship Promotion Scheme (NAPS).

2.2.2 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.

2.2.3 Catering the skill demand of priority industries sector

Talukas	Major Industries
Ankleshwar	UPL, Lupin, Atul Ltd, Asian Paint, PI Ltd, Bayer Ltd, RPG Ltd etc.
Bharuch	GNFC, NTPC, ABC Bearing, Dudhdhara Dairy, Videocon, CLP, etc.
Vagra	ONGC, Sun Pharma Ltd, RIL, GTPCL, Torrent Group, Adani Group, Godrej etc.
Zagadia	SIKA Ltd, Gujarat Copper Ltd, Aarti Ltd, Gujarat Borosil Ltd etc.
Valia	Oasis Ceramic, OM Nova, Gujarat Guardian, Apcotex Ltd, Vatariya Sugar, Godrej etc.

2.2.4 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.

2.2.5 Improving women participation

A network of institutes, both under Central & State Governments, has been setup to extend vocational training facilities solely to women which aim at stimulating employment opportunities among women of various socio-economic levels and

different age groups. Vocational Training is presently being provided in diverse fields such as Electronics Mechanic, Secretarial Practice, Architectural Draughtsman ship, Hair & Skin Care, Computer Operator and Programming Assistant, Dress Making, Catering & Hospitality, Interior Decoration & Designing etc.

SEWA Rural Trust Jhagadia, DRDA Govt. Department, and Gram Vikas Trust (GVT) are the organizations working for the education, health and women's empowerment in the underprivileged communities, especially with children and women.

2.2.6 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, Yuva Kendra, government and private institutions, who are willing to advise and guide youth on career goals.

Envisaging growing importance of career counselling in skilling ecosystem, National Skill Development Corporation (NSDC), under the aegis of Ministry of Skill Development and Entrepreneurship, Government of India, has announced collaboration with iDreamCareer.com, one of the largest career counseling social enterprises in the country. The agreement between NSDC and iDreamCareer will offer scientific and informed career guidance to students and youth, which would lead to more informed enrolments for the vocational courses.

In a pilot project, iDreamCareer will implement a hybrid model of engagement and get the students to enroll basis their psychometric assessment results and one-on-one career guidance. iDreamCareer is creating an online enrolment application system via which counseled students will be able to apply to any vocational courses offered by any training partner from one single platform. The enrolment management system will use big data intelligence to recommend students the courses and institutes that are a right fit for them basis their psychometric and counseling data points. The system will ensure in mobilizing right-fit students for respective courses.

2.3. Human Resource Requirement at district level

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

2.4. Monitoring and 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.

2.4.1 Establishing District Level M & E Team

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

2.4.1 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.

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.

2.4.1 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.

2.4.1 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 development institutes shall use social media to reach through the beneficiaries.

Each Skill Development Institutes shall be required to have standard dimensions, design and branding theme within the district.

NSDC shall provide the branding specifications, outlining minimum requirements including color scheme and standardized branding designs and templates for inner displays, boards and other communication tools.