

# Skilled-in-Odisha

## “Experience Sharing Workshop”

7<sup>th</sup> September 2017- Hotel Le' Meridian  
Bangalore, Karnataka

### *Background:*

The Experience Sharing Workshop was held on 7<sup>th</sup> September 2017 in Hotel Le'Meridien at Bangalore. The main aim of the workshop was to have a congregation of all the stakeholders associated with the implementation of Skill Development programme in Odisha. The presence of eminent and experienced delegates from Government of India, Government of Odisha, Industries and Project Implementing Partners gave a 360 degree view of the skilling initiative undertaken by the State of Odisha.

Odisha Rural Development and Marketing Society {ORMAS} which is the implementing agency for carrying out the Deen Dayal Upadhyaya Grameen Kaushalya Yojana {DDU-GKY} programme in Odisha was the organizer of the workshop. ORMAS has been implementing DDU-GKY programme since 2014 and has been pioneering in the implementation of the same in the country. ORMAS has taken a number of initiatives towards adding on value to the implementation process and the workshop was also organized with an intent to get insights from all the stakeholders which would help in further improvising and strategizing the implementation processes.

### *Outcome of the Workshop*

- The Workshop created an awareness among the industries about the programme and the efforts of the State in creating Skilled Workforce
- The first ever skill development workshop which involved the HR Heads of the companies who are the existing as well as the potential employers for the skilled candidates.
- Felicitation of the Skill Icons in such a big platform encouraged and motivated them to retain in their job and progress in their career and to make their Skill, their strength.
- Industries have shown interest in recruiting the skilled candidates and ORMAS has been able to initiate talks with companies like Hinduja, Raymonds etc.
- Some of the Potential PIAs such as Team Lease, Cotton Blossoms who had attended the event have now become the partners with ORMAS for implementing the DDU-GKY programme.
- There has been a shift in the mindset of the industries who had been earlier treating the DDU-GKY trained candidates as unskilled employees are now convinced that the candidates are skilled employees.
- Employers have started interacting with the employees during the period of their training which has helped in reducing the dropouts.

## *Insights of the Workshop:*

**Chief Guest: Shri V.G Siddhartha,  
Chairman, Amalgamated Bean Coffee  
Trading Company Limited**

The Chief Guest addressed the audience and expressed some of the key points,

- Need for potential skilled workers in the country.
- Skill Development has given a scope for transformation of unemployed rural youths to become a part of Skilled workforce
- Through Café Coffee Day training programme rural youths have been placed as Regional managers in Café Coffee Day.



**Overview on National Skill Scenario: Smt.  
Alka Upadhyaya, IAS, Joint Secretary,  
Skills, Ministry of Rural Development,  
Govt. of India**

The Joint Secretary addressed the audience and expressed some of the key points,

- **"Ease of Doing Business and Good Governance".**
- Focusing on Champion Employers and motivating them to undertake more and more niche and long term courses.
- Retention is one of the biggest challenges in DDU-GKY.
- ORMAS to pilot to develop a Labor Market Information System. Her focus also revolved around the convergence among various schemes run by MoRD such as RSETI, DDU-GKY and Rurban create jobs at the village cluster level and improve quality of trainings for self-employment.
- Research organization like EPoD and IFMR have been working with MoRD and DDU-GKY to identified best practices across the country.
- Emphasis was given for reconsidering salary structure, quality training and post placement.



### Technical Session-I: "Opportunity Ahead"

Some of the key points discussed are envisaged as follows:

- PIAs are not Project Implementation Agencies, they are Partners in Action
- There are certain issues underlying with the process of mobilization such as Identification of right candidate, creating a database of mobilized candidates, matching candidate's aptitude with the trade of training and giving candidates a choice of trade and PIA
- There is an issue with the quality of trainers which can be addressed only when the trainers are provided with TOT programmes through National and International Training and certifying agency
- The programme being implanted for quite a long time, there was a suggestion to go for a more advanced course in a particular trade, for eg.the training in Garments sector should now include some advanced courses instead of focusing only on Sewing Machine Operator
- The panel focused on the Apprenticeship Model to ease the issue of placements and it was also highlighted to shift in focus to International Placement Ecosystem through Corporate tie ups and coordination with Ministry of External Affairs
- It was also deliberated that Multi Skill Community Centers would be established in order to enhance the awareness among the village community
- The National Employability Enhancement Mission (NEEM) run by the AICTE should be considered for convergence with DDU-GKY to ensure continuous learning for career progression



### Technical Session II: "Placement, Post Placement, Retention and Career Growth"

Some of the key points discussed are envisaged as follows:

- The State of Odisha possesses immense opportunities for Skilling in various sectors such as Agriculture, Horticulture, MSME etc. which needs to be explored by the Project Implementing Partners
- **Life Skill Training** is an essential part of the Skilling component which later helps the youths to adjust themselves to various situations in their work life



- **Career Progression:** The youths trained through DDU-GKY programme are semi-skilled, hence there should be certain initiatives which would help them learn higher version of the current skills during their work period so that they become fully skilled workers.
- **Migration Support Centre & Retention:** It was discussed that there is a huge issue regarding the retention of the candidates at their placement location which poses a challenge to the sustainability of the programme and the continuity of the employability of the candidates. Hence a Migration Support Centre at places where maximum candidates migrate as a result of being placed and support in terms of legal literacy, financial literacy, Medical aid etc. would help them in adapting to the new environment.

**Concluding Address By: Shri Subroto Bagchi, Chairman, Odisha Skill Development Authority**

- In order to strengthen the Skill Development Ecosystem the focus should be to revive the ITI and Polytechnic to strengthen the Placement Linked Skill Development Programme like DDU-GKY, PMKVY etc.
- There should be a platform where in the Skill providers and Skill Users should congregate together periodically to brainstorm over the improvements required in the existing Skilling process and inclusion of advancements in the Skilling industry if any
- Skill Gap Analysis for the State is a necessary requirement in order to get an overview of the demand and supply gap in the skilling ecosystem which would help the State in undertaking the courses where in there is a real requirement of workforce.
- Skill training should not be treated as just a data, its human transformation process.
- The focus should be on continuous training to accelerate the trainees' financial progress.



**Felicitation to Skill Icons:**

40 Skill Icons of Odisha who have witnessed a remarkable growth in their career after being trained in the DDU-GKY programme were felicitated by the delegates of Government of India and Government of Odisha in the programme. Some of the icons shared their experiences with the audience in the workshop their pre and post skill training experiences was an eye opener to the audience in terms of the impact that Skill development has created in their life.

