

**SECTOR:  
SKILLS & EDUCATION**

**SECTOR OVERVIEW:  
January 2013**

In last month's Skills sector view column, I wrote about opportunities in Odisha, the fastest growing state in Eastern India. For this quarterly sector report I would like to continue this focus, going into further detail to discuss the engines powering this growth, the challenges faced by the state, and the opportunities available to UK skills providers. I will also share with you exclusive insights on Odisha's skills development needs following a scoping exercise we recently conducted there. For more information on Odisha and the UKIBC's programme of work in India, please contact [Neeru.sood@ukibc.com](mailto:Neeru.sood@ukibc.com).

Also in this report you will find an update on recent developments in India's skills sector, such as A4e's new "Skills for work" initiative; and an update on the UKIBC's programme of work to raise awareness of the healthcare skills and training opportunities in India.

I look forward to 2013, which will be kicked off with UKIBC's multi-sector delegation to Ahmedabad, Mumbai and Pune, exploring opportunities in Western India. For more information, please visit our website <http://www.ukibc.com>.

**CONTACTS:  
Skills & Education**

**Jesh  
Rajasingham**

**Email: [jesh.rajasingham@ukibc.com](mailto:jesh.rajasingham@ukibc.com)  
Tel: +44 (0)20 7592 3046**



**Neeru  
Sood**

**Email: [Neeru.Sood@ukibc.com](mailto:Neeru.Sood@ukibc.com)  
Tel: +44 (0)20 7592 3040**

**SCOPING THE SKILLS GAP IN ODISHA**

I recently had the opportunity to be part of a team that went to Odisha for a scoping exercise. The visit aimed to assess the skills gap in vocational training and to understand the government's vision and roadmap to address the labour market challenges. The exercise included meetings with state government officials, discussions with senior industry leaders and with skills providers, and visits to different skills development centres.

**Figure 1: Odisha Location Map**

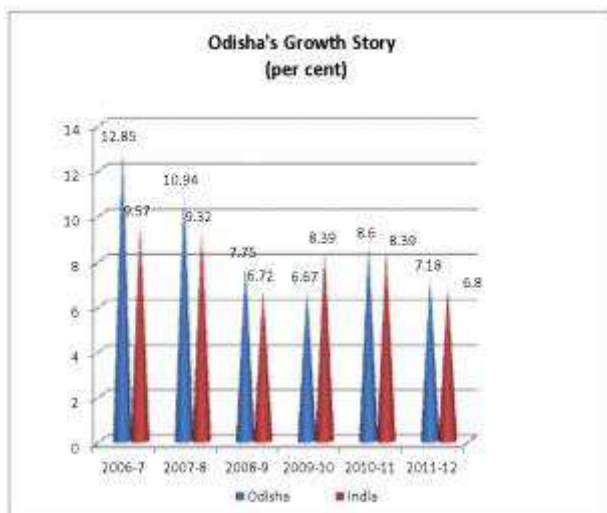
**SECTOR:  
SKILLS & EDUCATION**



**The Backdrop**

Showing a remarkable growth rate of 251% during the last decade, Odisha is fast transforming from an agrarian to an industrial economy. The growth rate is even more inspiring when compared to India's overall growth rate (Figure 2) and there are ample indications that the growth will be sustainable. McKinsey forecasts a consistent growth rate of 7.1% over the next 10 years - the highest in Eastern India. Exports from Odisha have shown a growth of 169% in the past 5 years, [again one of the best in the country](#). Private players from different sectors are being encouraged to enter into partnerships with the state government to invest in the state. To learn more please read our latest Skills Sector View column, [here](#).

**Figure 2: Odisha's growth rate vis a vis India**



Source: CSO database

**SECTOR:  
SKILLS & EDUCATION**

**The State government's vision and opportunities for private skills providers**

Odisha's growth story, however, is not without challenges. To keep pace with the growing demands of the industrial and service sectors, the most immediate challenges faced by the State are to upgrade infrastructure and upskill youth.

The Government of Odisha's (GoO) mandate is to train one million youth by 2017, roughly 200,000 per year. The current skilled workforce is a little less than 50% of the requirement, which leaves a very significant shortfall. The state only has the capacity to deliver an additional 10% of the requirement so they need new partners. This opens avenues for private players and offers scope for joint ventures.

To achieve skills targets, opportunities for private skills providers have been identified as listed below:

- Upgrade and upscale existing institutions like ITIs, polytechnics and engineering colleges
- Set up new institutions and training hubs to train the trainers
- Introduce course content in core competencies in line with industry needs
- Ensure that curriculum includes English language, employability and entrepreneurial skills
- Set up 'finishing schools' for ITI graduates, making them job ready
- Establish an effective approach to placement-linked training
- Integrating state programmes with the national Sector Skills Council (SSC) designs so that they are aligned with the needs of the employer and training providers.

Government officials and industry leaders in Odisha felt that the expertise of UK skills providers and FE colleges could be actively leveraged in any or all of the above areas. The state government has budget, which can potentially be allocated to fund up to 100% of the cost of the trainings.

**A focussed sectoral approach**

The skills' gap challenge is compounded by the fact that there is a mismatch within certain sectors. There is a need to link skills training centres to the industrial requirement and available resources in a given district. For example, mining and metal is the largest industry in the state, but there is no mining ITI in the area. Setting up one in the state would be a valuable asset. Odisha's long seacoast and proximity to two large ports offer an exciting opportunity for a marine engineering ITI. The healthcare sector has a target of skilling 10-15,000 but there is no formal provision of training for paramedics or midwifery courses. Similarly, in construction, there are very good courses starting from diplomas in civil engineering to masonry in ITIs, but there are no formal courses for bar bending, carpentry or plumbing.

**SECTOR:  
SKILLS & EDUCATION**

**Visits to Skills Development Centres**

The visits to the different skills development centres gave us first-hand insights into the facilities available and the areas needing improvement. First was the private ITI, where we found very rudimentary facilities, outdated equipment, and teaching staff with no industry experience or training. Only three trades were being offered with little practical experience. Graduates were offered little or no job security and barely managed a daily wage of about £1.25 per day. There was clear evidence that the ITI needed a major revamp and that it requires better placement links with industry. The staff indicated that there was scope for improvement.

Later, we visited the Sourya Painting Unit, Navjeevan Cooperative Ltd (NCL) in Trijanga, which is run by Tata Steel as part of their CSR programme. The institute is testament to the fact that active state/industry interventions have the potential to transform a small training centre into a national level organisation. Started as a small skills painting centre for displaced people and women about five years ago, the NCL has gone for product diversification by expanding its range of offerings to garments and multi-utility items like conference files and folders, flower vases, pen stands and laminated jute bags. NCL's handicraft products are sought after by some of the best Indian brands – FabIndia, Tribals India and the Delhi Crafts Council to name a few, and last year the NCL generated a turnover of about £46,000. Plans are now afoot to set up an exclusive showroom at Bhubaneswar where products manufactured by NCL will be displayed and put up for sale.



*Sourya Painting Unit, Navjeevan Cooperative, Trijanga, Odisha*

SECTOR:  
**SKILLS & EDUCATION**

If you wish to learn more about Odisha and how the UKIBC can help you access opportunities in skills provision in Eastern India, please contact [Neeru.sood@ukibc.com](mailto:Neeru.sood@ukibc.com).

## MARKET UPDATE

### UKIBC: Supporting Healthcare Skills for India

India has an ambitious vision of affordable healthcare for all. Its realisation will require a massive increase in support staff and associated healthcare professionals, as well as medical and other clinical staff, including the development of many completely new roles. A high-level roundtable on collaboration in primary healthcare in Delhi in February 2012, jointly organised by the Government of India's Ministry of Health and Family Welfare and the Wellcome Trust, identified healthcare training as a top priority for India – UK collaboration. In September 2012, the UKIBC led a delegation of skills providers to Delhi and Hyderabad, with a particular focus on non-clinical healthcare skills, as a result of which we have identified a number of exciting opportunities for partnership.

In particular, UKIBC has agreed to partner with India's new Healthcare Sector Skills Council, which has been charged with developing train the trainer programmes and academies of excellence for non-clinical healthcare roles.

Many UK training providers are already successfully partnering with Indian organisations to help meet India's skills needs and many more are keen to do so. Equally, it is clear from the rapid innovation in India's healthcare industry as well as in skills development that UK providers also have much to learn as well as to share. In collaboration with UKTI, UKIBC has decided to make healthcare skills a top priority for creating new partnerships.

A workshop held in London on the 31st October raised awareness of the healthcare skills and training opportunities in India and mobilised a group of relevant providers to take these forward.

For more information please contact Jesh Rajasingham [jesh.rajasingham@ukibc.com](mailto:jesh.rajasingham@ukibc.com)

### A4e starts the 'Skills for Work' project in India

A4e launched its pilot project, "Skills for Work", in collaboration with the Ministry of Rural Development. This project will train 8,360 Below Poverty Line (BPL) youths across 6 Indian states into entry level jobs in the Hospitality, Retail and Health Care sectors. Delivery will be done through 18 training centres. The project aims to identify and make available potential livelihood options for BPL families and bring them above the poverty line by ensuring regular wage employment. The project will be delivered within an 18 month time frame using the Prime Contracting model. A4e will use its internationally benchmarked curriculum, adequately adapted to India conditions. The pedagogy includes classroom sessions, demonstrations, role-plays, exposure visits, guest lectures and on-the-job training. The 45-day programme aims to train students in personality development, English language, communication skills and work place skills, in addition to functional



SECTOR:  
**SKILLS & EDUCATION**

skills. The training is both residential and non-residential. On completion of the training, all candidates will be assessed and certified by reputed awarding bodies. Post-placement tracking and hand-holding will be carried out for 90 days to ensure their retention in the job. Read more at: <http://indiadev.mya4e.com/our-projects/skills-for-work/>

**Skilling India: Theme for India International Trade Fair, 2012**

India International Trade Fair (IITF), the largest annual trade fair in India was held in New Delhi from 14-27th November. The fair's focus is usually on manufacturing and handicrafts sectors, but for the first time in its 32 year history, the trade fair saw the focus shift to the service and education sector. Skilling India was the theme of the IITF this year. It depicted the initiatives and contributions undertaken by Ministries, Departments, States and important private sector players in the area of skilling. This year's IITF showcased the commitment of the Government to upgrade skills and generate quality employment in a market friendly environment. The fair was an important medium to disseminate information to the unemployed and unskilled workforce about employment opportunities post training course and awareness.

**Manipal City & Guilds launches two reports**

Manipal City & Guilds (MCG) and Federation of Indian Chamber of Commerce and Industry (FICCI) released a White Paper on "[Skills for All](#)" at the IITF in November 2012. The report, launched by the CEO of MCG, John Yates, discusses innovative approaches that could be adopted to overcome the skills development challenges in India - improving access to skills for the disadvantaged; recognising prior learning; changing attitude towards skill based education; creating a structured career advice and guidance service; and rethinking leadership in skills.

MCG's second report, "Credit Where Credit's Due: Experiences with the Recognition of Prior Learning and Insights for India", was launched in December, together with LabourNet, a Bangalore-based social enterprise. The report, co-written by the City & Guilds Centre for Skills Development and funded by the UK-India Education and Research Initiative (UKIERI), focuses on the Recognition of Prior Learning (RPL) as a means to promote greater access to skills development and work opportunities in India. The authors evaluated LabourNet's RPL initiative in Bangalore, and illustrates the potential of RPL to support skills development in India, the challenges around its introduction, and the lessons for policy and practice that can support further development in this area. The [report](#) recommends that the design of the emerging National Vocational Qualifications Framework should incorporate RPL principles from the beginning, the development of a national policy on RPL, and that the government should work with organisations in the skills space to promote awareness of RPL.

SECTOR:  
**SKILLS & EDUCATION**



*John Yates, CEO, Manipal City and Guilds and Basab Banerjee, NSDC at the launch of the MCG report, 'Credit where Credit'd due'*

## FORTHCOMING EVENTS

### **UKIBC Delegation: Access Opportunities in Western India – 10th -17th January, 2013**

UKIBC's multi-sector delegation will visit Ahmedabad, Mumbai and Pune in January 2013, led by The Rt Hon Patricia Hewitt, Chair of UKIBC. Delegates will be able to access opportunities and make valuable business connections in two Western Indian States that are powering India's growth. Delegates will also participate in the Vibrant Gujarat conference in Ahmedabad. The UKIBC is organising a special seminar at the conference on skills & education. This session will showcase how UK organisations are working in India with governments, employers, universities, ITIs, private sector training businesses, and, of course students, to help India meet its education and skills development objectives. Key to successful partnerships in India are providing affordable quality at scale. The use of technology will be at the heart of this. The examples being explored will range from bottom of the pyramid to PhD. For more information, please visit [www.ukibc.com](http://www.ukibc.com)

### **One Globe 2013 is back with its second edition**

'One Globe 2013: Uniting Knowledge Communities' is a premier annual conference produced by Salwan Media in partnership with leading global media partners – Knowledge@Wharton and The International Herald Tribune. This year the

SECTOR:  
**SKILLS & EDUCATION**



One Globe conference will be taking place at the Imperial Hotel, New Delhi on the 7th – 8th February, 2013. For details [click here](#)