

SECTOR:
SKILLS & EDUCATION

SECTOR OVERVIEW:
OCTOBER 2012

Drawing on the findings of the UKIBC's delegation to India last month, this report focuses on two important strands of India's skills development initiatives: healthcare and state level programmes designed to empower disadvantaged young men and women by opening up a new world of skilled job opportunities.

My report also highlights some of the business opportunities and potential collaborations which emerged as a result of this mission.

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UKIBC SKILLS DELEGATION TO INDIA

Hyderabad and New Delhi- September 2-7th 2012

The Skills Delegation to Indian cities of Hyderabad (state capital of Andhra Pradesh) and Delhi in the week beginning 2nd September 2012 comprised top quality UK technical and vocational education sector businesses, all with an interest in or existing experience of working with India.

STATE LEVEL INITIATIVES

Andhra Pradesh

The first day of the delegation was spent in Hyderabad with REEMAP, a Government of Andhra Pradesh initiative to skill and place in employment 1,500,000 unemployed young people by 2014-15. We were honoured to have hosted Professor K C Reddy, Vice Chair of REEMAP, in the UK in April this year. Professor Reddy gave the group insights into the skills training

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landscape in India, and was quick to identify potential areas for collaboration between the skills communities of the two countries.

The day started with site visits to two of REEMAP's partner training centres, both of which were critical in informing delegates as to the nature of the training being provided and identifying the role of industry in the REEMAP model.

The first visit was to the **GMR Varalakshmi Foundation (GMRVF)**, the Corporate Social Responsibility (CSR) arm of the GMR Group. This foundation uses the PPP model to develop social infrastructure and enhance the quality of life of communities. Skills development is at the centre of its work. The courses are diverse, ranging from manufacturing to service industry, and the duration of courses vary from a few weeks to up to six months.

Set up by the Government of Andhra Pradesh (GoAP), the **National Academy of Construction (NAC)** is incorporated as a 'Public Charitable' institution. The NAC aims primarily to generate employment through basic skills training for construction trades and is the only centre in India to train all levels of construction, including engineering. It is also a vocational training provider as recognized by Government of India and is represented on the National Council for Vocational Training.

Gujarat

The Government of Gujarat (GoG) approached UKTI seeking UK involvement in their skills programme, and while in New Delhi Milind Godbole from UKTI's Ahmedabad office made a presentation on behalf of the state government highlighting how Gujarat was the fastest growing state in India and offered an environment conducive to private business including foreign investors. The state is clearly making great economic strides – it has had the fastest growing GDP in India for the last 15 years, at 12% - and offers strong potential across many sectors, all of which creates demand for trained manpower. Gujarat is a role model for all the States where skills development initiatives in the public private model are concerned. **UMEED**(meaning hope in Hindi) is a government led initiative which plans to motivate, employ and encourage enterprise among poor urban youth through development of skills.

To explore this potential further, the UKIBC is taking a delegation to the Vibrant Gujarat exhibition and conference in January 2013. For details please visit our events website: http://www.ukibc.com/business-services/ukibc_events/.

We are delighted that the UKIBC will be Partner organisation to Vibrant Gujarat, which will give our delegates enhanced profile, including on a UK stand in the international pavilion and there will be a UK seminar which will focus exclusively on our country's skills and education offer to India. The delegation will be multi-sector, involving companies visiting from the UK plus those British companies already present and succeeding in India. As part of the visit to Gujarat, we will also engage with students, faculty, leadership and the business community linked to Ahmedabad University.

Healthcare skills Initiatives and Opportunities

Healthcare training was the central theme of the delegation, and for good reason. India has an ambitious vision of affordable

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healthcare for all, which will require a massive increase in support staff and associated healthcare professionals, as well as medical and other clinical staff. A high-level roundtable on collaboration in primary healthcare in Delhi in February 2012, which our Chair Patricia Hewitt attended, identified healthcare training as a top priority for India – UK collaboration. We used the delegation to develop the relationship. In Hyderabad, a hub for healthcare training, we enjoyed a day long interaction with a number of private sector healthcare providers, including Apollo Hospitals and their skills development organisation, MedSkills. The highlight of the healthcare day in Hyderabad was the visit to Apollo Physiotherapy and Rehabilitation Centre and Apollo Simulation lab. In New Delhi we held an excellent roundtable with the CII, who are creating the Indian Healthcare SSC.

Apollo formed a subsidiary – Apollo MedSkills - to impart healthcare-related training. Over the last 10 years, it has trained 392,000 people. The National Skills Development Corporation (NSDC), a PPP model created by the Ministry of Finance, has recently entered a joint venture MedSkills. The company plans to set up 47 centres in Andhra Pradesh, Tamil Nadu, Bihar, Orissa, Jharkhand, Karnataka and West Bengal. The company will train people in: medical lab technology; dialysis and non-invasive cardiac courses; radiology and imaging; and operation theatre technology. It will also train doctors and nurses to update their skills. Apollo will find jobs for the trained people in its hospitals and other healthcare centres. MedSkills will adopt innovative teaching methodologies to make healthcare education more practically relevant and impart job specific skills that will make the Indian healthcare trainees a part of the global work force.

We also had a fascinating healthcare skills roundtable in Hyderabad, hosted by the CII. Key areas identified where there is UK-India complementarity: non-infectious lifestyle diseases such as diabetes and obesity; illness associated with ageing; re-designing training programmes at various levels to deliver healthcare at affordable costs; specific degree-level courses for lab technicians, radiology and anaesthesia; non-invasive technology and minimal access technology and gene profiling. It was agreed that training in auxiliary healthcare disciplines allows those with higher level skills to focus on their specific areas of expertise, thus streamlining and making more efficient the delivery of healthcare.

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Patricia Hewitt, Chair UKIBC, Roy Newey, Chair UK India Skills Forum, Dr. Savita Date Menon, co-convenor, Healthcare Panel, CII and Head, R & D, Apollo Life and Vikas Singh, President, Crux Management Systems at the CII seminar in Hyderabad on the 4th of September, 2012.

The healthcare session in New Delhi was again hosted in collaboration with the CII. We were honoured to have the attendance of Dr Shubnum Singh, Chair of the Indian Healthcare SSC and her Chief Executive, Mr Babu Khan. It was well attended and had high level government participation as well. The following areas of collaboration were identified; the UK providing support to the HSSC, including development of National Occupation Standards (NOS); sharing the UK experience in healthcare and learning from the Indian experience; train the trainers programmes; knowledge transfer; and the co-creation of content and curriculum; and sharing best practices on accreditation and regulation.

Babu Khan's presentation gave the background of the skills in the healthcare sector. He highlighted the fact that though there was great potential for growth in this sector - it can create 8 million to 10 million jobs in the next 10 years - yet there is no standardization or uniformity in the education system for allied healthcare, leading to a lack of competency.

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**Healthcare Sector Skill Council
- Background**

- The Indian healthcare sector is expected to reach US\$ 100 billion over next couple of year from the current US\$ 65 billion.....*Fitch Rating Agency*
- The sector has a potential to be an engine of growth for the nation it can create 8 million to 10 million jobs in the next 10 years.
- Nurses & Allied Healthcare Workforce (including technicians and paramedics) account for over 75% of the incremental human resource requirement... *NSDC Report*
- While huge demand, there is no standardization & uniformity in education system for allied healthcare space, leading to lack of competency and moveability.
- Paucity of Skilled & Quality Manpower could become a hindrance to growth..... Needs to address and tackle this issue now..... hence, Healthcare Sector Skill Council (HSSC)

Availability per 1000	India	China	US	UK
Physicians	0.6	1.06	2.56	2.3
Nurses	0.8	1.05	9.37	12.12
Midwives	0.47	0.03	-	0.63
Dentists	0.06	0.11	1.63	1.01
Lab technicians	0.02	0.16	2.15	0.34



The UKIBC and CII/HSSC are in discussions on a MoU that will mobilise the UK healthcare sector to support the development of an Indian Healthcare SSC. As part of this process, Dr Shubnum Singh will visit the UK at the end of October to attend UKIBC events in London and Manchester to raise awareness of the initiative and partnership and to mobilise the relevant UK businesses and organisations with relevant expertise in healthcare training.

For more information on these events including details on how to register please go to:

[Supporting Healthcare Skills for India – Registration](#)

Other Delegation Highlights

Adapting Your Model to Succeed in India

In New Delhi, we held a session for the UK’s FE colleges exploring how they can adapt their model to succeed in India. The challenge is how to effectively deliver content created in the UK to millions of Indian learners via thousands of trainers at a price point compatible with the ability to pay in India, across a geographically diverse country, and via technology the personal usage of which is evolving very fast.

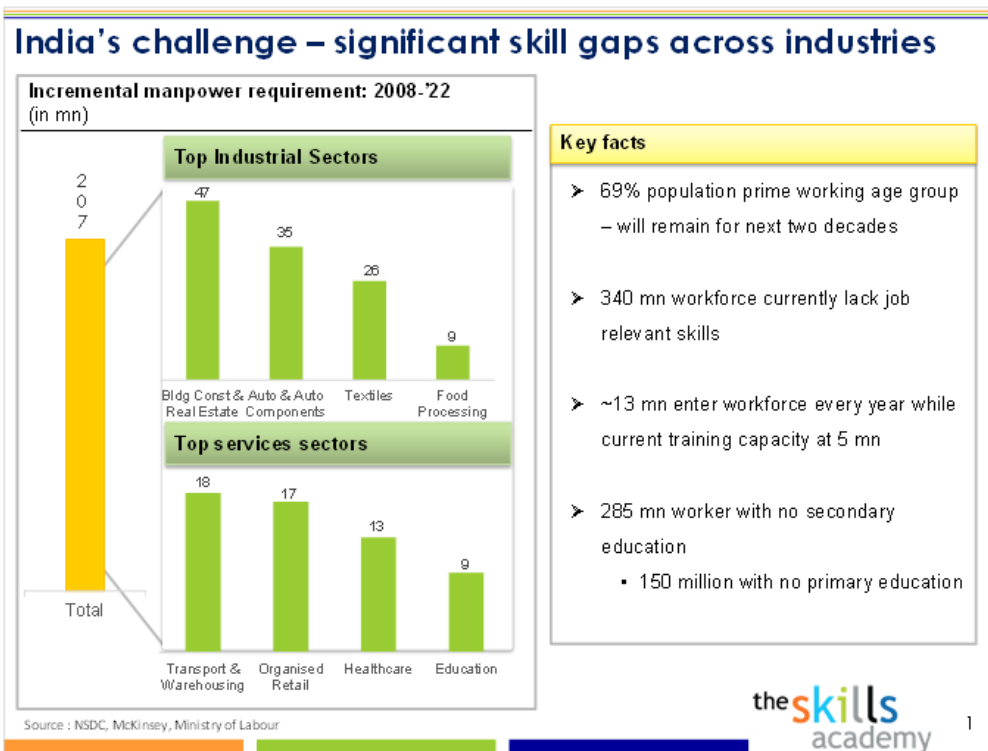
To address this challenge two businesses with strong UK ties – Manipal City and Guilds (a skills provider which operates a network of centres across India through its Manipal City and Guilds joint venture) and McGraw Hill (an experienced education publisher) led the session. The session focussed on how to do business in the Indian market - identifying a niche

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in a huge Indian market, finding the right Indian partner, being prepared to overcome the cultural differences, adapting the offer to Indian conditions, localising the content and being able to provide the last mile delivery at competitive price points.

Business Opportunity: The Skills Academy

The Skills Academy, a 'for profit' entity, is promoted by the Founder and Non-Executive Vice Chairman of Genpact (a Global BPO business) and a Director of DLF (India's largest real estate company). The presentation made by their CEO, Anju Talwar, focussed on the significant skills gap across industries (See chart below) and the importance being given by the Government of India to building skills and increasing employability through government and private initiatives. In keeping with this initiative the Skills Academy is to set up a world class skills development training academy with a progressive agenda of inculcating basic and incremental skills and knowledge in a number of sectors.



The UKIBC is working with the Skills Academy to connect UK content providers to their programme. There will be a need to adapt and localise content. They have a wealth of valuable content in their priority sectors - construction, facilities management and securities, IT and BPO, women entrepreneurship, communication and soft skills. The Skills Academy wants the UKIBC to act as a one stop shop for their UK content. The Skills Academy has clearly defined timelines for delivery and UKIBC are keen that FE colleges are able to mobilize this content for the Skills Academy.

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MARKET UPDATE

Government Ties up with Pearson in School Education

The Indian Government has tied up with Pearson to set up a school education centre for assessment, evaluation and research, marking the first concrete move by the Indian government towards fostering public-private partnership (PPP) in the space and aimed at reforming the higher-secondary segment.

The State Government of Assam and Pearson Group have also announced a joint initiative to provide vocational skills training for young people in schools in Assam. Assam Chief Minister Tarun Gogoi also launched the first skills delivery centre under the initiative at the Kamrup Academy Higher Secondary School in Guwahati, which is expected to serve as a platform for the introduction of the National Vocational Education Qualification Framework (NVEQF), an ambitious national program to integrate skills, training and qualifications in schools.

<http://www.livemint.com/Industry/PgBUQF0pdTmba2N3LOauzO/Government-ties-up-with-Pearson-in-school-education.html>

Skill validation certificate for labourers mooted

Plans are afoot to provide skilled labour in Kerala opportunities to obtain 'skill validation certificates' from the state technical education directorate. The directorate has approved a proposal submitted by the Kerala State Literacy Mission for conducting skill validation tests on a regular basis. The directorate has given an in-principle clearance for a proposal submitted by the Kerala State Literacy Mission for conducting skill validation tests on a regular basis at the polytechnic colleges. The qualified instructors who take classes for skill development courses will assess and validate the skill sets of those appearing for the test. Professional grading and certification of the skilled workers would help them in their search of jobs in companies, especially in overseas countries.

http://articles.timesofindia.indiatimes.com/2012-09-09/thiruvananthapuram/33738225_1_skill-development-skilled-workers-programme

National Vocational Education Qualification Framework (NVEQF) pilot project to be launched in Haryana

A pilot project is being launched for school students in Haryana to train them in vocational courses. The project, to be run under NVEQF, would be inaugurated by union human resource development minister Kapil Sibal and chief minister Bhopinder Singh Hooda in Gurgaon. Eight districts of the state have been selected for the project and five schools in each

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district will come under it. The project includes four vocational courses - IT, Retail, Security and Automobile along with basic education. These courses would help students get employment.

http://articles.timesofindia.indiatimes.com/2012-09-03/gurgaon/33562738_1_vocational-courses-school-level-qualification-framework

Medvarsity, India's first virtual Medical Educational Portal adds a New Dimension to Medical Education

Medvarsity - the first Medical online portal in India which is backed by Apollo Hospitals group - is the pioneer in Health Care sector which has world's largest chain of hospitals. Medvarsity in association with Apollo Hospitals conducts online courses for medical & paramedical community. Medvarsity offers its courses in collaboration with reputed bodies like Royal College of General Practitioners and Apollo Hospitals Educational and Research Foundation, IRDA etc. The company sells its courses/products through multiple channels and spends around 20 per cent of the budget on marketing. "For the overseas markets, there will be no investment required and the partnership will be on a revenue-sharing model," Sanjiv Zutshi, chief executive officer, Apollo Medvarsity. The company is also looking at partnering an Indian education player to develop medical course. "We are in initial discussion with a major educational player and would tie up during December-January," he said. It has already partnered IndiaCan and NIIT to develop a diploma course in hospital operation management. It is planning to pilot-launch an initiative 'DigiMed' — which provides digitised course curriculum for medical colleges, with Apollo Hospital in September this year. "We are planning to tie up with 10 medical colleges by March 2013 to digitise their course content," he added.

<http://www.business-standard.com/india/news/medvarsity-in-re-seller-tie-upoverseas-players/485853/>

Smart Edusol enters partnership with NSDC to promote hospitality skills

Smart Edusol and NSDC enter a partnership with a mission to impart skills in hospitality management to around 1.78 lakh youth over the next ten years. Smart Edusol will work as a national partner of NSDC to provide short-term vocational training programmes for the hospitality industry to the youth. Dr. Suborno Bose, chairman & chief mentor, Indismart Group Worldwide said, "This is a great achievement for the group as we were selected for this prestigious project among a host of leading hospitality education institutes after a strict evaluation process. We are happy that NSDC authorities have reposed faith and confidence on us after being convinced of our strengths and capabilities, like state-of-the art infrastructure, well-trained faculty members, IT infrastructure and financial background."

<http://www.expresshospitality.com/latest-updates/486-smart-edusol-partners-with-nsdc-for-skill-development-training>

Vocational Training for Teachers in Jharkhand

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A job oriented training in artificial jewellery making mushroom production, sewing and bicycle repairing for school girls hailing from 39 cluster government schools was conducted in Jharkhand. "Artificial jewellery making is an important course as it attracts good income because of the demand of the products." Suman Devi, one of the trainers, proudly proclaimed.

http://articles.timesofindia.indiatimes.com/2012-09-05/ranchi/33615114_1_middle-school-girls-lohardaga-10-day-teacher

Micro Small and Medium Enterprises (MSME) to provide entrepreneurial training in Kolkata

The ministry of MSME Development Institute, Hubli started a free six-week entrepreneurship skill development programme and certificate course in milling, tool and cutter grinding and CNC milling for unemployed scheduled caste and scheduled tribe youth in September 2012. Eligibility criteria is men and women in the age group between 18 and 40 with a minimum qualification of SSLC. The courses are aimed at creating entrepreneurship skills among youth.

http://articles.timesofindia.indiatimes.com/2012-09-05/hubli/33614964_1_entrepreneurship-unemployed-youth-hubli

Odisha Government signs MoU with Toyota Kirloskar for Automotive Skills Training

The state government of Odisha signed a MoU with Toyota Kirloskar Motor Private Limited to promote skills in the automobile sector. As per the MoU, Toyota Kirloskar will provide the latest equipment, paint booths, welding machines, paint-mixing machines and painting consumables for the introduction of body automotive repair and paint automotive repair trades. Instructors will also be trained in the latest methods of automotive collision repair.

<http://indiaeducationdiary.in/Shownews.asp?newsid=14872>