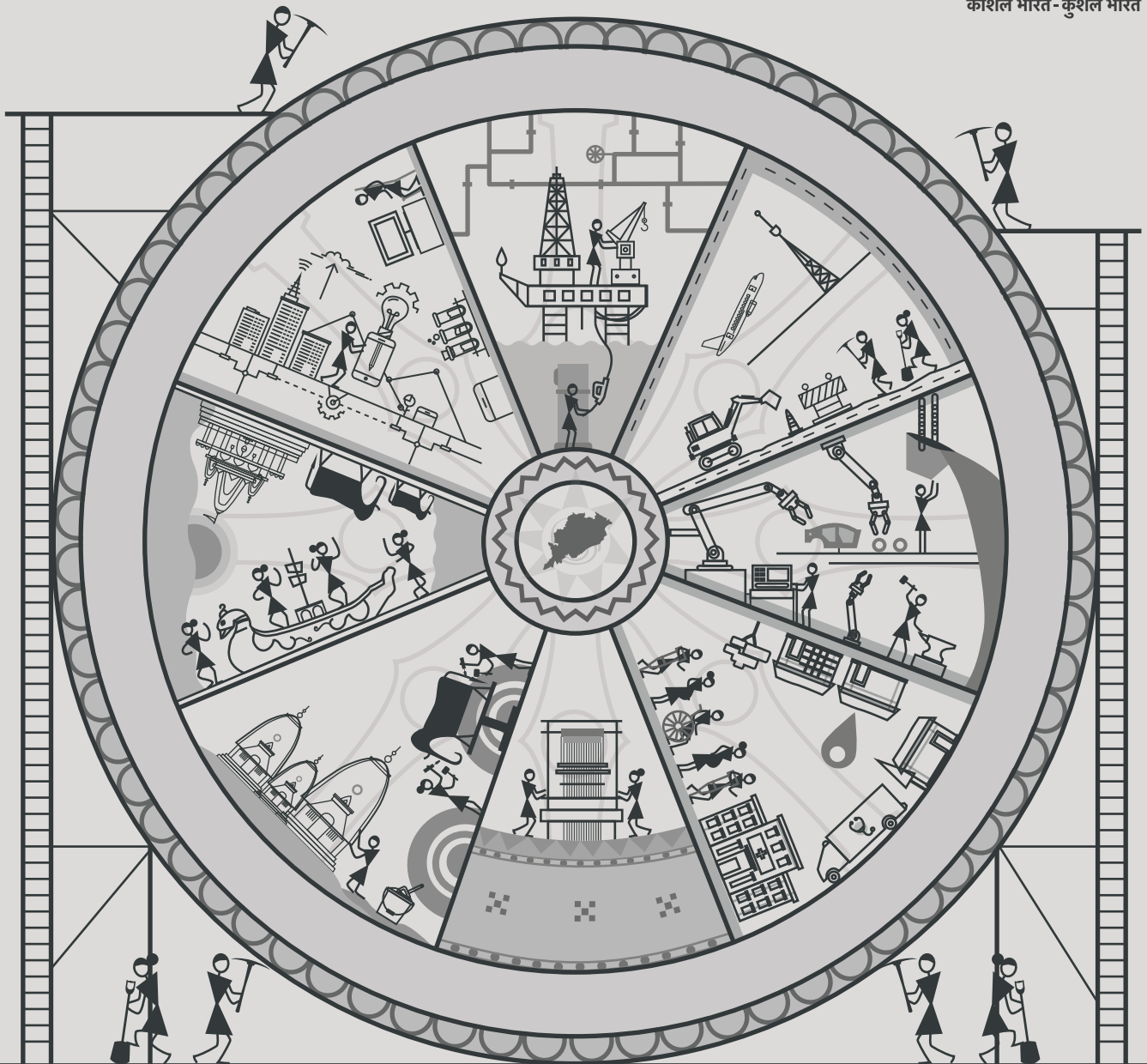




Skill India
कौशल भारत-कुशल भारत



The Barunei Accord

Odisha Skill Conclave

6-7 th May, 2018

Report



सत्यमेव जयते

Ministry of
Skill Development
And Entrepreneurship



N · S · D · C
National
Skill Development
Corporation

Transforming the skill landscape

ABBREVIATIONS

CIPET	Central Institute for Plastics Engineering and Technology
CMIE	Centre for Monitoring Indian Economy
CTTC	Central Tool Room & Training Centre
DDU-GJY	Deen Dayal Upadhyay Gram Jyoti Yojana
DDU-GKY	Deen Dayal Upadhyaya Grameen Kaushalya Yojana
ECR	East Coast Railways
eNam	electronic National Agriculture Market
FPO	Farmer Producer Company
GSDP	Gross State Domestic Product
IBC - 2016	Insolvency and Bankruptcy Code, 2016
IHM	Institute of Hotel Management
ITES	Information Technology Enabled Services
ITI	Industrial Training Institute
KVK	Krishi Vigyan Kendra
MSME	Micro, Small and Medium Enterprise
NALCO	National Aluminium Company Limited
NCAER	National Council of Applied Economic Research
NCVT	National Council for Vocational Training
NHAI	National Highway Authority of India
NSDA	National Skill Development Authority
NSQF	National Skills Qualifications Framework
PMKVY	Pradhan Mantri Kaushal Vikas Yojana
PMMY	Pradhan Mantri Mudra Yojana
PSUs	Public Sector Undertakings
RPL	Recognition of Prior Learning
SC-ST	Scheduled Caste and Scheduled Tribe
SHG	Self Help Group
SIPI	State Investment Potential Index



ACKNOWLEDGEMENT

Odisha Skill Conclave, 2018 was possible owing to the vision of **Hon'ble Union Minister, Shri Dharmendra Pradhan (Ministry of Petroleum & Natural Gas, and Ministry of Skill Development & Entrepreneurship)**.

The two-day conclave was planned and executed under the able guidance of Shri K.P. Krishnan (Secretary, Ministry of Skill Development and Entrepreneurship) and Shri Manish Kumar (CEO, National Skill Development Corporation).

Under the leadership of Prof. (Dr.) Mukti Kanta Mishra (President, Centurion University), Centurion University, the co-organisers, played gracious hosts for the event and contributed significantly towards making it a great success.

The event saw active support and participation from the Government of Odisha under the leadership of Shri. Subroto Bagchi (Chairperson, Odisha Skill Development Authority) and Shri Sanjay Kumar Singh, IAS (Secretary, Skill Development and Technical Education Department). Shri Jagadanand (Member Secretary, Centre for Youth and Social Development) helped shape the conclave with his thought leadership and guidance.

Knowledge management support for the event was provided by Siddha Development Research and Consultancy (SDRC).



Ministry of
Skill Development
And Entrepreneurship



Welcome to
**ODISHA
SKILL
CONCLAVE**

6, 7 MAY 2018, Bhubaneswar

MEETING LOCAL ASPIRATIONS WITH A GLOBAL MINDSET !!

MARKET FAILURE EXISTS HERE

WE HAVE A LARGE DEMAND for SKILLS

LARGE SUPPLY

WE HAVE A CRACK !!

RELEVANT SOLUTIONS TO LOCAL CHALLENGES

COMPLICATED

ALONE CANNOT PROVIDE SOLUTIONS !!

SOCIETY TALENT HOW EMPLOYABLE are they?

PRIVATE SECTOR GOVERNMENT

THIS IS CONSTANTLY CHANGING

THE ECOSYSTEM ... A MULTI-STAKEHOLDER ONE !!





BACKGROUND

Odisha, like other states, is witnessing a demographic dividend. The projected population of Odisha in 2018 is around 45.6 million. The distribution of population reveals that a majority of the population (63.4%) is in the economically active age group of 15 to 59 years while 34.4% of the working population is in the youth category (15-34 years). These figures denote a significant demographic dividend which can drive economic growth in the state.

An estimated 6 million youth in the age group 14-34 years in the state are in need of skill-based training while another 4 million in the 14-17 years age group will be added to the list in the period 2017-23, who can be targeted for skill training.

Economic Survey (2017-2018) data suggest that the contribution of both the agriculture and industries sectors to the State's Gross State Domestic Product (GSDP) has decreased while the share of the services sector has increased.

Although the State boasts of a number of major industrial players setting up shop in several areas, including mining, power, electronics, telecom, information technology enabled services (ITES), agriculture, crafts, tourism and fly ash, more than 80% of the employment continues to be in the informal and unorganised economy. Odisha has also been a net exporter of human resources to other states in the absence of adequate employment opportunities within the state.

The current long-term skilling initiative in the state is plagued by under-utilisation of existing capacity owing to lack of awareness among and proper counselling of the target audience. Similarly, other skilling areas such as short-term skilling, recognition of prior learning (RPL), apprenticeship training and entrepreneurship suffer from various challenges including lack of world class infrastructure, the mismatch between the compensation on

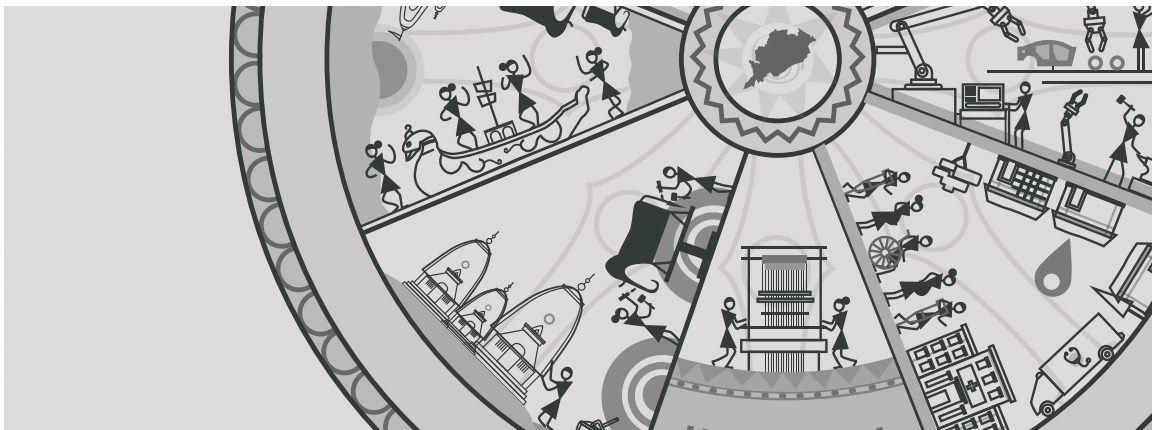
offer in industry and the aspirations of the trainees, outdated training curriculum and unavailability of skilled trainers.

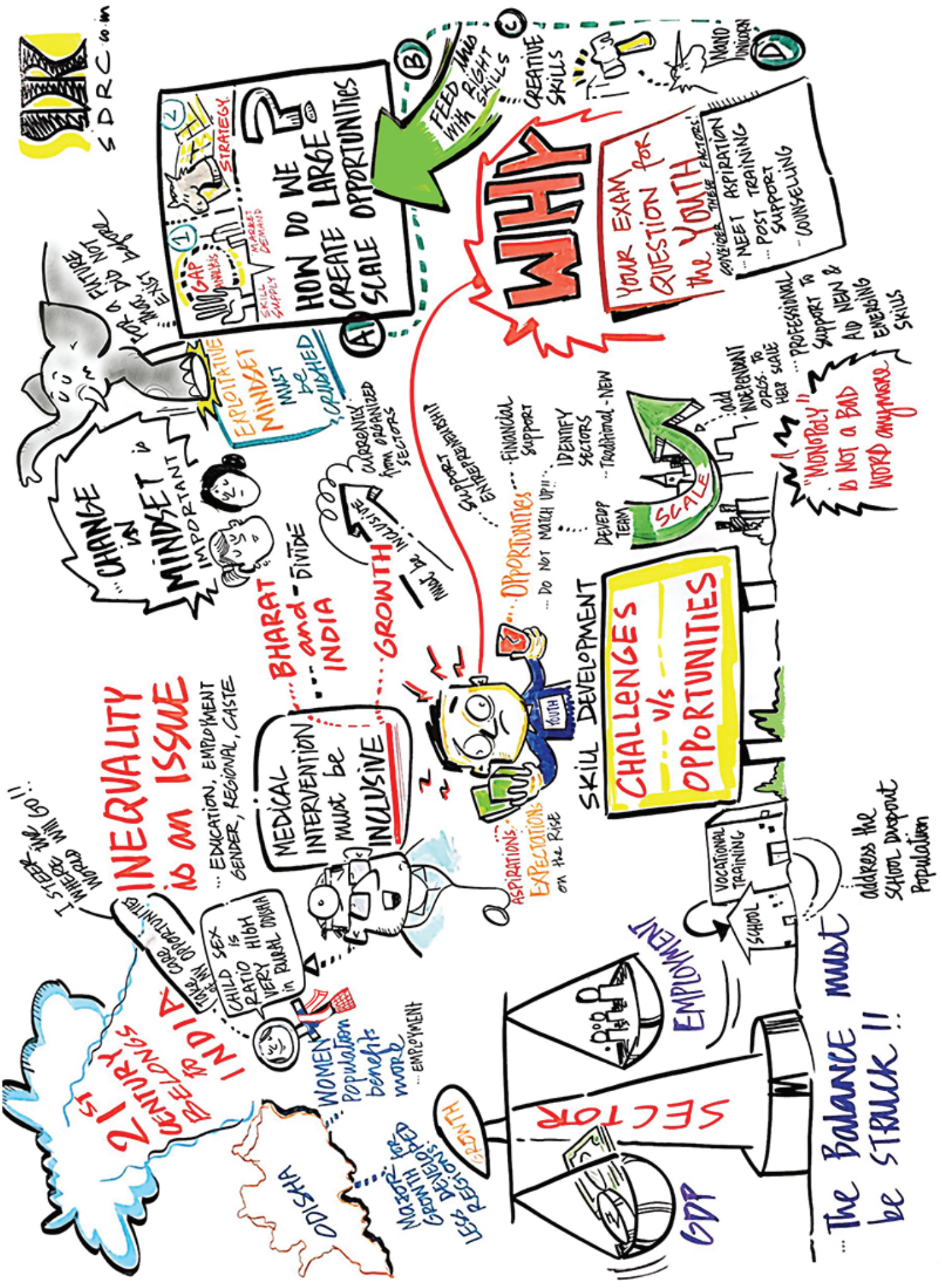
In this context, the Ministry of Skill Development and Entrepreneurship, in collaboration with the state government and Centurion University, organised a two-day Skill Conclave on 6-7 May, 2018. The conclave, hosted by Centurion University, brought all stakeholders - national and international experts, training partners, central government, state government, academia and civil society organisations - under one roof to deliberate on the challenges and opportunities facing skill development and entrepreneurship.

The specific objectives of the conclave included :

1. *Mapping the demand for skills by industry, government investments and geographical clusters in the state*
2. *Identifying the skilling infrastructure in the state*
3. *Highlighting innovations in the field of skilling and entrepreneurship*
4. *Discussing streamlining and scaling up of successful initiatives*

The conclave has resulted in presenting the “Barunei Accord” which is a significant way forward in the context of realising the skilling potential in the state of Odisha.







Moderator
Dr. K P Krishnan
Secretary, MSDE



Panelist
Shri. Subroto Bagchi
Chairman, OSDA



Panelist
Dr. M.S. Sahoo
Chairman, Insolvency
and Bankruptcy Board
of India



Panelist
Prof. Amitabh Kundu
CSRD, JNU



Panelist
Shri S.K. Panda
Former Chairman,
EC Tripura Skill
Development Mission



Panelist
Smt. Sunita Sanghi
Sr. Advisor, MSDE

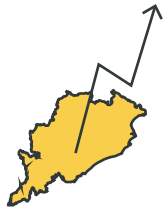
SKILL DEVELOPMENT IN ODISHA

Challenges Vs. Opportunities

Day One

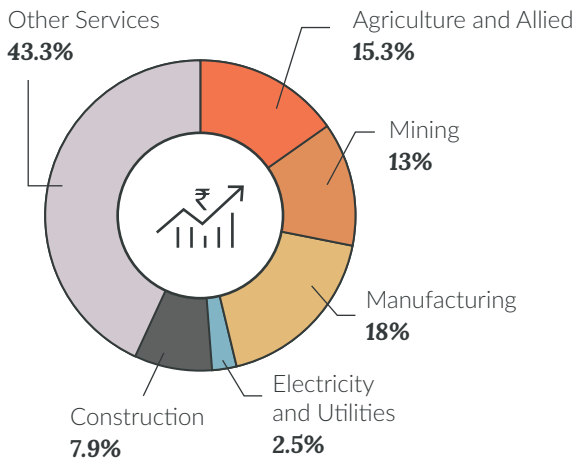
Session One



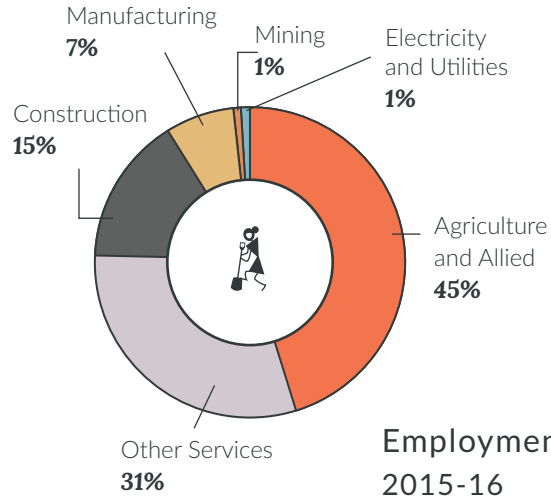


Odisha state gross domestic product growth rate has increased from **4.6%** in 2013 to **8%** in 2017

SECTOR-WISE CONTRIBUTION



Gross Value Added 2015-16



Employment 2015-16

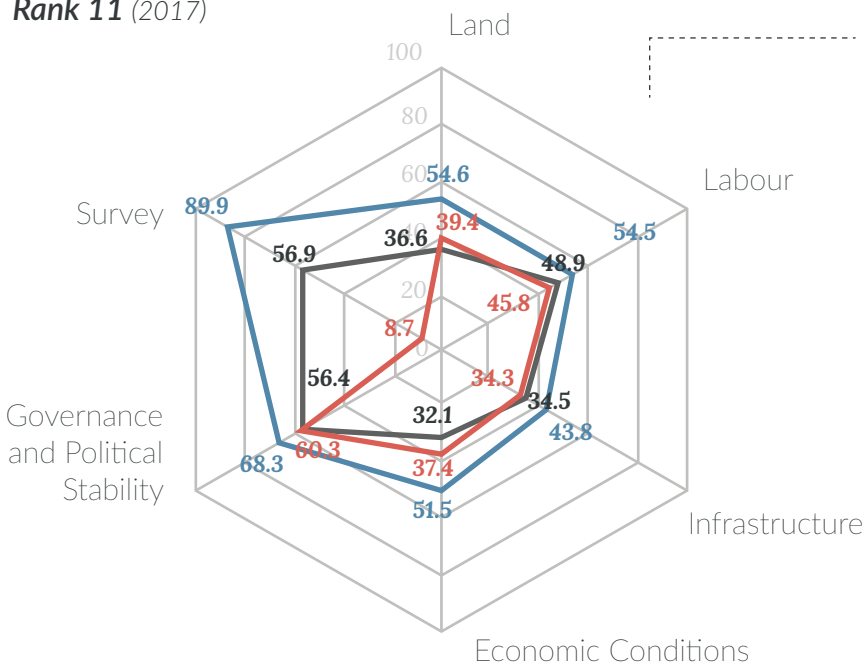
Usual principal status and subsidiary status (PS+SS) approach.

Current Investment Scenario

Source: state investment potential index (SIPI), national council of applied economic research (NCAER)

Odisha's Performance on the Six Broad Pillars of NCAER-SIPI

Rank 11 (2017)



Overall Score

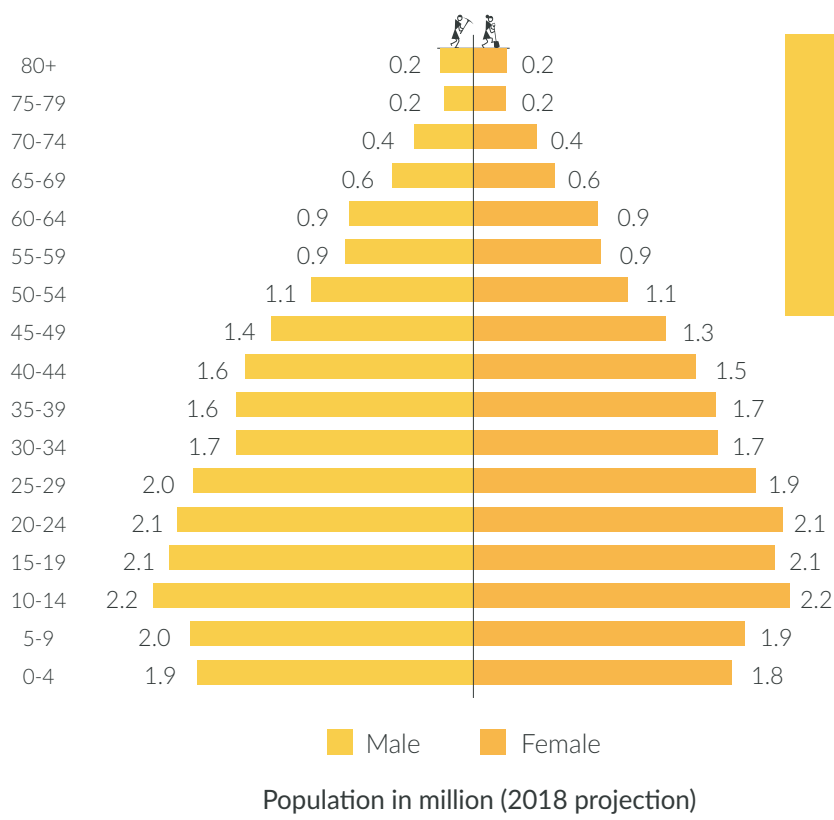
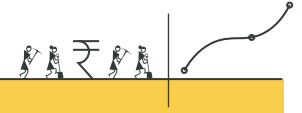
59.2	43.7	32.1
Gujarat (Best Performing State)	Odisha	West Bengal (Poor Performing State)

STRENGTHS	WEAKNESS
-----------	----------

Odisha ranks among the top five states in land available for industry, cargo handled per port and competitive power tariff rates. It also does well on least man days lost due to strikes and seating capacity of ITIs.

Odisha falls behind on labour quality, labour force participation and an educated population. The state has a relatively higher number of contract workers, lower financial inclusion and high insurgency incidence.

Fig. 1.

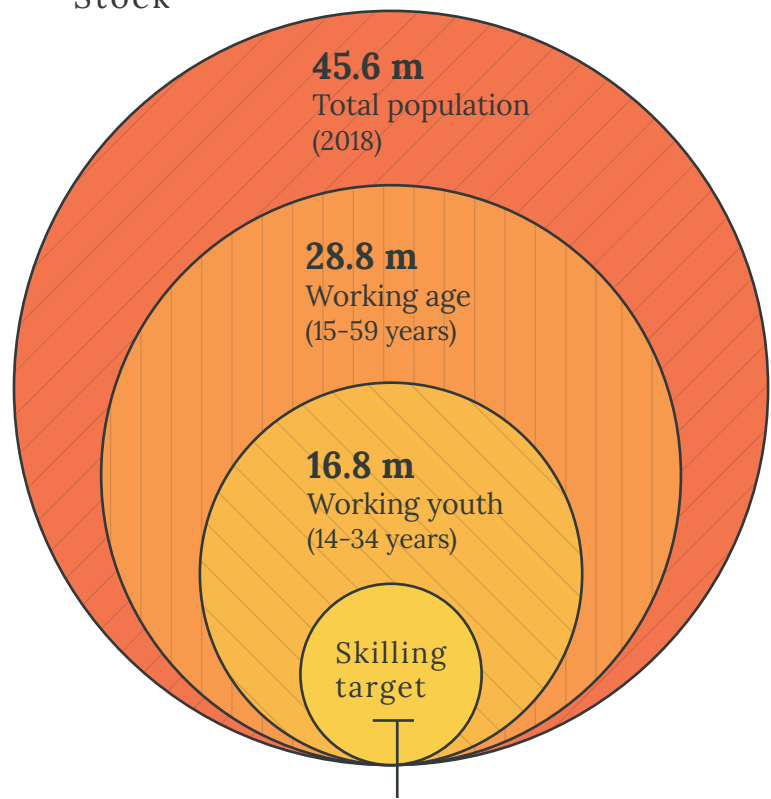


Demographic Dividend: Opportunity (Census)
83 Lakh youth will enter working age population between 2011-2021

	Formal	Informal	
Organised	7.1	6.3	
Unorganised	5.1	81.5	

Employment (%)
 (Source : NSS 2011-2012)

Stock



Flow

3 million will join the workforce in the next **5 years** out of which **1.3 million** need skilling through school and **1.6 million** need skilling through vocational education system

A + **6.1 m**
B SKILLING TARGET
 +
C (14-34 years)

- A** 1.8 m Population out of school (14-17 years)
- B** 4.1 m Population out of higher education (18-23 years)
- C** 0.2 m Unemployed labour force (24-34 years)

CHALLENGES

A distinctive feature of the demographic profile of Odisha is that the vast majority of the population resides in rural areas. The state Gross Domestic Product has been gradually increasing but it continues to be plagued with low productivity (86.57% of the workforce are engaged in the informal and unorganised sector)¹ and high levels of poverty (26.9% projected population for 2017 living below poverty line)². The unemployment rate in Odisha is 5% which is same as the national average³.

The socio-economic growth of Odisha presents a skewed geographic pattern with most industrial units concentrated in the northern region and not many in the western and southern region. There are disparities in the efficient linking of demand and supply too. The mismatch between the aspirations and skill levels of youth leads to anger, frustration and violence among the growing young population.

In Odisha, the entrepreneur is not held in great esteem. Entrepreneurs have a lower social standing resulting in low motivation for entrepreneurs. The “Lag factor” in employment generation in small and medium industry is another challenge as it frustrates expectations of “instant results” and drives skilled persons out of the state in search of appropriate employment. The skilling paradox in Odisha is the co-existence of huge demand for skilled labour and lack of

availability of skilled human resource. This points to a failure of the market when it comes to the uptake of skill acquisition by raw, unskilled youth.

On the one hand, a majority of employment continues to be concentrated in the traditional sector such as cultural and religious services, tourism, handloom and handicrafts. On the other, industry is witnessing the emergence of new skilling areas, rapid automation and mechanisation leading to “jobless growth”. This makes it particularly difficult to deliver successful skilling initiatives with a standard “one size fits all” approach.

OPPORTUNITIES

The foremost opportunity for Odisha is its large youth population. The total population of Odisha in 2018 is projected to be 45.6 million out of which 28.8 million (63.2%) is in the working age group (15-59 years), including 15.6 million (34.2%) in the working youth (15-34 years) category. Out of this working youth population, around six million need skilling as they neither have the required levels of education nor any vocational skills. Projections suggest that around three million people will become economically active in the next five years out of which 1.3 million need skilling through school and 1.6 million need skilling through vocational education system. Thus there is ample scope for long term skilling, short term skilling as well as recognition of prior learning.⁴

1. As per National Sample Survey, 2011-12

2. As per Odisha Economic Survey, 2017-2018

3. As per Employment - Unemployment Survey 2015-16

4. As per projections based on 2011 census data



Another opportunity is the inclusion of girls in the hard skill areas through awareness generation and a change in stereotyped notions about skilling of girls. There are many successful girl role models who can enthuse and inspire others to take up skilling and get empowered in the process.

Upcoming investments in areas like the steel hub, textile hub, food processing hub, shipping hub and plastic hub present significant employment opportunities. Besides, promotion of “native skill areas” such as silver filigree, handicrafts, religious and cultural services have immense potential.

The regulatory framework has now become entrepreneur friendly. The passage of laws such as the Insolvency and Bankruptcy Code (IBC), 2016 will hopefully ensure an efficient and less disruptive closure of businesses which are honest failures. This will encourage entrepreneurs to take risks and create more opportunities.



THERE IS NOTHING MORE POWERFUL THAN AN IDEA WHOSE TIME HAS COME !!

ODISHA SKILL GATE CONCEPT

KEY ECONOMIC DRIVERS
INVESTMENT
TECHNOLOGY
UPGRAD
SOCIAL STIGMA
SOFT SKILLS

SECTORS, TRADITIONAL SKILL (Geographical Spread)

OPPORTUNITY FOR HIGH TECH TRAINING

INNOVATION WILL CHALLENGE EMPLOYMENT !!

MOBILE TRAINING CENTERS

MANAGE THE REALITY OF IMPAIRED TRAINING



STIGMA: ELIMINATE ADDRESS THE CASTE ISSUE IN CORPORATE MARKET

DESIGN! for HER! IT'S Different

I DON'T KNOW HOW TO GET THERE!

SUPPORT SYSTEM

GAP

MAP MARKET RESPONSIVE TRAINING NEEDS

QUALITY IS QUESTIONABLE

COAL MINING INDUSTRY WILL CONTINUE TO EXIST

OPPORTUNITY FOR NEW INVESTMENTS and EMPLOYMENT

DEVELOP a VALUE CHAIN

2

DESIGN THE TRAINING ... BE INCLUSIVE ...

CURRICULUM



HERITAGE

RURAL

TRIBAL

SKILL around TRAP THIS!

... THERE IS SERIOUS SHAPRAGE OF RURAL TRIBAL SKILLS

TRAP THIS!

SELF EMPLOYMENT ENTERPRISE BUILDING

ENTREPRENEURSHIP

1

SHOWCASE THE SKILLS TO SHARE and SPREAD KNOWLEDGE

MUSEUM

AGRI-TRAINING

DIVERSIFY AGRI-TRAINING



ODISHA HERITAGE

BIO-DIVERSITY

... ECO-TOURISM

TOURISM ... TRAIN and DESIGN TRAINING LOCAL SENSIBILITIES

PRODUCT MODIFICATION must be embraced



TRAINING CURRICULUM CLASS... BEYOND SKILLS ... IT'S ABOUT EXPERIENCE AND GIVING

LACK of COMMUNICATION BETWEEN TRAINING CENTERS

... BE INCLUSIVE ...

DEMAND FOR SKILL DEVELOPMENT

Key Economic Drivers

Day One

Session Two



Moderator
Manish Kumar
CEO, NSDC



Panelist
Shri. Jagadananda
Mentor and Co-founder
CYSD



Panelist
Shri. L.N. Mishra
Director Personnel,
MCL



Panelist
Shri. Santrupt Misra
Director, Aditya Birla
Group



Panelist
Smt. Dharitri Patnaik
Founder, Humara
Bacchan Trust



Panelist
Prof. (Dr.) Sandeep
Kulshreshtha
Director, IITTM, BBSR



Panelist
Shri. S.K. Chadha
MD, NAFED



Panelist
Shri Pratyush Panda
VP- CSR & Trustee, ACC
Trust; ACC Limited



Gross State Value Added by economic activity at constant (2011-12) prices *

2016-2017

PRIMARY SECTOR

(Rupees in Lakh)



Crops

29,48,116



Forestry and Logging

6,14,660



Livestock

6,17,170

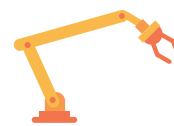


Fishing and Aquaculture

4,20,563

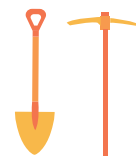
SECONDARY SECTOR

(Rupees in Lakh)



Manufacturing

58,66,911



Mining and Quarrying

33,34,370



Construction

23,02,545



Electricity, gas, water supply and other utility services

6,64,646

TERTIARY SECTOR

(Rupees in Lakh)



Trade, repair, hotels and restaurants

32,82,438



Transport, storage, communication and services related to broadcasting (*cumulative*)

21,54,797



Real estate, ownership of dwelling and professional services

23,67,428



Public administration

12,98,847



Financial services

11,97,880



Other services

22,86,649

IN ODISHA

+ SUPPLY



Labour force (Sept - Dec, 2017)

1.4 Crore

Total unemployed

6.9 Lakh

Unemployment rate

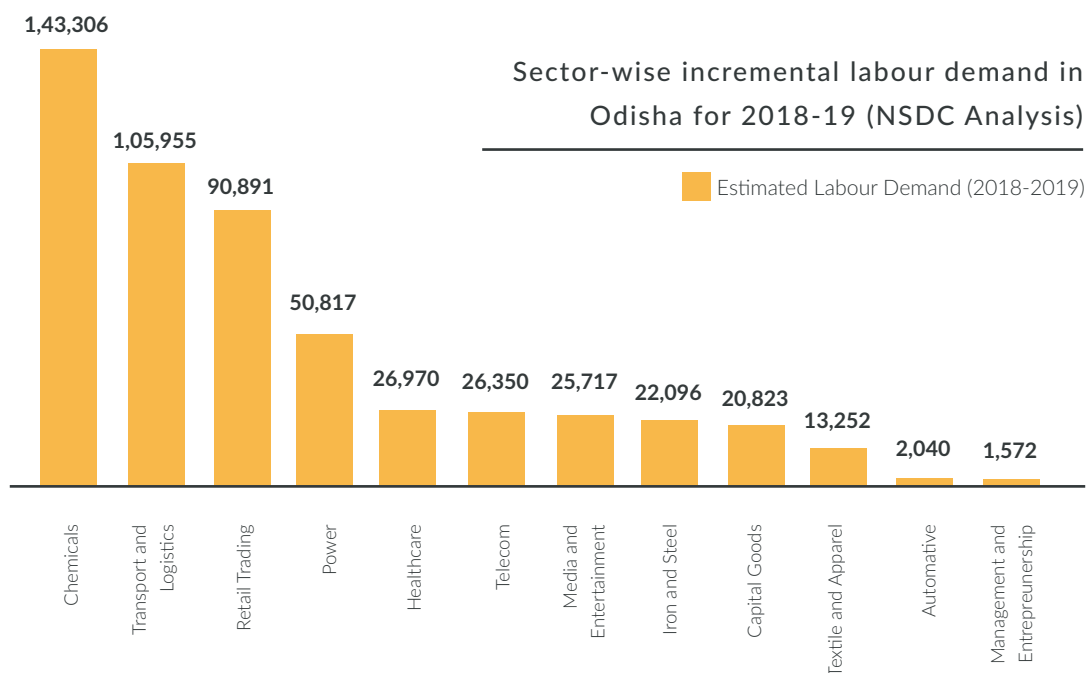
4.66%

++ DEMAND

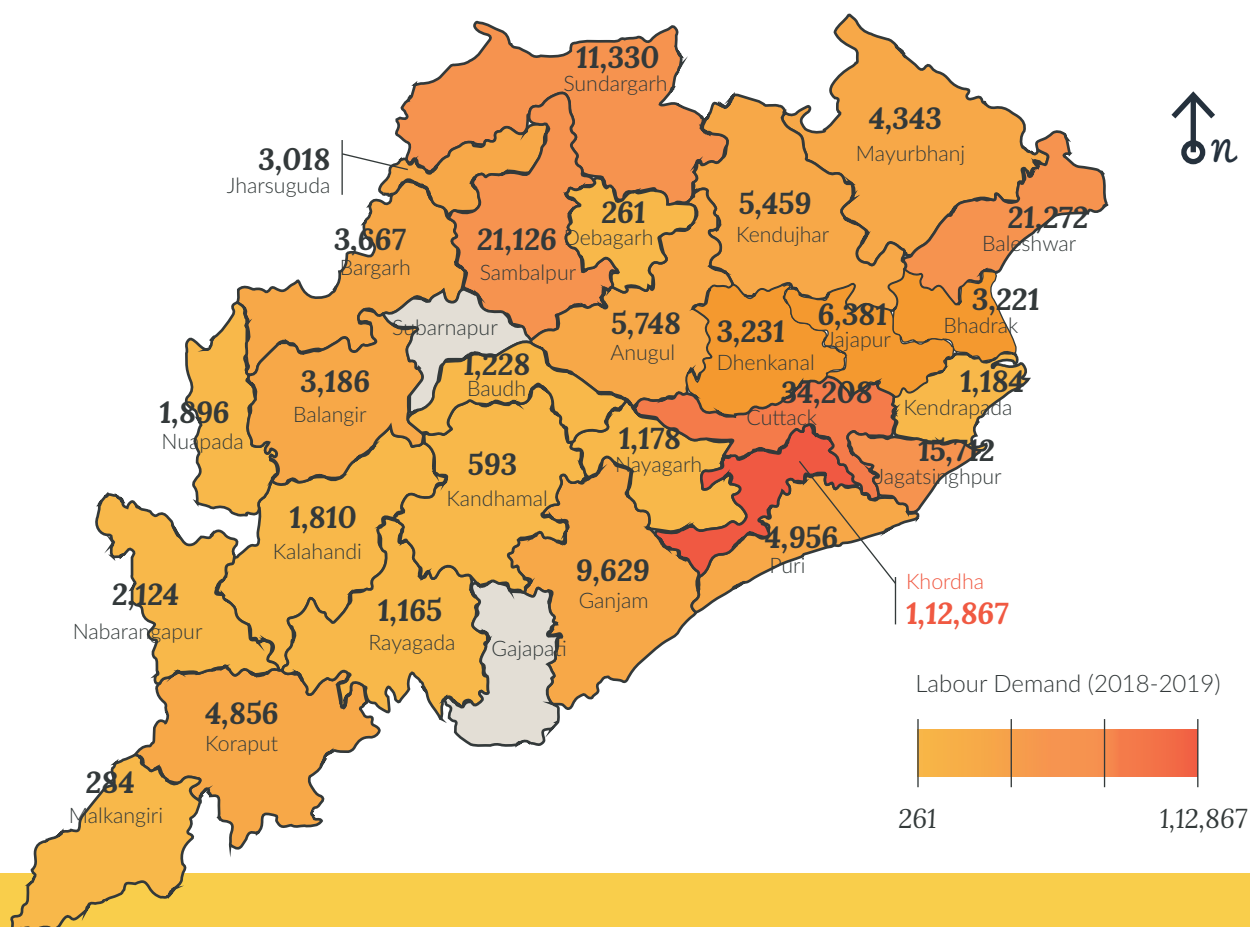
Incremental demand for **5,30,161** workers in 2018-2019

→ **77%** of the unemployed pool

Can be met from the unemployed pool with appropriate skill training



District-wise incremental labour demand in Odisha for 2018-2019 (NSDC Analysis)



CHALLENGES

The key economic drivers in any state are its agriculture, manufacturing and service sectors. Since the quality of skilling in Odisha is below par, it is resulting in lack of employability of the skilled persons in various sectors inside the state. The skill ecosystem involves multiple stakeholders, including state government, central government, non-government agencies, industry, and society, all of which are in a constant state of flux.

The skill demand of Odisha will be largely influenced by the Industry 4.0. A recent World Bank report suggests 69%⁵ of jobs are under threat due to automation, robotics, of things and artificial intelligence. Other factors influencing skill demand are gender disparity in wage rates, patriarchal mindset, caste discrimination and discrimination of the urban poor.

A “skill caste mindset” is clearly discernible in the state with a preference for certain trades or skills. This poses a challenge in ensuring dignity of labour and due recognition to all skill sets.

Odisha is also a combination of many identities; bio-diverse Odisha; heritage Odisha; rural, agrarian Odisha and tribal Odisha. Each of these identities presents a challenge in identifying and responding to their skill demands. Heritage Odisha, for instance, lacks adequate skilled professionals with relevant product knowledge or technology to leverage the potential. Therefore, there is a need to re-bridge, redesign and re-engineer the skill building process so that

the rural, tribal and agrarian population benefits from this programme.

OPPORTUNITIES

Within the primary sector, there is demand for skilled labour in the pisciculture segment while productivity in crops, forestry and logging can be raised through skilling. In the secondary sector, manufacturing can be an emerging area to offer “industry 4.0 ready” skilling opportunities. Mining is another area with high employment potential given the renewed interest in mineral prospecting.

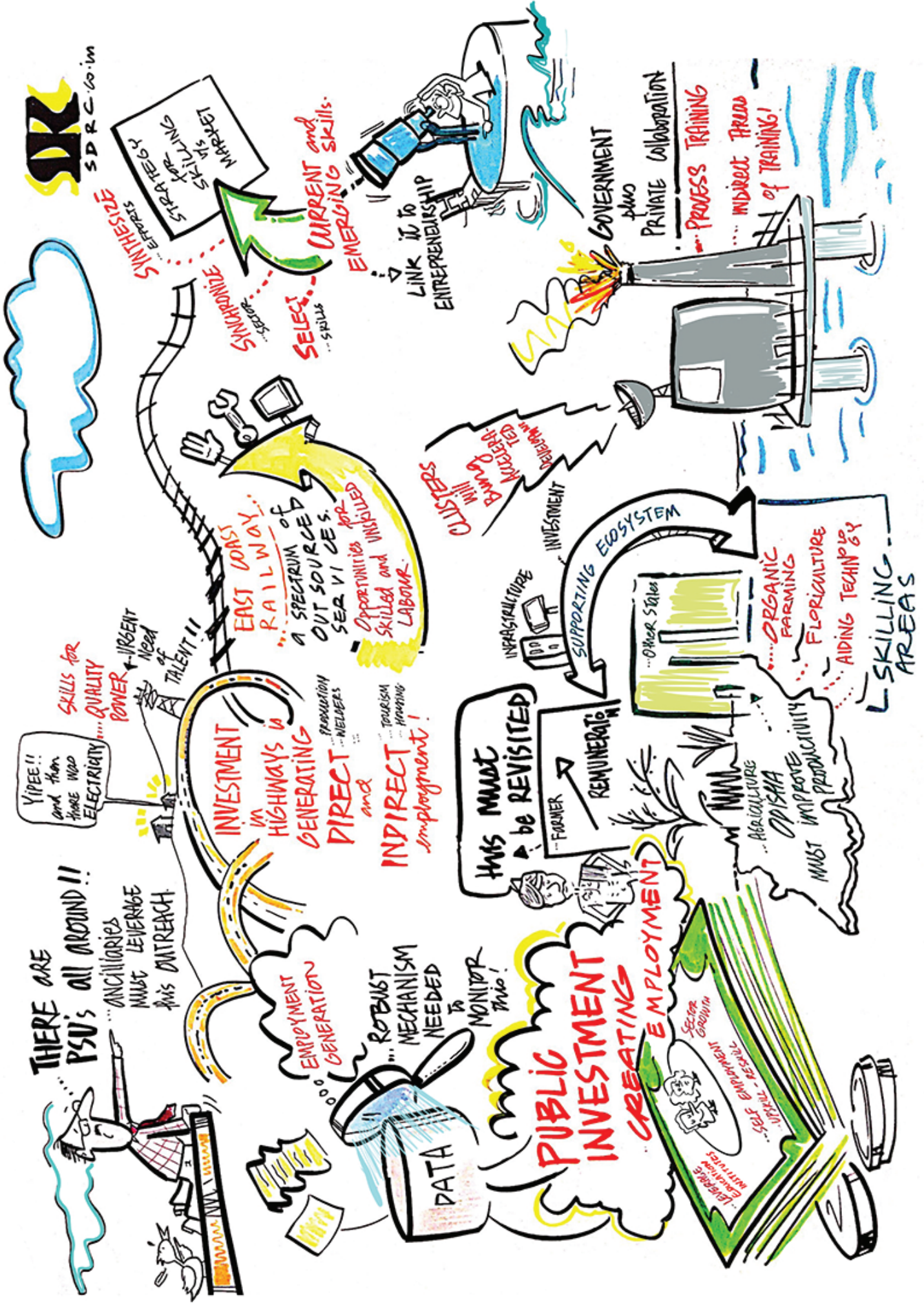
Given the massive public and private sector investments lined up for the state, the projected incremental labour demand in the state is around 5.3 lakh which means there is potential to absorb around 77% of the unemployed population through appropriate long term and short term skill training.⁶

Centre for Monitoring Indian Economy (CMIE) data analysis for Odisha indicates transport & logistics, retail trading, chemicals, healthcare and power are the most favoured sectors with incremental labour demand while Khordha, Cuttack, Baleswar, Sambalpur, and Jagatsinghpur districts are the top skilling destination.

The emerging skills domains in the context of rural Odisha are land survey, agriculture, horticulture, forest based production and professionals for farm producers’ organisations. The three horticulture training institutions in Odisha can be leveraged to cater to global demand for G9 banana and other fruit products.

5. <http://www.worldbank.org/en/news/speech/2016/10/03/speech-by-world-bank-president-jim-yong-kim-the-world-bank-groups-mission-to-end-extreme-poverty>

6. As per NSDC analysis



PUBLIC INVESTMENT

Creating Employment

Day One

Session Three



Moderator

Smt. Vinita Aggarwal
Economic Advisor
MSDE



Panelist

Shri. Prasanta Kumar Swain
Jt. Secretary, Department
of Agriculture, Cooperation
& Farmers Welfare



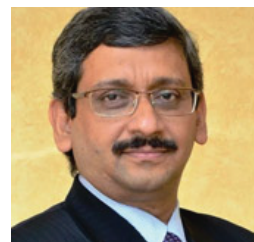
Panelist

Shri. Biswajit Roy
ED, Oil India & CEO,
Hydrocarbon SSC



Panelist

Shri B. K. Thakur
Director (HR), NALCO



Panelist

Shri. Ranjan Kumar Mohapatra
Director (HR), IOCL &
Chairman, SDI BBSR



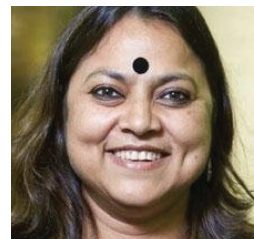
Panelist

Shri Prabhat Kumar
Chief Personnel Officer,
East Coast Railways



Panelist

Shri. Mahaveer Singh
CGM, NHAI



Panelist

Ms. Debjani Chakrabarti
CEO, RECPDCL



Panelist

Shri P.K. Bindhani
Supdt. Engineer (C)



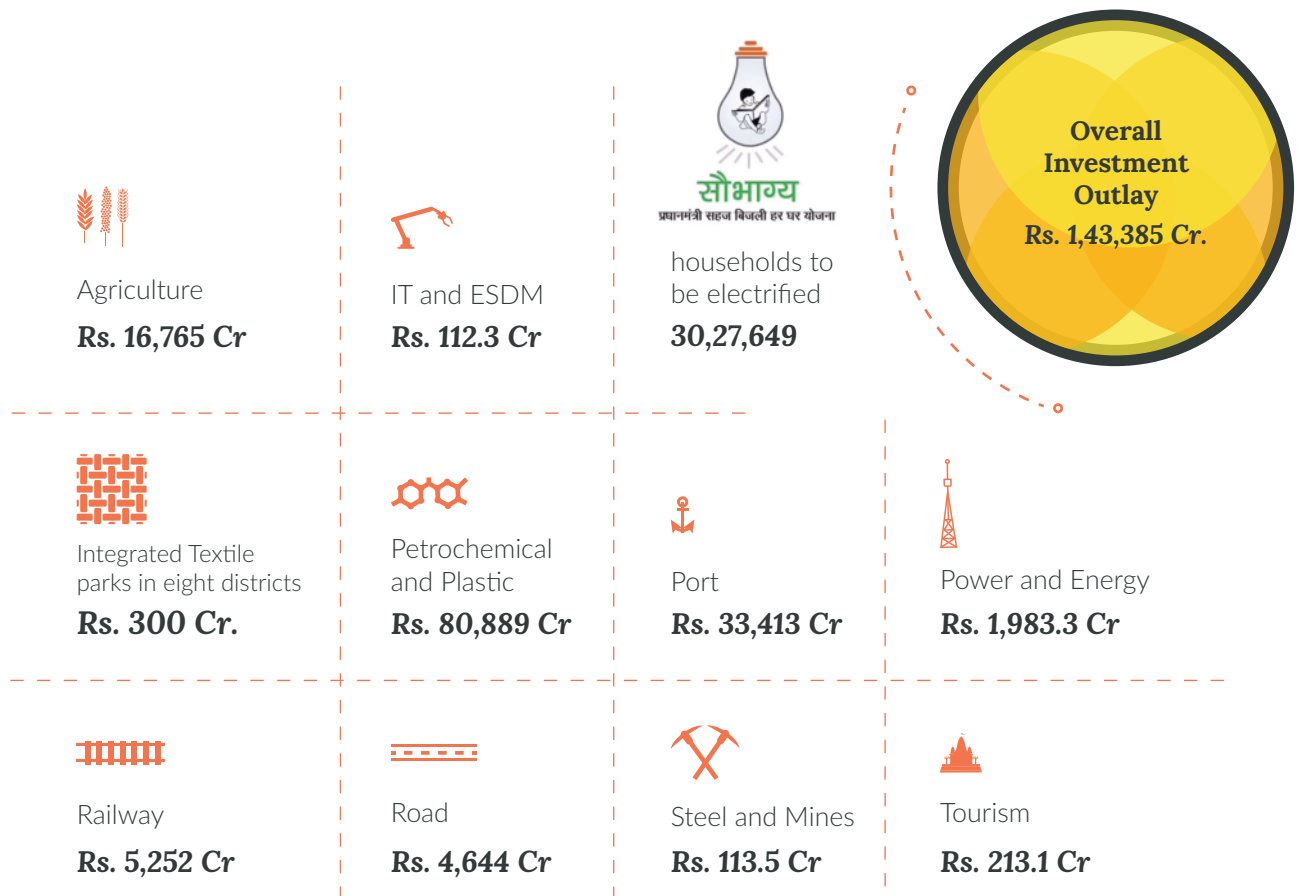


Fig. 3.



2,25,858

trained through CMEGP (*Chief Minister's Employment Generation Programme*) in the year 2016-2017

19,002

trained through DDU-GKY (*Deen Dayal Upadhyaya Grameen Kaushalya Yojana*) in the year 2016-2017

*

32,047

certified through PMKVY (*Pradhan Mantri Kaushal Vikas Yojana*) as on 27 March, 2018 out of which **12,025** have secured placement as on 25 June, 2018

+

* Source - <http://skillodisha.gov.in> accessed on 25/06/2018

+ Source - www.pmkvyofficial.org accessed on 25/06/2018

CHALLENGES

Odisha is an agrarian society which has a mono-cropping system focusing primarily on paddy cultivation. There are about 46.7 lakh farmers with 33.7 lakh (72.2%) of them having marginal (less than one hectare) landholding in 2013-2014.⁷ This indicates low productivity and lack of adequate surplus production that can be aggregated for marketing.

The national trend exhibits a dip in the number of cultivators and a rise in the number of agriculture labourers. This trend works against increase in the income potential of the agrarian sector and poses a serious challenge in achieving the objective of doubling farmers' income. Although Odisha is endowed with good production capacity in various horticulture produces, lack of adequate market avenues, warehousing and low quality cold storage options pose a challenge in integrating the supply chain.

Odisha lacks adequate number of training institutes to undertake food processing or value addition. The Krishi Vigyan Kendra (KVK) at the district level faces lack of access to credit, market linkages, and innovation to foster entrepreneurship and upskilling.

The manufacturing sub-category within the secondary sector is growing fastest with a compounded annual growth rate of around 7%⁸ but will be facing industry 4.0 factors such as automation, connected products, and supply chain optimisation which in turn will curb demand for jobs.

7. Rejuvenation of Agriculture, Recommendations of State level NITI Aayog Task Force report

8. Odisha Economic Survey, 2017-2018 report

OPPORTUNITIES

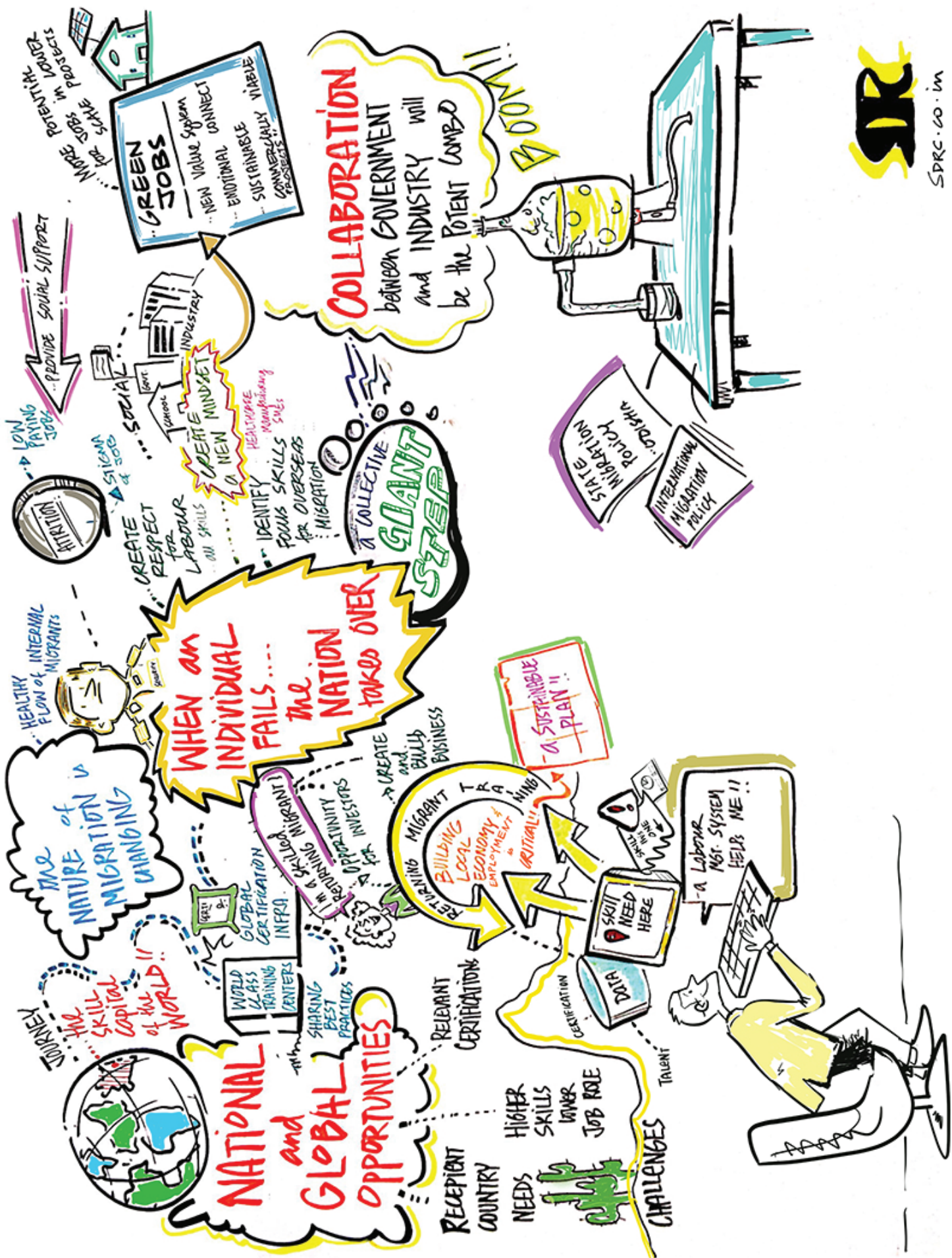
The state of Odisha has witnessed a steady increase in the state gross domestic product and has been growing at a rate higher than the all India growth rate. The abundant mineral resources, coupled with port connectivity, is going to be a disruptive game changer not just in eastern India, but also in the east-Asian context. The emergent sectors--ancillary & downstream industries, chemicals, plastics and petrochemicals, electronics manufacturing, food processing, textiles and tourism--are going to be the primary drivers of the economy with plastic and petrochemicals accounting for around 30% of the investment and generating around one lakh direct employment opportunities over the next eight years. A combined public investment outlay of around Rs. 1.43 lakh crore is expected in Odisha. Skilling would obviously be a critical enabling factor in leveraging such investments.⁹

Within the primary sector, Odisha has growth potential in developing value chain with processing facilities for jackfruit, mango, cashew nut, coconut, rice, maize, pulses, brinjal, okra and tomato. Linking rural markets (haats) to the upcoming platform electronic national agriculture market (eNAM) offers significant opportunities for increasing farmers' income.

The various government schemes that are going to spur demand for skilled labour force in the days ahead include:

1. Pradhan Mantri Kaushal Vikas Yojana (PMKVY),
2. Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY)
3. Pradhan Mantri Mudra Yojana (PMMY),
4. Deen Dayal Upadhyay Gram Jyoti Yojana (DDU-GJY)
5. Pradhan Mantri Sahaj Bijli Har Ghar Yojana (Saubhagya)
6. National Highway Authority of India (NHAI) Bharatmala Project
7. Ministry of Shipping Sagarmala project for driving "Port led development"
8. East Coast Railways (ECR) with an investment of around 8,000 crores out of which around 2,000 crores is on employment

Besides, public sector undertakings (PSUs) are going to be catalysts for skill demand generation. For example, National Aluminium Company Limited (NALCO) is a Navratna PSU in Odisha generating direct and indirect employment of around 17, 000 persons.



NATIONAL AND GLOBAL OPPORTUNITIES FOR SKILLED IN ODISHA

Day One

Session Four



Moderator

Shri Asheesh Sharma
Joint Secy., MSDE



Panelist

Shri. Bijay Sahoo
RIL, Group President



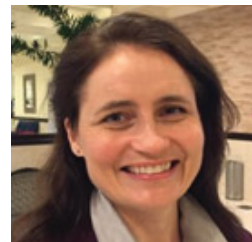
Panelist

Shri K. Krishan
Chairman, Green Jobs
SSC



Panelist

Shri. Chittatosh
Mohanty
Managing Director,
ASMACS Skills



Panelist

Smt. Dagmar Walter
Director, Decent Work
Team for South Asia and
Country Office, ILO



Panelist

Shri Abhishek Gupta
COO, Generation
Foundation



Panelist

Maj. Gen. T.K Chadha
Director, Assessment and
Certification at Virtual
Education Trust



Overview of migration trends

As per the Migration survey conducted by NSS (2007-2008), Odisha had **1.14 Crore** migrants, of which **1.04 Crore** migrated within Odisha while **10 Lakh** migrated outside Odisha

In the coastal and western regions of Odisha, **42%** and **52%** of migrants, respectively, are employed in the construction sector

As per the International migration report (2017), India was the largest country of origin of international migrants **1.66 Crore people**

More than **50%** of the workforce in the coastal region of Odisha have passed secondary education (9th–12th Std.), compared to **26%** in Western Odisha

Migration from Odisha



15.3 Lakh individuals migrated from Coastal and Western Odisha



Kendrapada district has the highest number of migrants in the coastal region



Balangir district has the highest number of migrants in the western region



West Bengal, **Odisha**, and North East Region accounted for over **70,000 emigration** from India

+ Overseas migration patterns from India, Feb 2018, NSDA



Chhattisgarh (**22.01%**), Andhra Pradesh (**15.52%**), West Bengal (**14.32%**), and Maharashtra (**11.31%**) accounted for more than **63%** of total migration from Odisha



CHALLENGES

In the current context, there is market failure in providing opportunities and meeting the aspirations of skilled labour force leading to migration from Odisha. As per National Sample Survey estimates, 11.4 million people in the state are migrating out of which 10.4 million is in-migration (within Odisha) while only one million is out-migration (outside Odisha). Migration Odisha in search of employment is mostly involuntary and under distress. There is lack of adequate industry support to recognise and compensate them for value addition

through certified skilling leading to high attrition.

The challenge with the youth emigrating from Odisha is that although they are competent in domain skills, their lack of soft skills impedes their ability to hard sell, blend and assimilate effectively in the host countries. Often, they end up doing jobs below the competence for which they were trained.

There is dearth of adequate migration data, which proves to be a hindrance in

mapping the requirement of destination countries and planning for them. Also, adequate attention is seldom given to imparting skills of “soft power” involving the use of cultural influence.

In the broader global labour context, it is anticipated that the emergence of industry 4.0 (Humanoids, Machine Learning, Drones, and Automated Vehicles) will lead to further corrections in the job market.

OPPORTUNITIES

The success of the Kerala model where foreign remittance was a significant contributor to the state GDP can be replicated in Odisha. Besides, training certification can be mapped to global certifications that can positively influence higher pay for skilled jobs in recipient countries.

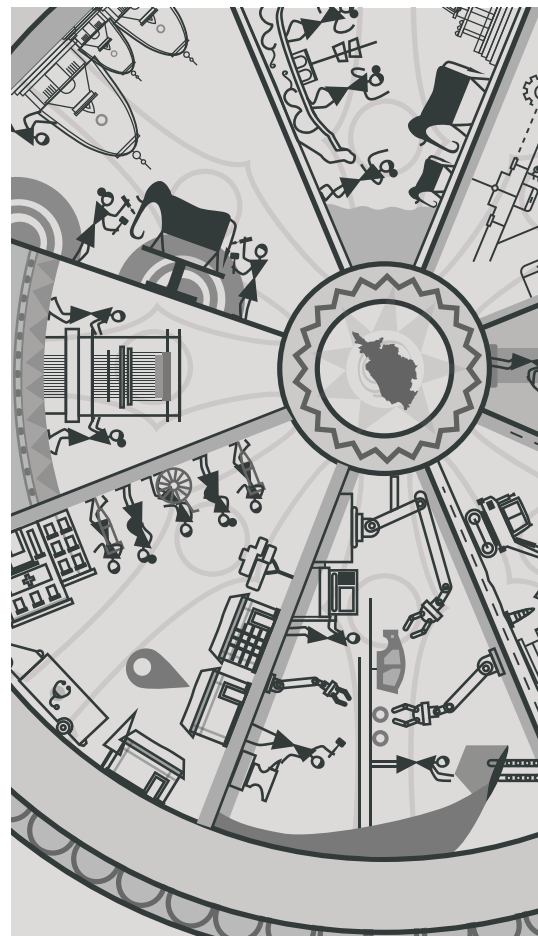
Better data and information management systems shall be effective in predicting demand in destination countries and thus strengthen the bargaining strength of those ‘Skilled in Odisha’.

It will also ensure fair recruitment and equal treatment of migrant workers, prevent exploitation and contribute towards providing a level playing field to the migrant workers.

A “green jobs” segment, which is based on a

new value system and has an emotional connect with millennial aspirations, is developing fast in Odisha. This sector offers sustainable and commercially viable projects. Reskilling opportunities in green jobs such as waste management can be explored.

Setting up of India international skill centers is going to contribute significantly towards improved training programmes and building soft skills of the out-migrating skilled labour force.



ASPIRATION MAPPING & PLANNING

THIS THINKING IS AN INTERESTING

...and I UNDERSTAND THE JOB PROFILE ON THE GROUND

PLATFORM

MY INCENTIVE FEEDS INTO THE BETTERMENT OF MY COMMUNITY

BUILD A TRAINING PLAN WITH COMMUNITY AT THE CENTER!

...A SUSTAINABLE CHANGE AND LIVELIHOOD

ENABLE OUR VILLAGE ECOSYSTEM

ENGAGE CO-OP AND INVOLVE THE INDIVIDUAL IN COUNSELLING

INDIA: FROM GRADUATOR TO INNOVATION

WHAT? THE QUALITY OF SKILLS?

TECHNOLOGY CAN HELP

NEED TO IMPROVE THE QUALITY OF SKILLS

THERE IS A POTENTIAL SKILL GAP IN COUNSELLOR

WHO SITS HERE?

WHERE SHOULD THIS HAPPEN?

GREATER RETENTION
MINDSET ALTERING
ASPIRATION MEETING
MEETING MARKET DEMANDS

POW... THE TRIJUNCTION
HERE IS IMMENSE POWER AND VALUE HERE

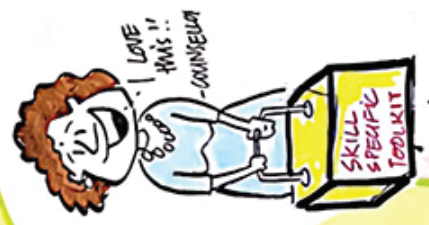
DEMAND, ASPIRATION and COMPETENCY BRIDGING THE GAP through COUNSELLING

I WISH I KNEW THE JOURNEY THEREON MONEY IS NOT MY ONLY CRITERIA

WHAT'S THE SUPPORTING ECOSYSTEM?

I WISH I HAD DATA OF COUNSELLOR BENCHMARKS INDUSTRY INVOLVEMENT ASSESSMENT FRAMEWORKS

A CONTINUOUS PROCESS!!



VIDEOS COMMUNICATION ROLE MODELS



THE UNORGANIZED SECTOR IS MORE THAN A DECADE BEHIND THE ORGANIZED SECTOR

SRP SPRC.CO.IN

DEMAND, ASPIRATION AND COMPETENCY

*Bridging the Gap
through Counselling*

Day Two

Session One



Moderator
Shri Rajesh Agrawal
Joint Secy., MSDE



Panelist
Smt. Bhavani Rao
Ammachi Lab



Panelist
Shri Ashish Gautam
IBM (Public Policy,
Government Relations
and Open Technologies)



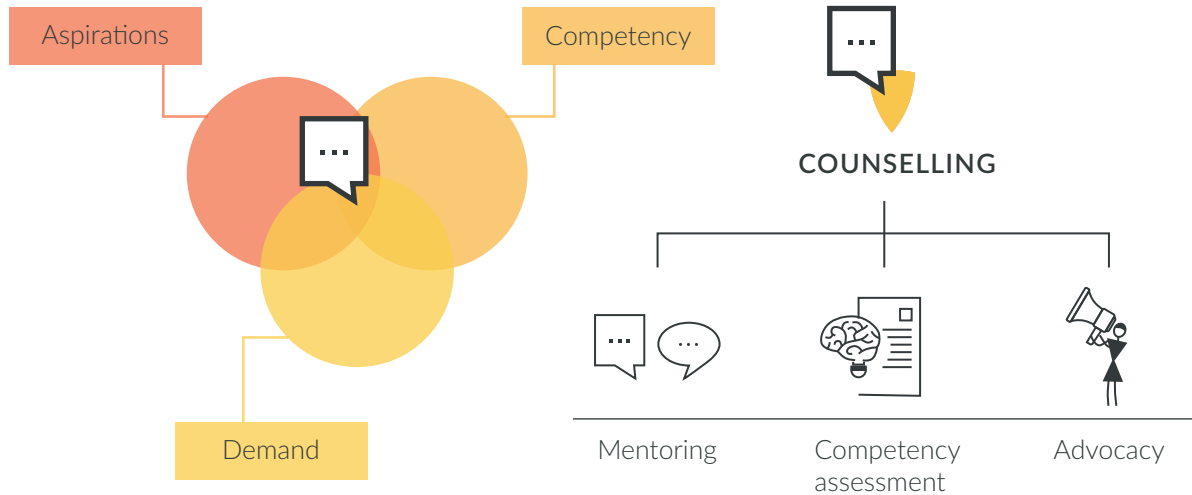
Panelist
Mr. Ketul Acharya
COO, IL&FS Skills



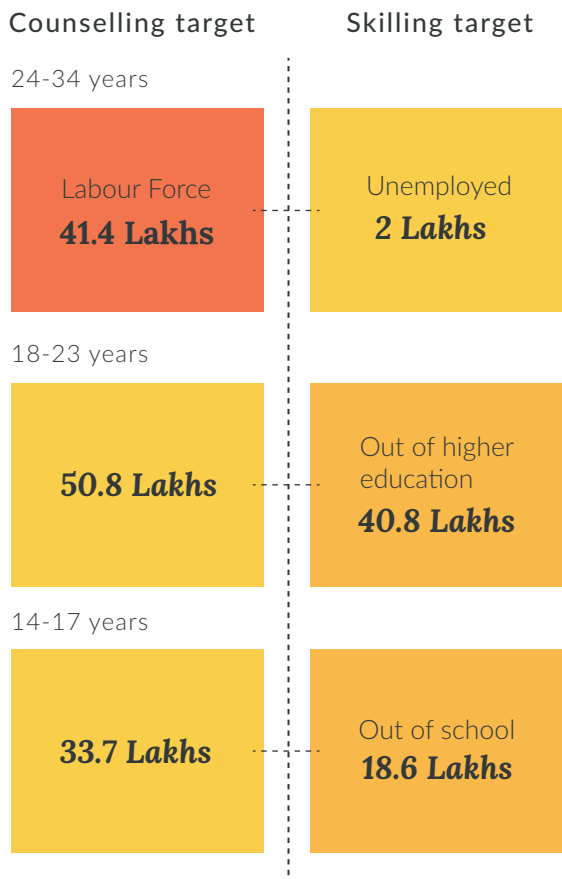
Panelist
Dr. Mrutyunjay Sarangi
IAS Secretary, Ministry of
Labour and Employment



Counselling : Element of synergy in skills



Target population for vocational guidance and counselling



Counselling for better training outcomes in Odisha

Pradhan Mantri Kaushal Vikas Yojana (PMKVY)

Dropout **14.36%**
Placement rate **48.5%**

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY)

Dropout **18%**
Placement rate **55%**

Fig. 5.



CHALLENGES

Lack of optimum balance between three key aspects - aspiration of the interest of the individual and parents, the competency or capability acquired through the learning system of our society and the demand for the specific competency required for the growth of the economy – bedevils the counselling ecosystem in Odisha. Lack of counselling leads to high dropouts in PMKVY (14.4%) and DDU-GKY (18%).¹⁰

In Odisha, the target audience for the counselling includes 33.7 lakh people in school (age group 14-17 years), 49 lakh in

higher education (age group 18-23 years) and 7.6 lakh youth, who are in the labour force but are currently unemployed. The high drop-out rates in the basic schooling level (55%) and higher education level (80%) pose a challenge in terms of reaching to the target group for counselling.¹⁰

The challenges for counselling from the demand side include lack of good quality data on employment, weak demand analysis, poor documentation of career paths, challenges due to industry 4.0, poor productivity benchmarks and limited direct

10. As per NSDC Analysis

participation of industry in government programs. From the supply side, key challenges in counselling include undefined progression paths for the skill aspirants, limited aptitude assessment, rise of contractual employment models, distress migration and demotivation due to poor compensation post skilling.

Other challenges include multiplicity of competency systems (such as NCVT, SSC, CIPET, IHM, NSQF) which leads to confusion, lack of trainers and robust assessment methodologies, narrowly defined job roles, lack of apprenticeship training standards and lack of mapping to global standards.

OPPORTUNITIES

A proper counselling network at the district level can help bridge the information asymmetry and enable trainees to make informed decisions on the skill tracks that they need to pursue. There are several global models available ranging from focusing on technology aided career guidance solutions to holistic models encompassing individual vocational guidance, career planning conferences, career information centers, parents conference, etc.

Given the high levels of out-migration of skilled youth from Odisha, retention and adaptability in the new location can be further strengthened through counseling.

Good counselling can help in better mapping

of competencies and easier work immersion. It can also address information asymmetry, provide better coping strategies for migrant workers, help them assimilate into the rigours of professional life, besides addressing mid-career upskilling or re-skilling needs.

The location of the counselling could be both an “in-house” model in schools, colleges or institutions and a “counselling as a service” model offered by trained professional counsellors in career guidance civil servants using TV, radio and personal interactions.

Community based counselling involving needs assessment, resource mapping and understanding their vulnerabilities is another approach that can be captured in a community development plan.



HOW DO WE RE-WRITE THE RULES

TEACHERS' ATTENDANCE

DEMAND

FRAMING AND SKILLS

ONE DAY'S ATTENDANCE

TEACHERS' ATTENDANCE

DEMAND

FRAMING AND SKILLS

ONE DAY'S ATTENDANCE

SHORT TERM THINKING IS "PLACEMENT"

LONG TERM VIEW IS EDUCATION !!

ARE WE OPTING FOR CONVENIENCE TO AVOID COMPLEXITY

I'VE DESIGNER THE RULES... SINK TO THE RULES... SINK TO THE RULES... SINK TO THE RULES...

LET'S NOT HOLD OURSELVES TO PARADISE TO PARADISE TO PARADISE TO PARADISE...



DEALING WITH CAPACITY CONSTRAINTS

TIE IT ALL TOGETHER

SPRC 10.11

THE AM ACCORD FOR INDIA INTEGRATE VOCATIONAL SKILLS



INDUSTRY EXPOSURE TO STUDENTS WILL HELP HOUR UNDERSTANDING OF ENVIRONMENT AROUND THE TRAINING

ZILLA SCHOOLS WE NEED AN ECOSYSTEM ... PROVIDE POLICIES FOR SKILL CENTERS

STANDALONE SKILLS ARE NOT SUSTAINABLE



START BOTTOM-UP TOO... TO HELP INFLUENCE POLICIES AT THE TOP!



HERE COME TO WINGS TO FLY !!

FUEL AND RAISE

SKILL DEVELOPMENT INFRASTRUCTURE

*Dealing with Capacity
Constraints*

Day Two

Session Two



Moderator

Shri Vijay Kumar Dev
DG, DGT



Panelist

Shri R.K. Chaturvedi
DG, NSDA



Panelist

Smt. Gayathri Vasudevan
CEO, Labournet



Panelist

Prof. Mukti Mishra
Centurion University



Panelist

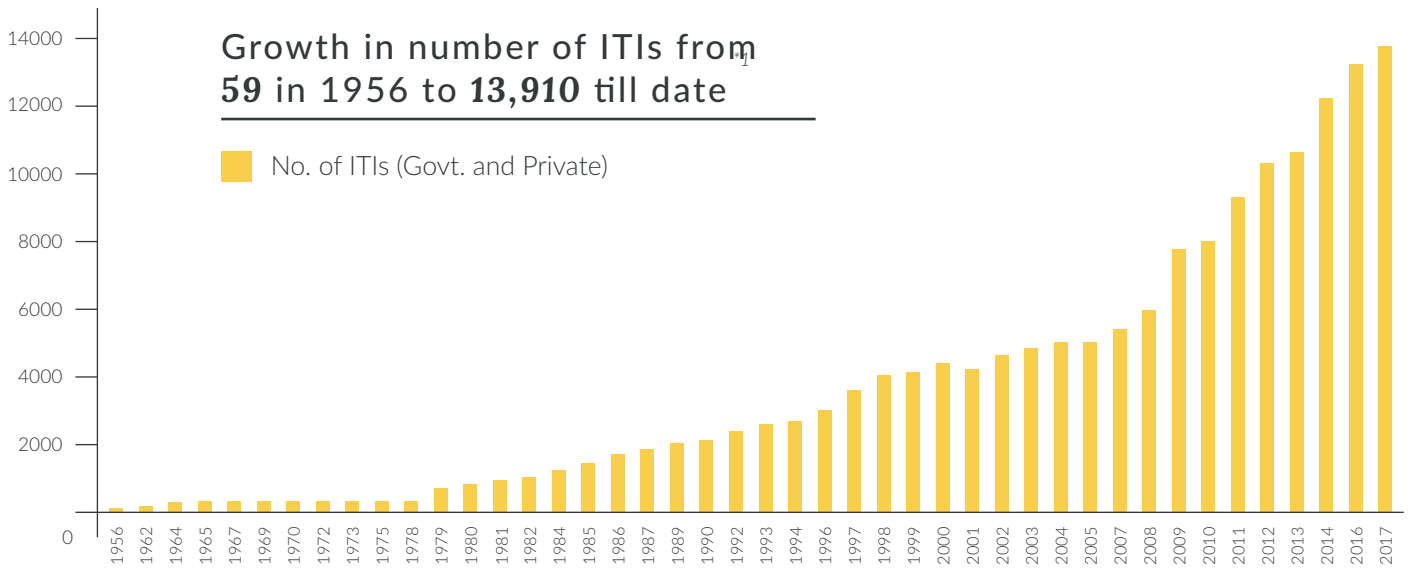
Shri. Sanjay Kumar Singh
Commissioner & Secretary,
Skilled Dev & Tech
Education Dept.



Panelist

Prof. (Dr.) S. K. Nayak
Director General, Central
Institute of Plastics
Engineering & Technology





ITI Ecosystem in Odisha

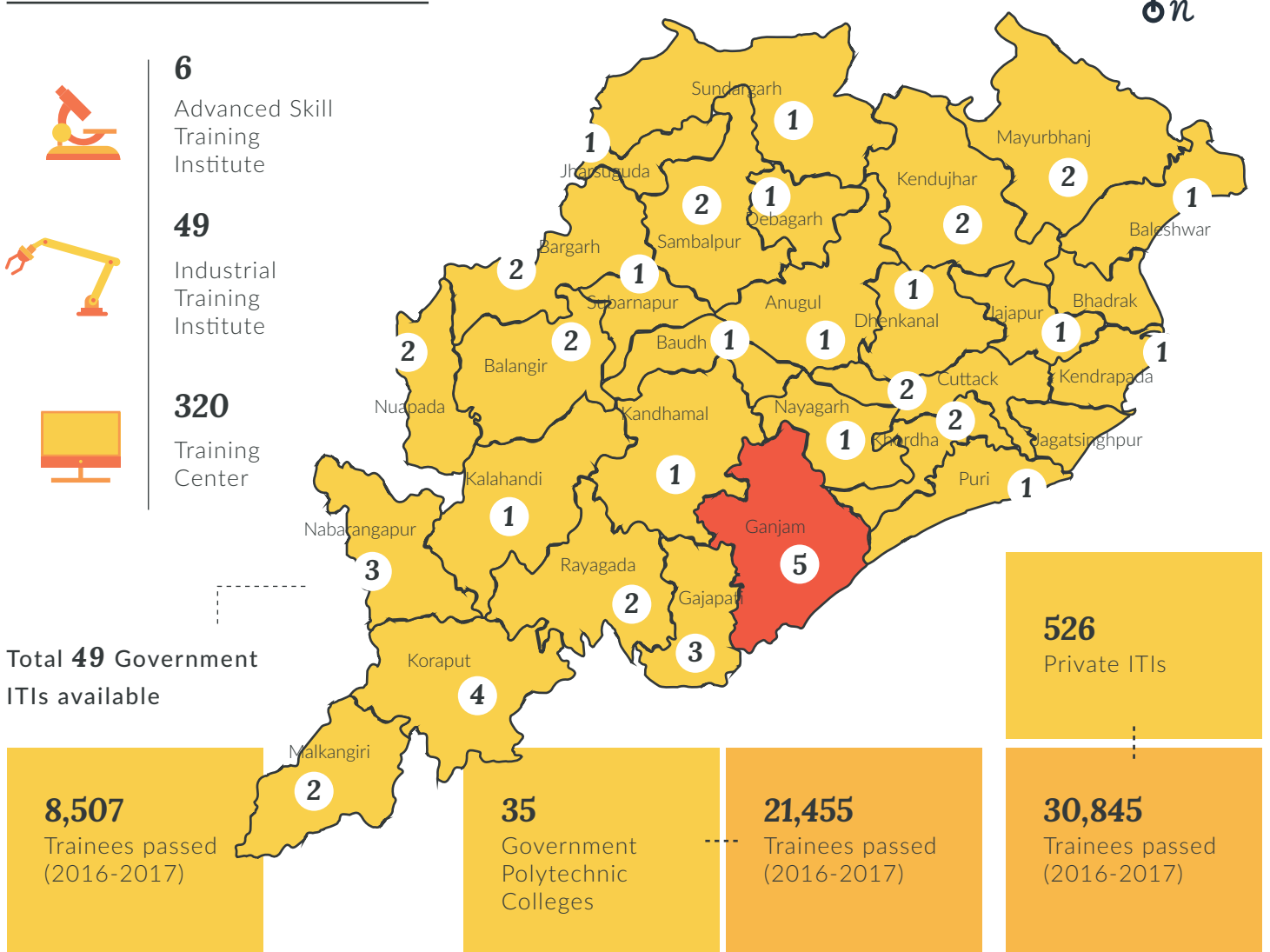
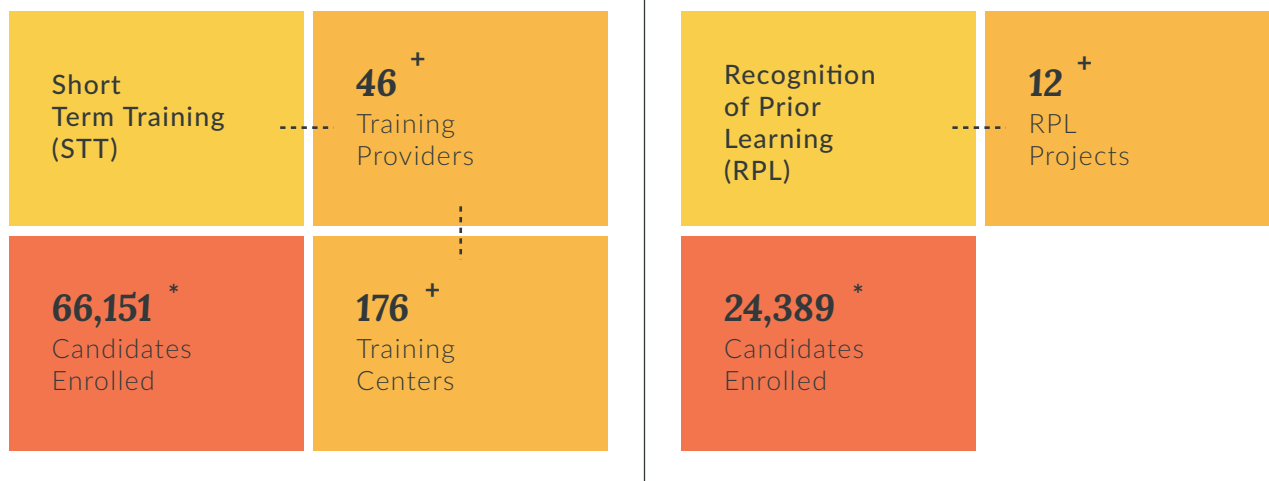


Fig. 6. *1. Annual Report 2014-15, table 27.1 & *NCVT MIS Portal

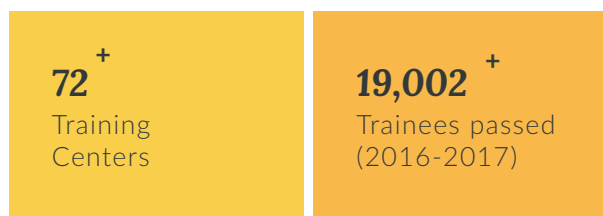
Pradhan Mantri Kaushal Vikas Yojana (PMKVY)



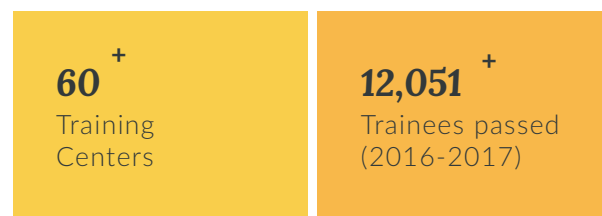
Pradhan Mantri Kaushal Kendra (PMKK)



Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY)



Odisha Skill Development Authority (OSDA)





CHALLENGES

Capacity constraints in the skill development infrastructure are multi-faceted and include physical facilities, trained teachers, adequate assessors and industry-linked/industry-endorsed curriculum.

In terms of statistics, nearly six lakh children come under the ambit of vocational education. However, the combined capacity of the existing ITIs, Polytechnics and short term skilling institutes is able to cater to only 2.5 lakh children, leaving a gap of 3.5 lakh who remain outside the purview of vocational education.¹¹

The paradox with the skilling facilities is that while there is concentration of facilities in select geographic areas or specific trades, the hinterland lacks adequate infrastructure. This leads to sub-optimal capacity utilisation. This corroborates well with available data, which indicates that the vacancy of seats in polytechnics and ITIs is around 60% and

25% respectively. Also, out of more than 526 ITIs, around 200 ITIs don't have a single student.¹¹ This suggests that it is demand for skill training, and not capacity, which is a constraint.

Another critical constraint is weak linkages between the skilling centre with the educational system. It is difficult for stand-alone skill centers to survive sans strong linkages to the larger skill ecosystem.

The lack of adequate mechanisms to collect data and generate actionable information is a capacity constraint. For instance, the public and private stakeholders who generate employment opportunities are not linked to the skill supplying institutions who, in turn, lack the capacity to ascertain skill aspirations and respond with bespoke skill training solutions.

11. As per NSDC Analysis

OPPORTUNITIES

There is a need to create affordable infrastructure for long-term skilling in the unserved or underserved blocks of Odisha. This can be possible only when the state government plays a pivotal role in spearheading the initiatives.

The initiatives by National Skill Development Authority (NSDA) to align skilling qualifications to a competency based framework such as the National Skill Qualification Framework (NSQF) is a welcome opportunity. This will make it possible to secure credits for completion of short term courses which can then be successfully applied towards gaining a long term certification.

A potential best practice that emerges from Odisha is the integration of Industrial Training Institutes (ITIs) with Polytechnic under the same department and directorate which enables synergy in the long term skilling domain.

Given the sizable share of scheduled tribes and scheduled caste communities in the population in Odisha, there is an opportunity to address capacity constraints in the specific geographic, social and cultural context. For instance, augmenting capacity in traditional skills or areas of expertise gained across several generations will yield better outcomes.





SDRC.CO.IN

OPPORTUNITIES
LEARN FROM OTHER SUCCESSFUL ENTREPRENEURS

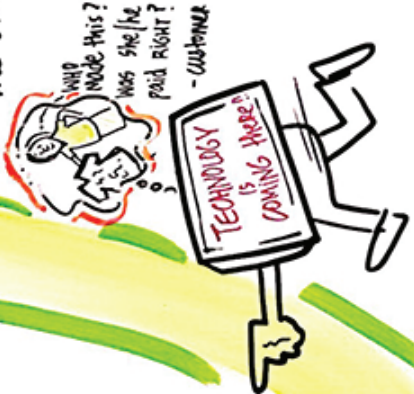


WORK in the GAPS in the SYSTEM ... BRIDGE !!

INNOVATIONS and ENTREPRENEURSHIP ... ENABLERS for JOB CREATION



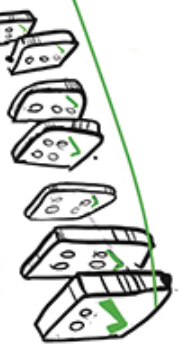
TAKING OPPORTUNITIES to POTENTIAL ENTREPRENEURS



GREAT!! SUSTAINABLE SUPPLY DEMAND!! MARKET EXISTS Policies will give ECONOMIC GROWTH of WOMEN

LEVERAGING ENTREPRENDERS from WITHIN the COMMUNITY ... Aids creation of LOCAL ECONOMY

CREATES BUSINESS ACTIVITY of REGULAR CHORES ... a DOMINO EFFECT!



INNOVATIONS AND ENTREPRENEURSHIP

*Enablers for Job
Creation*

Day Two

Session Three



Moderator

Smt. Jyotsna Sitling
Joint Secy., MSDE



Panelist

Shri Ajay Kela
CEO, Wadhvani
Foundation



Panelist

Smt. Rama Devi
President, Association of
Lady Entrepreneurs



Panelist

Smt. Neelam Chibber
Co-founder & Managing
Trustee, Industree

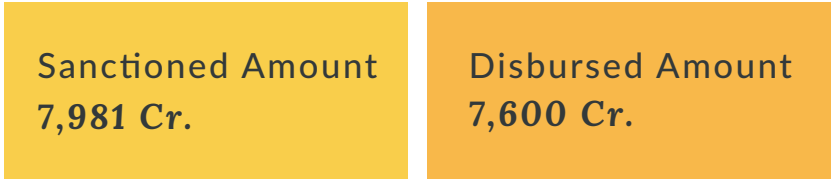
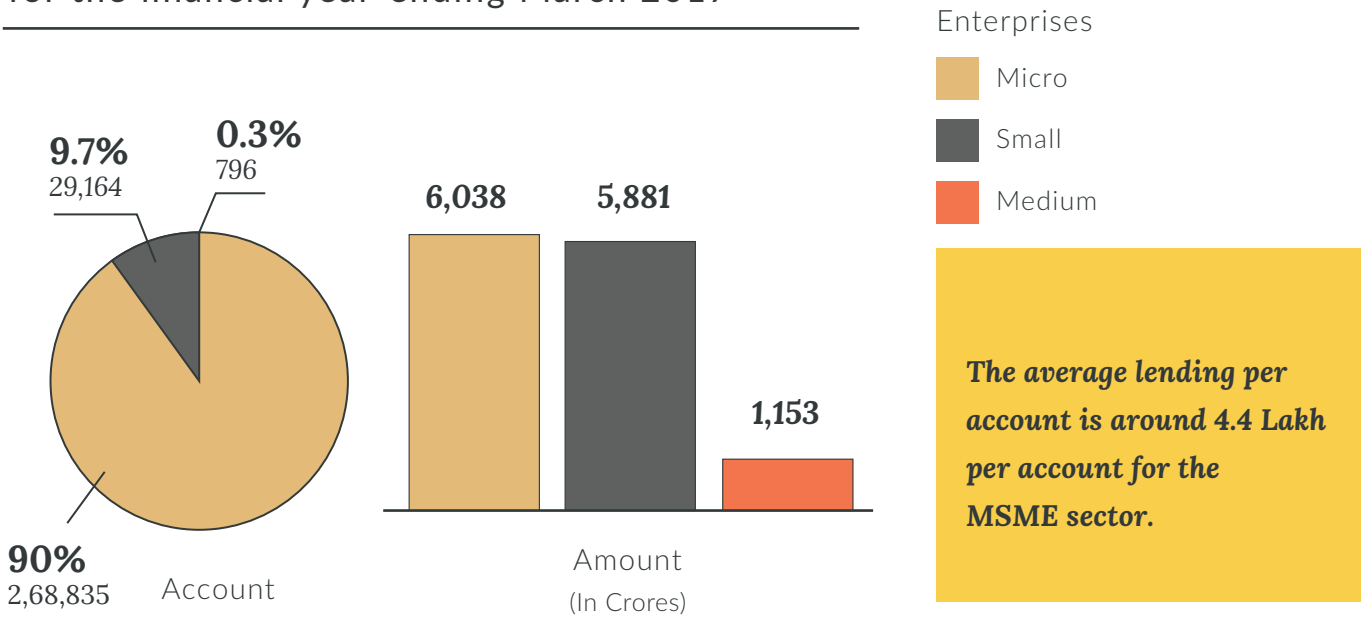


Panelist

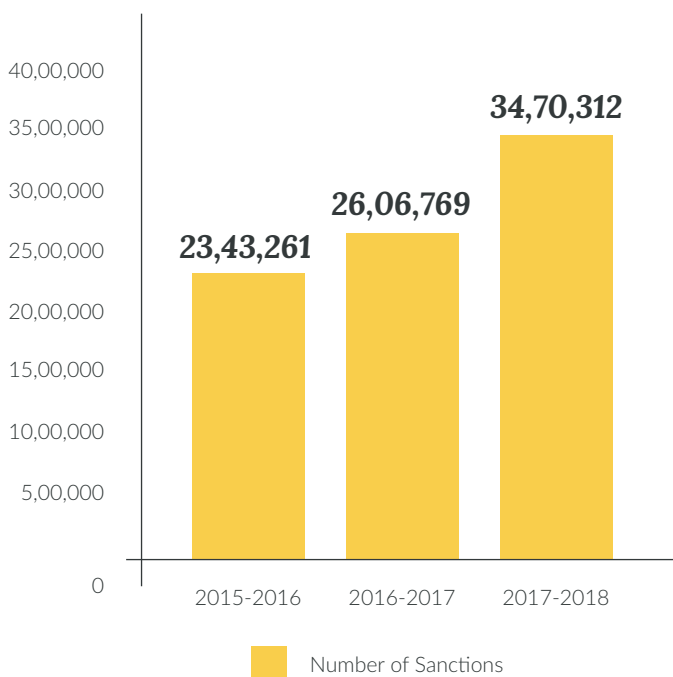
Shri Clement Chauvet
Head - Livelihoods,
UNDP



Credit disbursal of the banking sector for the financial year-ending March 2017



Pradhan Mantri MUDRA Yojana Number of Sanctions, Odisha



Pradhan Mantri MUDRA Yojana Sanctioned and Disbursed Amount, Odisha

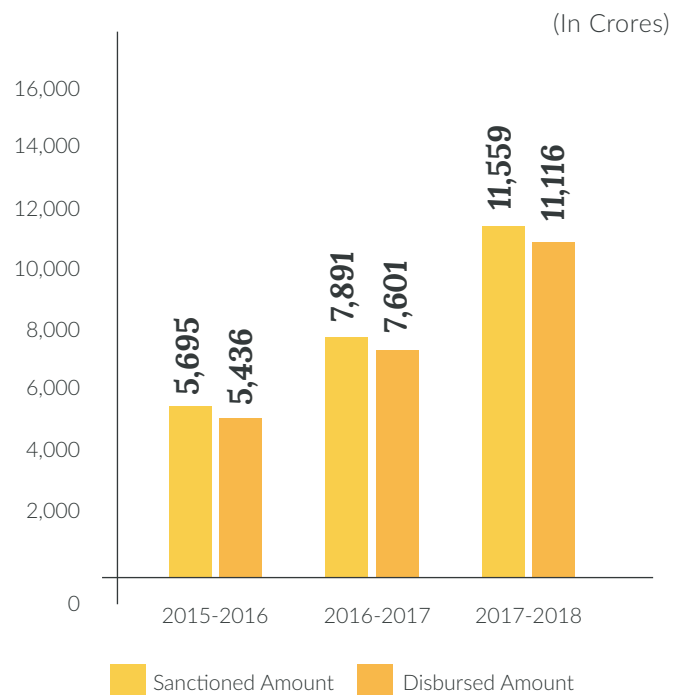
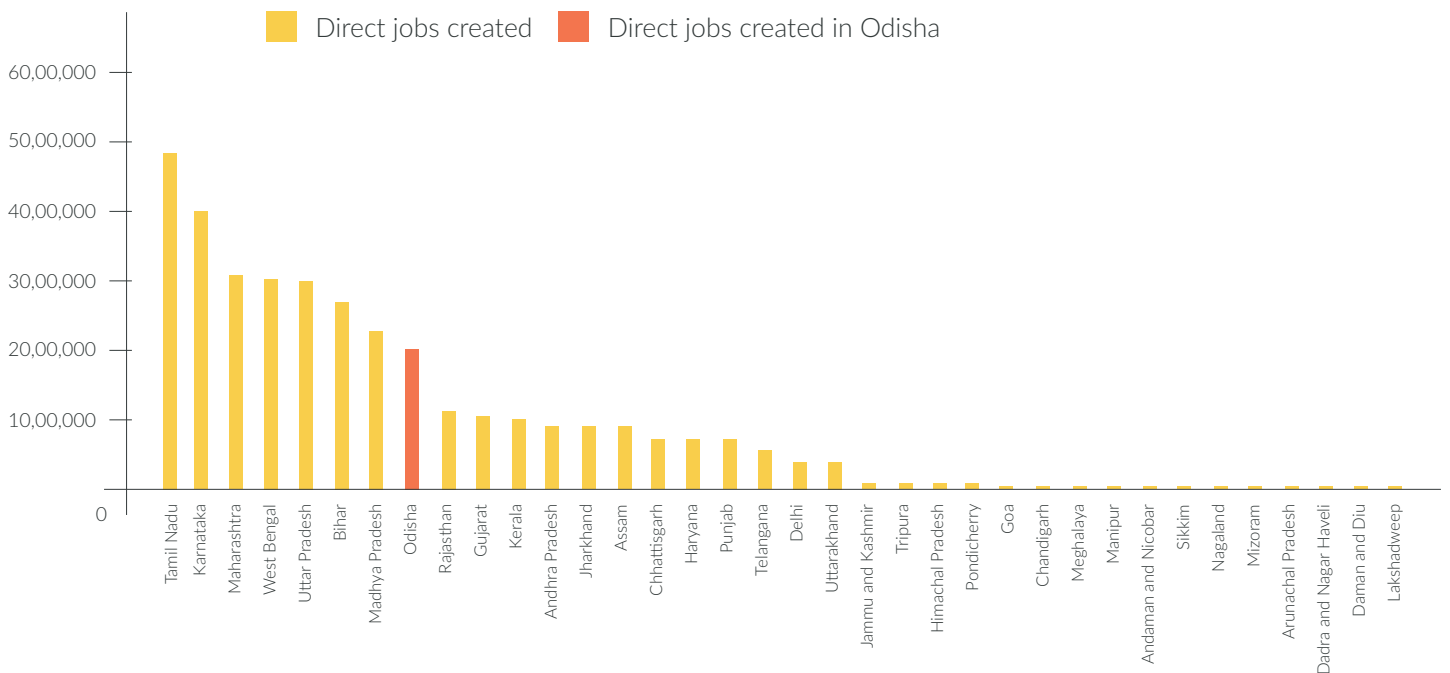


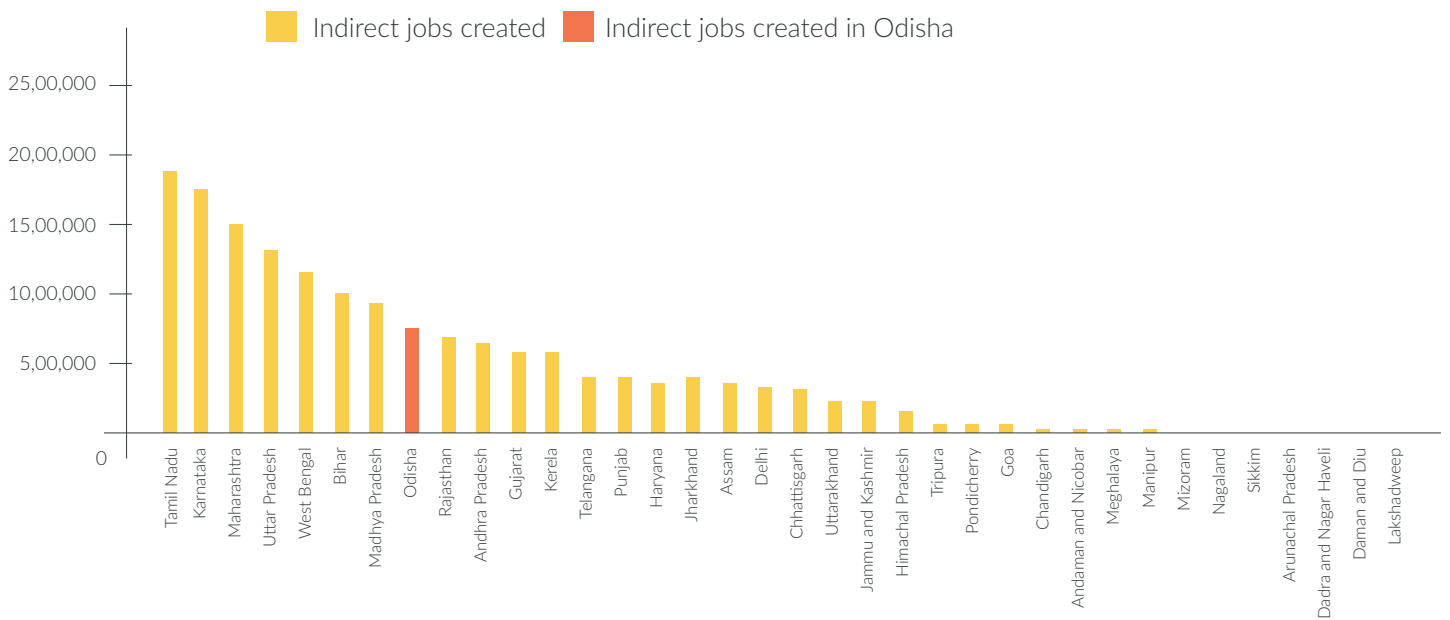
Fig. 7.

MUDRA Yojana and Rise of Micro-Entrepreneurship

State-wise direct jobs created



State-wise MUDRA indirect jobs created



20 Lakh
Direct jobs created

7 Lakh
Indirect jobs created



Start-up Policy, 2016

1. Facilitate at least **1,000 Startups** in next **5 years** in the state
2. Develop a world class **Startup Hub** in Odisha by **2020**

PM Mudra Yojana in Odisha

1. Provide loan at low interest to women owned/operated Self-help groups (SHGs)
More than **1 Lakh** SHGs availing
Max ticket size - **3 Lakhs**
2. More than **15,000 Cr.** loans disbursed in Odisha
3. **Khorda, Ganjam, Cuttack, Puri, and Mayurbhanj** are some of the leading districts in MUDRA loan
4. **20 Lakh** direct jobs created and **7 Lakh** indirect jobs created

CHALLENGES

There are five technology business incubators in Odisha. But there is a lot of regional imbalance in their geographical distribution; four of them are based out of Bhubaneswar. Employment in the informal sector is very high in Odisha and there is limited access to banking services owing to low penetration of private sector banks and inadequate loan disbursement.

Inequitable economic growth, persisting gender gap and patriarchal social values are barriers to women entrepreneurs in the state. Globally, there is a shortage of employment opportunities for the youth. Thus, one of the emergent challenges is to create enough jobs. In the context of Odisha, the fragmented and marginal nature of enterprise poses a challenge in generating significant number of jobs. Besides, the "risk averse" cultural psyche of the native population leads to negative social perception for entrepreneurs and entrepreneurship.

SKILL DEVELOPMENT IN ODISHA *Way Forward*

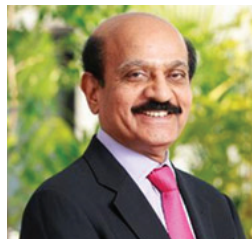
Day Two

Session Four



Shri Dharmendra Pradhan

Hon'ble Minister of Petroleum & Natural Gas
and Skill Development & Entrepreneurship



Shri B.V.R. Mohan Reddy

Former Chariman,
NASSCOM



Dr. K. P. Krishnan

Secretary, MSDE



Shri. Subroto Bagchi

Chairman, OSDA



STRATEGIES

Adoption of “Fix, Accelerate, and Scale” approach

1. **Fix**

- 1.a. Re-branding the training institutions by addressing infrastructure issues, mindset challenges, and emotional barriers of the target groups as well as skill providers.
- 1.b. Promote Odisha brand to garner higher recruiter confidence.

2. **Accelerate**

Set-up centres of excellence (for e.g., World Skills Center, Skill Development Institute, Indian Institute of Skills and Entrepreneurship) to impart globally benchmarked skilling programs.

3. **Scale**

Formulate actionable strategy for ten aspirational districts and replicate the experience across industry and service verticals as well as across all districts.

Adoption of “7 M” model to promote entrepreneurship

1. **Mentors**

within six months, identify mentors to mould and prepare entrepreneurs.

2. **Money**

within 18 months, create a combined pool of public/private investments to promote entrepreneurship.

3. **Market**

create marketplace (physical and virtual) for emerging entrepreneurs to drive better growth.

4. **Manpower**

provide quality and industry relevant training to foster entrepreneurship.

5. **Media**

leverage media and advocacy initiatives to showcase successful initiatives and generate awareness.

6. **Methods**

provide training and post training institutional mentoring to aspiring entrepreneurs through incubators.

7. **Mandate**

build creative economies and encourage neo entrepreneurs to work with government.

POLICY INITIATIVES

1. Undertake skill gap analysis to generate district level estimates of demand for short-term skilling mapped to specific sectors, gap in skill supply, and identify specific areas of skilling.
2. Undertake knowledge, attitude and perception study to ascertain the aspiration of the target population from the perspective of long term skilling, short term skilling, and recognition of prior learning.
3. Revisit approach to counselling from the perspective of bridging perception gap and as an ongoing (lifelong) process. Leverage global counselling models coupled with technology aided solutions to ensure scale in counselling outreach. Integrate it with other government initiatives like national career services (NCS) and model employment exchanges to improve the counseling ecosystem.
4. Formulate an Inter-state and International Migration Policy to safeguard migrant workers. The policy shall encompass both conventional sectors as well as emerging skill areas in both private and public employment.
5. Emphasise on adoption of National Apprenticeship Promotion Scheme (NAPS) to encourage “earning while skilling”.
6. Promote the Recognition of Prior Learning (RPL) component of Pradhan Mantri Kaushal Vikas Yojana (PMKVY) to ensure alignment of unorganised workforce competencies (particularly in the areas of agriculture, cultural and religious service providers, street food, local repair shop) to the National Skills Qualifications Framework (NSQF)
7. Facilitate promotion of entrepreneurship through loan-linkages, linking with Pradhan Mantri Mudra Yojana (PMMY) and creation of an “innovation fund” to encourage entrepreneurs to take risks and create sustainable enterprises.
8. Round table initiative with NITI Aayog to seek convergence from other ministries on a unified and coordinated approach towards skilling for job opportunities created by public investments.
9. Strengthen the data systems at granular levels and integrate them with dashboards to ensure real time evidence for planning and monitoring.

INSTITUTIONAL

Short Term

1. Set up mobile skill training centers in inaccessible areas with focus on inclusion of people across all genders, social groups and people with disabilities.
2. Promote industries and government collaboration to identify and propagate skill competencies that can then fetch a compensation premium.
3. Grade public and private training partners and institutions to ensure quality and adherence to common minimum standards.
4. Set up more incubators to help start-ups in cost cutting and efficient management.

Medium Term

1. Integrate skill ecosystem with infrastructure, innovation, skill, credit, market enablers and entrepreneurship promotion rather than connecting it to skilling alone.
2. Renewed emphasis on counseling with innovative techniques to bridge the skill-aspiration gap.

Long Term

1. Set up "Skill Hub" of Odisha as a collaboration among existing skill based training organisations like Skill Development Institute (SDI), Central Institute of Plastic Engineering

and Technology (CIPET), Central Tool Room and Training Centre (CTTC) and skill universities in the state such as Centurion University with an overall budgetary outlay of around Rs. 2000 crores.

2. A white paper on convergence in skilling to ensure there is adequate collaboration and synergy among existing and upcoming skilling institutions under both the central and state governments such as Skill Development Institute, Indian Institute of Skills and Entrepreneurship, International Skill Centres, World Skills Center and duplication of efforts is avoided.
3. Promote green job led skilling ecosystem, including:
 - 3.a. Farm waste collection, aggregation and processing.
 - 3.b. Sustainable forestry management.
 - 3.c. Sustainable urban development.
 - 3.d. Rainwater harvesting and ground water recharging.
 - 3.e. Genetic Reengineering
4. Course content to ensure students are exposed to emerging technologies of Industry 4.0 including artificial intelligence, internet of things and automation.
5. Strengthen Odisha's cultural heritage and traditional arts/handicrafts through setting up of institutions like the Filigree Centre for other skills in the sector, recognition of prior learning (RPL) under Pradhan Mantri Kaushal Vikash Yojana (PMKVY) and market linkages.

STAKEHOLDERS

Short Term

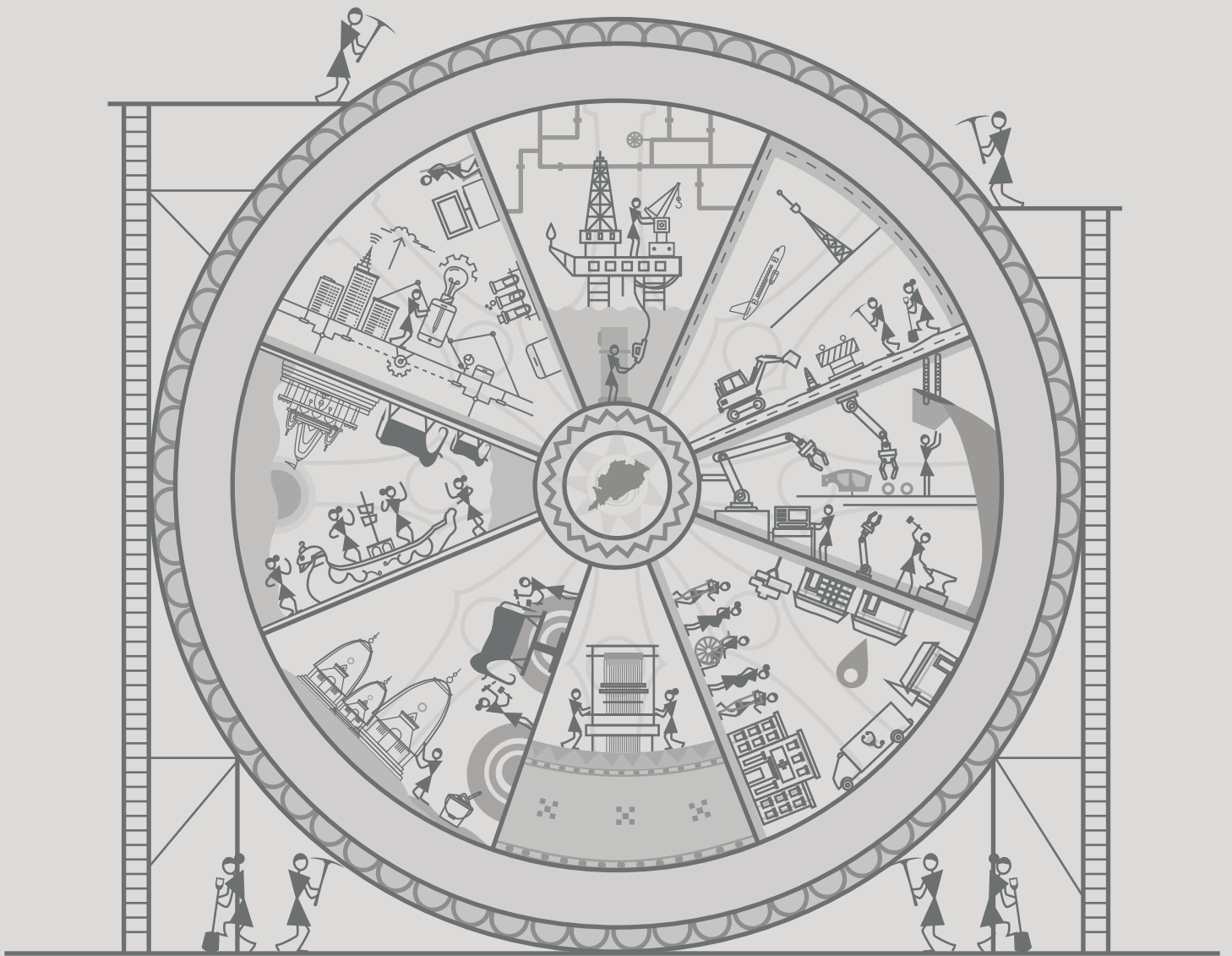
1. Build a cadre of para-professional support personnel for the services sector.
2. Identify creative ways to counsel out-of-school girls to bring them into the fold of technical education taking into account the low-level of their participation in the skilling ecosystem.

Medium Term

1. Build more grassroots level micro-enterprises or nano unicorns.
2. Enhance employability of farmers in the traditional agriculture ecosystem through adequate infrastructure and investments to improve productivity through skilling in areas including organic farming and floriculture.
3. Promote vocational education for school children in school premises.
4. Identify focus skills for overseas migration and enhance the skill competency as per skill requirements overseas.

Long Term

1. For the returning migrants, leverage their experience to create a sustainable plan to build local economy and generate local employment.
2. Address the divide between two Indias – the predominantly rural, less educated and less exposed and the modern, English educated elite - by eliminating regional inequality, gender inequality and the high level of deprivation of SC- ST population while designing the skilling programmes.
3. Build strong financial linkages through PMMY and connect entrepreneurs with formal banking and non-banking financial institutions for credit linkages.





Districts 30
Village 51,349

Blocks 314
Municipality 35



19 Airstrips



16 Helipads

63.9 % Households electrified under Saubhagya Scheme

2,610 Lakh Metric Tonne

production of Mineral and Ores with a value of

Rs. 41,621 Cr.

(2016-2017)

Bauxite, Chromite, Coal
Graphite, Iron Ore,
Limestone,
and Manganese

* 17.1 % * 22.8 %
Scheduled Caste Scheduled Tribe
(Source: Census 2011)

Rainfed Area
31,114 Square Kilometers
(2014-2015)

11 Major River Networks



Gross Irrigated Area
14,846 Square Kilometers
(2014-2015)

Net Sown Area
45,960 Square Kilometers
(2014-2015)

13 Major PSUs
Public Sector Undertakings

Coastal length
480 Kilometers

15 Ports

Investment
Rs. 33,413 Cr.

Chilika
Largest lake in Asia
1,165 Square Kilometers

Forest Cover
50,347 Square Kilometers
32.33% of total land area

Roadways
2,56,401 Kilometers
(2016-17)

Railway Line Length
2,572 Route Kilometers

Partners



Ministry of Skill Development And Entrepreneurship



ODISHA SKILL DEVELOPMENT AUTHORITY



Centurion UNIVERSITY



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