

A STUDY ON NATIONAL SKILL DEVELOPMENT CORPORATION (NSDC) SKILLS AS AN ENGINE TO ENHANCE EMPLOYABILITY (WITH REFERENCE TO CSR ACTIVITIES OF TATA GROUP)

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ABSTRACT

In India it is estimated that the demand for skilled workforce will be greatest in the textile, automobile, construction, textile and transportation industries. India will face a great challenge of bridging this gap and developing skills through National skill development corporation (NSDC) of its increasing workforce over the next few decades. several initiatives taken by Govt. of India, programs and policies conducted through public and private partnership, ways to increase the employability skills.

The young age group is an asset for the economy and also available to Indian economy which is more influence towards the new learning. India will be much more integrated with the global economy and will be major player in terms of trade, technology and investment. Rising level of empowerment, education, employment and income will help stabilize employability which enhance standard of living. Government cannot handle development issues alone. Both Public and private efforts required to solve the major issues by contributing for the socioeconomic development. For this corporate social responsibility (CSR) has been adept in India for more than 3000 years.

Keywords: Skill Development, CSR Training, Employability, Entrepreneurship, Educational Program.

Introduction:

Skill Development Initiatives in India

Government of India has recognized the need for a well-defined framework for skill development and has formed various organizations at state and national levels to take the responsibility of skill development. A number of agencies — 20 ministries, national agencies, several sector skill councils (SSCs), and some other industry bodies are functioning to achieve successfully the national skill development mission.

The drive of the workforce from agriculture to industry and service sectors is a

tendency that is anticipated to continue. In India it is estimated that the demand for skilled workforce will be greatest in the textile, automobile, construction, textile and transportation industries. since these sectors have the maximum potential for job creation for coming years.

Indian entrepreneurs have always set aside a part of profits for charitable activities. Even the several religions focus on the need for ethics in business dealings and keeping aside some part of revenue for social welfare and social development. In India many business houses like, Bajaj Group, Ballarpur Industries Ltd, Tata Group, Infosys, and Cadbury's. India have begun to produce CSR and social reports. The generous activities of the Tata

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group are imaginary. If business has to prosper than their active participation in social development is necessary.

According to National Skill Development Corporation (NSDC) – India, skills can be classified into four different levels based on the degree and duration of training required. Skill Level 1 it is considered as (Semi skilled) it refers to skills that can be developed through short-term courses, focused interventions and on-the-job training. Skill Level 2 it is considered (Skilled) refers to skills that are specific to the occupation and can be acquired through technical or vocational training. Skill Level 3 it is considered (Highly Skilled) it refers to skills involved in highly technical or commercial operations and can be acquired through degrees, diplomas and post graduate education. Skill Level 4 indicates (Highly skilled with specialization) refers to the skills with high specialization involving design and research that can be acquired through doctorate or many years of work experience.

Review of Literature

Aya Okada (2012) “Skills Development for Youth in India: Challenges and Opportunities” studied about education and employment of Indian youth. It describes about the ample of educational opportunities but the problem of drop out leads to unskilled youth. Research concluded that to avail the benefit of demographic dividend government of India should ensure that skill development mission should be success at large.

Gawade Santosh Bhiwa “Skill Development-an engine of economic growth” found that although India had acquired the membership of G20 countries still our human development index is quite low and requires a huge initiatives and intervention from the government. Government has taken initiative like introduction of National Skill Development Council, National Knowledge Commission, etc. to promote skill development programs in various sectors in order to enhance employability.

Karanveer and Amandeep (2015) “Skill Development in Higher Education: Discussed Trends and Issue” studied the current scenario of

India on skill and education and also examine the opportunities available to learners, and suggested the future prospects of skill development. Comparing the percentage of employers experiencing in filling job vacancies world-wide India rank on 7th position facing major difficulty in the field of Accounting & Finance Staff, Support Staff, IT Personnel, Sales Managers, Management / Executive Researchers (R&D)

Rupam Jyoti Deka and Bhavika Batra (2016) “The Scope of Skill Development, Employability of Indian Workforce in Context of Make in India and generating employment through Make in India, relevance of skilled labour in manufacturing sector, various initiatives by Government on skill development, national skill development policy, and challenges in skill development initiative. It concluded that to male Make in India mission successful youth need to be skilled through formal education, vocational and technical training.

Seema Pandey (2016) “Improvising Skill Development & Employability Potential through Higher Education, Research & Innovations in India” policies framed for skill development and identifying the gap between the government and private programmes. The paper discusses on the current scenario on private and public sources of skill development, skill development programmes towards employability, vocational education, initiatives under ministry of skill development and entrepreneurship.

Objectives of the Study:

1. To understand the plans and policies of National Skill Development Corporation (NSDC)
2. To study the CSR activities undertaken by Tata group towards employability.

Research Methodology

This research paper is totally based upon Secondary data. The paper is based on secondary data sources. The secondary data obtained from authentic published materials such as reference books, research journals, population census,

NSDC website, company annual reports, newspapers, government reports etc.

Prime Minister's National Council on ability Development In competitive era with the aim to supply extremely inclusive and dynamic skills to approx.500 million folks by 2022 with the suitable governance models and funding plans. The apex organizing establishment, Prime Minister's National Council on ability Development, was discovered for policy direction and review. This council is chaired by the Prime Minister with ministers for Human Resource Development, Finance, Rural Development, significant Industries, Labour & Employment and Housing & Urban financial condition Alleviation as members. The Council is principally accountable to border and implement the policy objectives, governance models and appropriate methods associated with ability development. It conjointly reviews the event of the set up and policies. At present, twenty ministries of the Indian Government ar endeavor the ability development initiatives, with a collective target of developing five hundred million skilful folks by 2022. Among of these, the Ministry of Human Resource Development (MoHRD) and also the Ministry of Labour and Employment (MoL&E) ar the nodal ministries for ability development that play a considerable role in management the assorted divisions of the ability Development Mission. All aspects of upper education together with line courses, return beneath the responsibilities of the Ministry of HRD whereas, the education infrastructure, with government and personal Industrial coaching Institutes (ITIs) comes beneath the Ministry of Labour and Employment's board General of Employment and coaching (DGET). National ability Development Corporation (NSDC) The third tier of the institutional set-up on ability development is National ability Development Corporation, that may be a non-profit company with associate degree applicable governance structure beneath the businesses Act. It operates as a public-private partnership (PPP) together with trade alliances and company representatives to develop the coaching establishments and improve the delivery of education in competitive era. NSDC is projected to

formulate periodic and annual reports of its methods and actions and place them within the property right. As appointed by the National Policy on ability Development, NSDC is additionally made-up to full-fill the requirements of the unorganized sector by enhancing the talents among labours in labour market. With the aim to coach approx. five hundred million folks by 2022 beneath the National ability Development Policy.

The Ministry of Labour & Employment has developed a National Policy on ability Development. The Central Government had fashioned a National ability Development Fund with associate degree initial investment of Rs 995.10 large integer for aiding the activities of NSDC and it's conjointly supposed to assemble capital from government, central government and conjointly from public and personal sectors. NSDC features a vision to supply numerous skills, berth and on-the job trainings so as to boost employability. The Policy made public numerous the roles and responsibilities that totally different stakeholders i.e., central and government, trade unions, industries, and also the society would want to play for the institution of a ability culture in Asian country.

Target no. of Trained Persons beneath ability Development Initiative in India-2022

Ministries/ Departments/ Organizations	Target/ Projected No. of Trained Persons (in millions)
National ability Development Corporation	150
Labour and Employment	100
Tourism	5
Textiles	10
Transport	30
Tribal Affairs - Rural Development (RUDSETI and IL and FS 20	
Women and kid Welfare	10
Agriculture	20
HRD instruction, HRD line Education	50

Dept of significant Industry	10
Urban Development	15
Department of knowledge Technology	10
Food process Industries	5
Construction Industry Development Council	20
Health and Family Welfare	10
Micro tiny Medium Enterprise	15
Social Justice and Empowerment	5
Overseas Indian Affairs	5
Finance-Insurance/Banking	10
Consumer Affairs	10
Chemicals and Fertilizers	5
Others (Power, rock oil etc.)	15
Total	530

Source: National ability Development Policy, Ministry of Labour, Government of Asian country
 Tata Motors Tata Motors is committed to property development, wherever business goes hand in hand with social upbeat and environmental consciousness.

1. Aarogya – Health
2. Vidyadhanam – Education
3. Kaushalya - Employability or Skilling
4. Vasundhara – surroundings
5. Amrutdhara - drinkable
6. Aadhaar - social action
7. Seva - Volunteering

This analysis paper is principally conducted on theme Kaushalya of Tata Motors on Employability or Skilling As associate degree approach, Kaushalya reaches intent on the large pool of college dropout jobless youth. The courses are offered for teenagers from our company social responsibility teaching programs, for people who have a dire have to be compelled to support their families or don't want to continue education. Given the restricted chance to profitably participate within the formal economy, our ability development programme in Asian country

“accelerate aspirations” of college dropout youth, in sectors which give chance to people who bear continuous formal learning and coaching (ITI and Diploma). Under this programme, the corporate focuses on coaching jobless youth in 3 segments – car trades, non-auto trades and agriculture & allied activities. On receiving NSDC certification, students realize employment opportunities in open market. Auto Trade: Tata Motors leverages its domain information car mobile area and has designed courses (like auto service technician) that are approved by car motive ability Development Council (ASDC). we tend to leverage our dense network of commercial coaching Institutes for impartation coaching and over 6600 Dealers and Tata approved Service Stations (TASS) for On-the-Job coaching (with commitment of spend). Non-Auto Trade: Tata Motors offers a number of education courses that have high market demand. Agriculture and Allied Activities: Tata Motors restricted caters to the requirement of communities that fall on the far side the fifty kilometers radius from the plant facilities (Jamshedpur, Pune, Palghar and Thane). the stress is on infusing new technology, higher agricultural practices, bread and butter programmes, animal rearing etc. Institutional Strengthening: Tata Motors often introduces and administers courses for the instructors and leadership of the coaching institutes (ITI and technical school Colleges) and nongovernmental organization partners. The modules vary from technical, practical to soft skills. the corporate conjointly bridges the resource gap by giving support through donation of kit, revisions and by upgrading courses.

Findings:

It is very clear that there is urgent requirement of focusing on the skill enhancement programmes, education enhancement and short term, long term, vocational skill development in the Indian youth to make the more employable. It is a high time to get benefitted from our demographic quotient, a crucial time to invest in the skill-based training and development opportunities in every sector and level. Employment generation is the one issue other than that employability and productivity is another issue. As per the India Skill report 2015 only, 37.22 % of surveyed people were found

employable. India hierarchical last among sixty countries on labor productivity (World Employment Yearbook, 2012). CII (2009) had projected progressive Human Resource demand until 2022 at 201 million, creating the entire demand of virtuosos workforce by 2011 at three hundred million. presently regarding twenty six million folks enter the operating people per annum with regarding sixty fifth of them searching for jobs. The study additionally confirms that stakeholders square measure acutely aware regarding the importance of CSR for a corporation. CSR ought to mean sharing the wealthiness with the whole Community at massive

Conclusion

There is more need of government involvement and policies to inspire the kind of courses in various sectors and raise the employability through modification of various vocational courses, short term, long term and. Although the need for skill development initiative is understood and realized by many sectors still there are few sectors where still awareness is needed. National skill development council, Ministry of skill development and entrepreneur, and sector skill councils are formulated more effectively in order to promote advance skills. The young age group is an asset for the economy and also available to Indian economy which is more influence towards the new learning, if skilled can contribute to make the entire economy stronger instead of becoming the liability. India will face a great challenge of bridging this gap and developing various skills of its increasing

workforce over the next few decades. On the basis of secondary data this Paper recommends the shift in the skill development sector, in favour of high-quality training, innovation and improvements.

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