

BASAVARAJ S BOMMAI

Hon'ble Chief Minister
Government of Karnataka



DR. C.N. ASHWATH NARAYAN

Minister of Higher Education, Information
Technology & Biotechnology and Science &
Technology, Skill Development,
Entrepreneurship and Livelihood

Industry Linkage Cell (ILC)



KARNATAKA SKILL DEVELOPMENT CORPORATION

Ashwin D Gowda, I.R.S

Managing Director, Karnataka Skill Development Corporation

Dr. S. Selvakumar, I.A.S.,

Secretary to Government,
Skill Development Entrepreneurship & Livelihood Department

Department of Skill Development Entrepreneurship and Livelihood (SDEL)

Government of Karnataka has created Department of Skill Development Entrepreneurship and Livelihood with the sole motive of enhancing employment opportunities and bringing all skill development programmes under one roof.



Karnataka Skill Development Corporation (KSDC)

KSDC under the Department of Skill Development Entrepreneurship & Livelihood, Government of Karnataka has been incorporated to establish quality standards in skills training and employment including Curriculum Preparation, Credit frameworks, Guidelines for Training of Trainers (ToT), introduce innovative and global best practices, design, develop labor market information systems etc.



Objectives

- To design develop and implement various skill-training programs based on the emerging trades and in multi skills, considering the demand of industries through Industry Linkage Cell
- Skill gap analysis through Industry linkage cell & other modes of survey
- Implement Modular Employable skilled (MES) short term training programs as per DGE&T norms.
- Implement various employment generating training programs sponsored by Government, Public sector, Enterprises, Corporations, Boards, Local Bodies and Associates etc.
- Conduct distance learning and e-learning programs in association with Edu-Sat / others.
- To assist implement and strengthen State Project Implementation Unit (SPIU)
- To establish study circles to acquire knowledge for the jobs appearing competition examinations through employment exchange
- To train, assist, facilitate, regulate and provide employment of skilled Karnataka personnel for overseas employment and as global placement service through International Migration center Karnataka wing and co-ordinate with protector of emigration office in Karnataka State for clearance of Emigration and other clearances.
- Adoption and implementation of the recommendation of the State Skill Mission/Committee

Skill Gap

Changing demographic profile indicated that Karnataka has a unique 20-25 years window of opportunity for skilling its manpower to enhance their employability, productivity and competitiveness. The expansion of the talent-based economy worldwide indicated that global economy is witnessing an acute shortage of skilled manpower



It is recognized that the skill gap is the interplay of industry demand, supply through public, private and non-formal/informal channels, labor force participation, aspiration and employability of both new entrants and existing workforce. KSDC's skill gap study would conduct in-depth research, analysis and inquiry into the above-mentioned areas. It would not only provide current and future projections but also identify bottlenecks and propose solutions

Industry Linkage Cell (ILC)



The Industry Linkage Cell (ILC) aims to improve the overall quality and relevance of the skill ecosystem in the state. One of the key factors to achieve the objective is to enable and strengthen strong industry linkages. These industry linkages are aimed at facilitating better job opportunities to the trainees, and provide demand driven industry relevant training opportunities to the trainees. Enabling these collaborative efforts between the KSDC and the Industry will ultimately lead to bridging the skill gap, provide on demand skilled man power to industries, better employment outcomes for the unemployed youth

it is very evident that there is a need to bridge this gap through concerted efforts in a more structured and concise manner. Keeping this in mind, the state desires to work towards transition **from the supply-driven to demand-driven skill ecosystem, creating a workforce that will address the manpower needs of the industries.** State is keen to develop a '**Industry Partnership Framework**' which will provide a systematic tool to form results-oriented partnerships with industry. The efforts to strengthen the industry interface shall result in improved employment outcomes for the graduates.

KSDC has rolled out "**Industry Linkage Cell**" to create a strategic relationship with the industries from growing sectors across Karnataka to strengthen Skill Eco-system. This initiative will help in building strong Industry Academia relationship resulting in improved employment outcomes for the Unemployed Youth across the state.

ILC shall act as the catalyst to enable and strengthen interactive and collaborative Industry linkages that will act as an institutional mechanism and become a crucial mediator and modulator for the achievement of mutually inclusive goals and objectives.

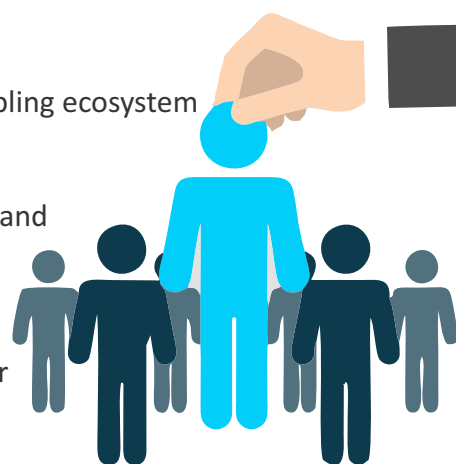
The skills v/s jobs mismatch often leads to economically inactive working age group people. This not only affects the economy; it also has serious consequences for the society. Therefore, to address the above challenges and reap the benefits of the demographic opportunity, skills initiatives in Karnataka will focus on

- Quantity – The current skill development capacity is to be upgraded substantially to create a robust skills training and certification system for these large numbers.
- Quality – Ensure the quality of skills delivered and in sync with the needs of the industry.
- Access - Build skills training as a mainstream, inclusive, scalable, replicable and accessible program, to be promoted by creating a formal arrangement among the three key stakeholders in the delivery pyramid: Government, Industry and Skills providers



Objective of ILC

- Through this initiative, the department desires to create an enabling ecosystem for employment generation for the youth of the state.
- To determine the Skill gap between what the industry demands and what the skilling requirements ought to be & design optimal mechanisms to bridge the same
- To understand the gap between supply side and demand side for design and improvement of current policies and procedures
- Helping them meet their long-term workforce requirement by creating a pool of skilled manpower across different sectors
- Catalyse the creation of sustainable and “Quality Skills Training Institutions” across the State by organically collaborating with respective industries.
- Prioritize initiatives that can have a multiplier or catalytic effect on capacity and quality of skilling in India
- 360-degree interface of the Skill Portal, connecting candidates and training partners with recruitment firms & potential employers
- To build skill ecosystem and create convergence of skill development programs to avoid the duplicity in the implementation at the district level and better utilization of the financial resources
- Employment /Recruitment cell.
- The broad aspects that are required to be covered as part of this initiative include;



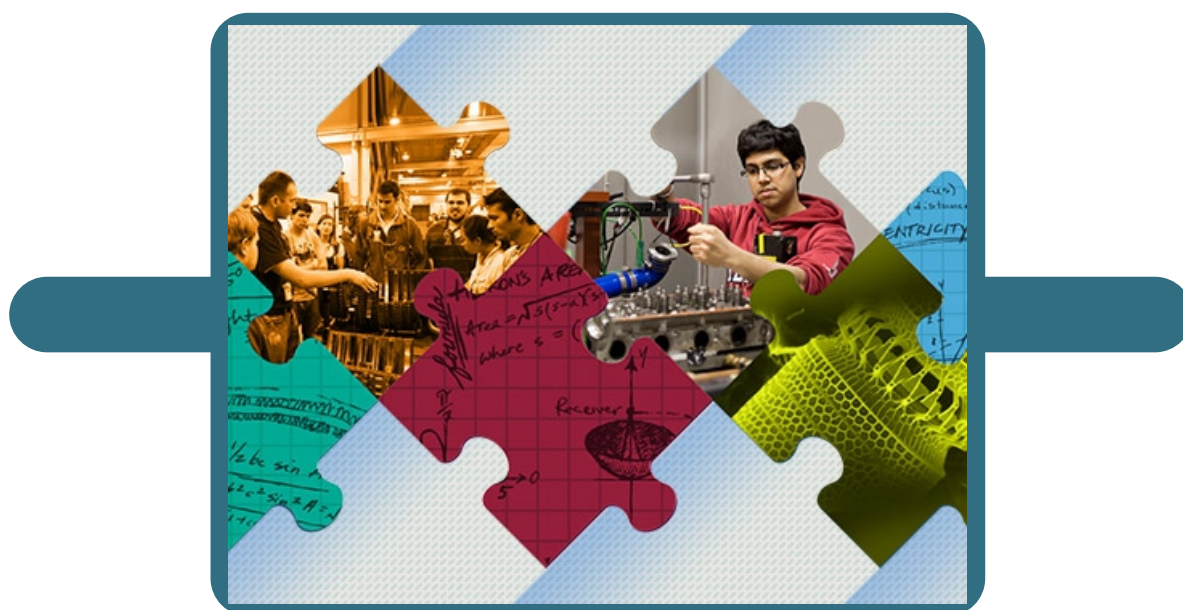
Intervention 1: Set-up centralized Industry Linkage Cell at the state level to oversee & monitor the industry linkage activities of 30 districts and manage state-level interventions.

The centralized cell shall undertake the entire end to end design and development of the following:

- Shall help develop a strategic results-oriented partnership framework with industry and private sector bodies
- Finalize the governance and the operational team structure at district level
- Develop SOPs and Manuals for day to day functioning of District-level ILC
- Develop KRAs for the team in-charge of day-to-day operations at district-level
- Create and enable all tools / processes / data templates to undertake industry engagement
- Suggest relevant digital tools for database management
- Suggest any other catalytic activity(s) suggested by the industry
- To assess the preparedness and implementation of the various processes and activities suggested by the centralized cell, regular visits to the field shall be done by the centralized cell.

Intervention 2: Set-up Industry Linkage Cell at District Skill Office of 30 districts to coordinate the interventions with local employers

- Formation of Skill Advisory committee and Sub-committees for Priority Sectors of Karnataka



KEY ACTIVITIES LINE

Key activities that will be undertaken by the centralized & district-level ILC: -

PROCESS FLOW OF **INDUSTRY CONNECT WORKSHOP**

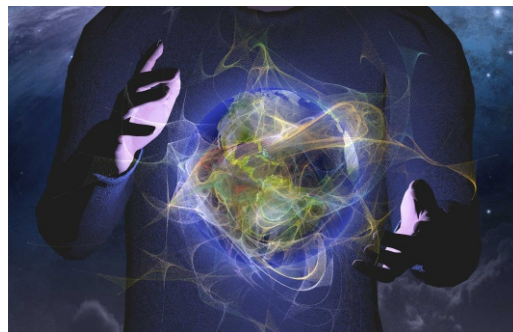
STEP 1: PLAN OUR ANALYSIS

- Analyse the leading sectors & its industries of Karnataka
- Undertake necessary Industry consultations and/or analyses of dominant sector industries at district level, available Industry insights/reports/databases
- Identification of focus group- key employers in the district and local trade association, industrial areas & relevant stake holders
- Conduct a focus group industrial connect workshop or conclaves Interaction connects with heads of group of Industries, HR Managers, Technical heads
- Understand & record the skill gap, required skilled man power & challenges which they are facing in procuring skilled manpower Skill gap analysis questionnaires filled
- Create a holistic annual action plan with the defined outcomes based on the gaps identified during the study



STEP 2: DETERMINE DEMAND DRIVEN JOB ROLES

- Interpret the recorded & compiled data from the connect
- Identify the “Demand Driven Job Roles”
- Filter them based on most employment scalable & high geographical coverage & finalize them



STEP3: TRAINING - FINDINGS INTO ACTION

- Arrive at total number of candidates to be trained for a particular job role based on demand given by the industries
- Preparing a training plan to address identified skills gap in the current environment
- Developing QP for Job role in consultation with SSC & the industry team to tailor make it based on industry need (time line & demand driven syllabus)



- Collaboration / Empanelment with the Industry for training
- **Accreditation of the TP under special project concept of CMKKY programme (Single window clearance system, short time line approval in line to ease of doing business)**
- Mobilization of candidates –at District & state level
- Create awareness – Multidimensional approach, social media, digital platform, academic institutions etc
- Effective training via professionals or subject matter expertise of the industry
- Certification from KSDC

STEP 4: DEMAND BASED RECRUITMENT

- Placement cell to Facilitate platforms for recruiting the trained candidates -Sector based Recruitment of the trained candidates to the industries
- Organize exclusive industry based Virtual/Physical state-level & district-level interviews
- Hire and train module
- Mobilization of candidates via Multidimensional digital approach –at District level



Recruitment Drives (Virtual/Real-time)

Recruitment Drives are conducted by ILC through www.Skillconnect.kaushalkar.com to cater to the immediate skilled manpower requirements of the industries.

Skillconnect is a unique platform for job seekers and job givers to connect and collaborate to achieve their desired results. These recruitment drives are conducted in both virtual and real-time modes.

Real-time recruitment drives are conducted by ILC-KSDC inviting both jobseekers and employers at a common place to interact with each other.



OTHER VALUE-ADDED ACTIVITIES BY ILC

1. Demand driven UPSKILLING
2. Training of Trainers



Master trainers Pool

There is also limited efforts and investments for continual upgrading/ upskilling of the trainers.

KSDC has considered establishing Regional Trainers' Academies equipped with adequate facilities to train, assess and certify trainers and in partnership with the Sector Skill Councils (SSCs), industry bodies and/or relevant National institutions led by ILC-KSDC inviting both jobseekers and employers at a common place to interact with each other.

3. Strengthening soft-skills and employability skills

Employers across all sectors acknowledge the limitations on interpersonal skills and communication skills among the youth, as constraining their effective performance of work. Many employers highlight the need for strengthening the skills in spoken English. Given that the existing educational institutions and their mandate do not cater to the requirement of soft skills and employability Skills. KSDC has designed a targeted intervention on improving the soft-skills and employability skills of the State's Youth.

KSDC has developed a custom-pack of the interventions, encompassing 21st century employability skills and soft-skills, in addition to spoken English and basic information and communication technology (ICT).

KSDC will implement this in long-term and short-term skill development program

The study would also recommend the job roles in which training can be imparted to the special categories such as PwD, Trans-genders, and other vulnerable groups.



4. Developing policy guidelines

A well-defined policy linking investments in skill to clearly defined outcomes such as boosting the state's economic growth, supporting self-employment/ livelihood opportunities, supporting labour aspirations, or a combination of these, can have two major benefits i.e. clarity on how to allocate resources and sending a clear signal to investors, employers and the labour market about available resources to consider while planning for the future

5. Need based targeting of annual training spent

Through this study it is important to have continuous collaboration with district level stakeholders to understand the needs at local community level in order to engage with the members of the labour force and maximize reach of training activities. Understanding the needs and the aspiration will result in improvement of target allocation and mobilization efforts across the state.

6. Multi-department collaborative effort to plug data and information gaps

Through this study it became increasingly evident that there are gaps in availability of basic economic indicators and occupational data at a sub-state and sub-sectoral level. While the announced annual Periodic Labour Force Survey (PLFS) exercise is likely to provide more frequent employment data. Data adequacy at a sub-state level to Analyse changing labour market trends is essential. Collaboration with the Directorate of Economics and Statistics (DES), Government of Karnataka to leverage their state-wide machinery could be an alternative. Initiating a joint consultation with various departments and DES can reveal other alternatives worth exploring as well.

7. Institutional strengthening and capacity building

There is also significant potential to leverage existing institutional capacity at general and technical education institutions to deliver training as well. Infrastructure facilities of higher education institutions and the typical learning environment created at formal education institutions could improve learning outcomes from private training activities. This can help in optimizing capital expenses and non-wage recurring expenses through shared capacity, for both formal education and TVET.

8. Strengthening Industry-experience

It is seen that the earning potential among graduates does not vary significantly from Diploma / ITI certificate holders over their career path. To enhance the value of the programs at the graduate level, it is necessary to strengthen their exposure to work environments (through guided industry-visits, internships or apprenticeships) for both technical and non-technical programs across the industrial and services sectors. It is also important to consider mandatory and periodic industry exposure for the faculties/ trainers, to develop an industry-ready workforce

9. Promotion of niche sectors/Native skills for livelihood

Karnataka is home to several traditional vocations of handicrafts, handlooms and arts such as sandalwood carving, wooden toy making, coir making, arc metal work, terracotta, embroidery etc. However, many of these are at the risk of dying out owing to lack of appropriate patronage, documentation and transmission of skills. The youth prefer alternate vocations more lucrative than traditional vocations. KSDC to promote the traditional skill-based occupations by formalizing the traditional skills and ensuring market access/development through linkages. KSDC in partnership with other relevant departments, will implement targeted interventions including developing Qualification Packs and carry out training programs including through RPL Mode.

Monitoring and Evaluation

In International development, everyone knows that good intentions are simply not enough. It is critical to agree on appropriate aims and then make sure that these can be achieved efficiently. There will be periodic concurrent evaluation and Impact assessment of the program every year to evaluate the existing model of Industry Linkage Cell and to compare the investment costs with the value of obtained benefits, in monetary terms.

To ensure that high standards of quality are maintained by the cell, KSDC shall use various methodologies, such as review meeting, field visits, feedback mechanisms etc. These methodologies shall be enhanced with the engagement of latest technologies.

KSDC shall develop an adequate mechanism to monitor and evaluate the performance of the engaged resources and industry partners which include a robust MIS system for easy monitoring, faster processing of requests leading to improved service delivery.

Regular monitoring during the project duration will be done:

To track performance/compliance of all stakeholders, especially industry partners with respect to the key indicators and processes, to ensure achievement of overall goals and objectives

To take corrective measures for improving the performance of the programme

To identify any course correction needed in a prioritized manner

KSDC proposes to take the responsibility for collection of information, recording for verification and validation purposes and reporting to required stakeholders as and when required during the duration of the project.



Industry Connect Conclave (ICC)

Industry Connect Conclaves are conducted by Industry Linkage Cell of KSDC to provide platform to Sector specific Industries to discuss Skills gap between demand and supply, Challenges faced in hiring process, Skill Gap and training needs and Support from the State Government (Incentives and schemes available).

Who is it for?

- Large Corporate Houses
- Public Sector Undertakings
- Small and Medium Enterprises
- Industry Associations
- Industry Led Training Institute

How does it help?

- Platform for discussing Skill gap, hiring challenges and training needs
- Platform for Industry and Government Collaboration and Partnership for Skilling
- Platform for networking and interactions with leaders from Industry and Government
- Platform for discussing Government Schemes in Skilling



Ph.: 080-2975 3007 Mob.: +91 74835 32740