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From the CEO's Desk

Partnerships, in today's times, are valuable, as they help achieve more through focussed allocation of efforts and resources. The recently held Industry Partners' Meet organized in the capital was one such platform that not only acknowledged and recognized the contribution of some of the Company's key industry partners, but also celebrated the outcomes of the partnerships, which have been diverse and successful. Another important objective was to serve as a platform to strengthen the connect with the industry in meeting training requirements. IL&FS Skills works with more than 3000 industry partners across 20 sectors / 150 job roles in providing trained workforce

Recognition of efforts, on the other hand, helps boost morale, motivating all stakeholders to work more intensively towards the expansion of the objective. Our recent wins at the prestigious Skoch Awards, 2018 is one such example: The Skoch Award (bronze) for Corporate Excellence and the Skoch Award for Corporate Social Responsibility (silver): CSR programmes for skill development.

The crux, however, remains that combined movements and efforts for the achievement of an objective serve much better success rates; so be it generation of awareness about an important cause, mobilizing people for the attainment of the same, streamlining processes for effective implementation, or documentation of successful journeys, each and every 'tool' that facilitates the attainment of a common important cause is paramount

This edition of SPRING focusses on these 'tools', and their contribution towards realizing the potential of the ever important 3Es.

Wishing you an empowering read!



RCM Reddy, MD & CEO, IL&FS Skills

IL&FS Skills was awarded the Skoch Award, 2018 – Silver in the Corporate Social Responsibility category for CSR programmes in skill development



Developing effective skills & strategies for community engagement

Introduction

The very definition of democracy is based on the participation of citizens at various levels, across diverse domains. For effective participation, awareness about rights and duties, followed by engagement are paramount. In other words, community engagement, a process of building ongoing and permanent relationships for the benefit of a community, is essential for effective governance; besides it captures other benefits too: collective efforts can achieve more, sustainable ownership is ensured, effective information exchange is facilitated, and inclusiveness of one and all is enhanced, among others. However, encouraging a community to engage itself for a common cause is not a piece of cake; it requires the application of many soft skills, and diplomatic yet effective strategies. So, how does this process start?



Rojgar Paramarsh Kendra at Chandankyari, Dhanbad, Jharkhand



Mobilization at village Katkamsandi in a remote block in Hazaribagh district, Jharkhand



Stakeholder engagement with NGOs at Saraikela district, Jharkhand

The Approach

The process is initiated with the help of an approach: The Community Led Skill Development or CLSD approach that is based on the idea of self-help and collective local action as against the idea of stipends and rewards; it is a process of community empowerment, which starts with community, where self-analysis leads to collective community decision and local action. The CLSD approach is based on the following principles: Community in the lead role, all others as facilitators; focus on total: Everyone in the community participates and gets benefitted; no external pressures, prescriptions, demand for action or allurements; encouraging emerging natural leaders to lead all actions; solidarity and cooperation: helping each other to combat difficult situations; community monitors engaged on a regular basis

Furthermore, the process is divided into three phases: pre-mobilization, during mobilization, and post-mobilization. The pre mobilization phase includes: understanding mandate requirements, identification of areas through Rapid Rural Appraisal (RRA), defining target groups, exploring outreach channels/feasibility, preparing a mobilization calendar to record day-wise plans, and tracking the mobilization activities on a monthly basis; the post mobilization process involves follow-ups, relationship building exercises, visits to communities where mobilization activities have been conducted, among others, in order to ensure the continuity of the impact of mobilization activities carried out earlier

Techniques

Involving people to channel their focus and energy for a cause, and not just any cause, but a cause that will help them, needs generation of awareness about the cause, its need/value/impact, and an effective and collective way forward for the timely, cost effective, and efficient achievement of the goal, based on individual strengths

The process of engagement and mobilization involves approaches/methods such as outreach events like melas, helplines, SMSs, *Nukkad Nataks*, roadshows, rallies, media coverage, Common Service Centers, local leaders, *Aganwadi* schools etc.

Presentations, mobilization calendars, canopies, videos, leaflets, banners, posters, flip charts etc. are some examples of collateral used during such a drive



Kaushal Mela organized at Dhalai district, Tripura



Skills Oath being practiced across all IL&FS Institutes of Skills (IIS) encouraging trainees to make India the skills capital of the world



Door-to-door mobilization, at the village level, under the CSR of GAIL (India) Limited, taking skilling to the interiors of Guna, Mad



Advisory Committee at MSDC Jalandhar, Punjab to create an impact at the grassroots level



Mobilization drives for Sewing Machine Operator training programme, under the CSR of NTPC Ltd. including door to door visits

Conclusion

A community mobilization process is, in the earnest meaning of the word, a process; it should be comprehensive, participatory, positive, supportive, and consistent. As a proverb adapted from the words of Lao Tsu, China, goes:

***Go to people; Love with them; Live with them; Learn with them
Link your knowledge with theirs; Start with what they have
When you finish your job the people will say we did it all by ourselves***

Improving employability & increasing employment opportunities in the Healthcare sector

Healthcare has become one of India's largest sectors, both in terms of revenue and employment. The hospital industry in India stood at Rs 4 trillion (US\$ 61.79 billion) in 2017 and is expected to increase at a Compound Annual Growth Rate (CAGR) of 16-17 per cent to reach Rs 8.6 trillion (US\$ 132.84 billion) by 2023. However, shortage of skilled manpower is one of the most critical constraints that the sector is confronted with. The healthcare system is short of 76% doctors, 53% nurses, 88% specialists, 85% radiographers and 80% laboratory technicians. So, even with adequate infrastructure in place, dealing with the absence of qualified staff is critical

The healthcare sector under the guidance of NSDC has set a mandate of skilling 4.8 million people and providing 118,000 certified trainers over the next 10 years. Keeping the need for qualified and dedicated members in the health fraternity in mind, IL&FS Institute of Skills - Healthcare Academy was established and has been successfully providing skills for inclusive growth in the healthcare sector

Our Model

Upkilling (up to 15 days), short-term placement linked (> 6 months), and long-term placement linked (6 months). The job roles encompassed are varied:

- General Duty Assistant (44 labs, 8580 annual capacity)
- Operation Theater Technician (9 labs, 1080 annual capacity)
- X-ray Technician (7 labs, 840 annual capacity)
- Emergency Medical Technician (5 labs, annual capacity of 600)
- Dialysis technical (1 lab, with a capacity of 100)

Our affiliations with the American Heart Association, Limmer Creative, Ohio State University, Child Heart Foundation, the Burn Care Foundation, and most importantly, the Healthcare Sector Skill Council, and NSDC, have helped us achieve our objectives, both quantitatively and qualitatively

In the future, additional programmes are planned under the umbrella of health care sector skilling; these include: Hospital Front Desk Coordinator (NSDC), Certificate Course in Burn Care Management (Burn Care Foundation), and Certificate Course in Paediatric Echocardiography (Child Heart Foundation)

The imparting of professional and quality training is important in these domains, especially since these jobs are related to the life and health of other human beings. Practical training, imparted by qualified personnel, in standardized simulated labs, with the best of infrastructure, ensures delivery of quality skilling

Impact (FY 17-18)

7461

General Duty Assistants

364

Operation Theater Technicians

356

X-ray Technicians

279

Emergency Medical Technicians

“



We are very happy to receive quality manpower from IL&FS Skills for past couple of years. We are hiring trained General Duty Assistants & Emergency Medical Technicians. Of late, we have also started training of our in-house staff in AHA certified basic life support and advanced cardiovascular life support courses with IL&FS Skills. We are completely satisfied with the skills sets of the recruits. The holistic & simulated training approach of IL&FS Skills has certainly given a platform to those who wish to join this industry

Dr. Sunil Dagar

GM- Operations & Quality
Yashoda Super Specialty Hospital

#IIS_Champion



Nabajit Deka
EMT-Basic from Assam, currently working with Nemcare Hospital



Kakali Deka
EMT-Basic from Assam, currently working with Nemcare Hospital



Pradeep Kumar
General Duty Assistant from Delhi, currently working with Max Hospital

IL&FS Skills organizes an Industry Partners' Meet in the capital to acknowledge and recognize the contribution of some of the Company's key industry partners

An Industry Partners' Meet was organized at India Habitat Center, New Delhi to acknowledge and recognize the contribution of some of the Company's key industry partners. The Industry Partners' Meet serves as a platform to strengthen the connect with the industry in meeting training requirements. IL&FS Skills works with more than 2000 industry partners across 20 sectors / 150 job roles in providing trained workforce

Representatives of over 40 key corporates from diverse sectors such as Healthcare, Engineering, Construction, Hospitality, Retail, Green Jobs, Telecom and others attended the meet. Acknowledging the role of various stakeholders / partners, Mr. R.C.M. Reddy, Managing Director & C.E.O., IL&FS Education, not only talked about the deep-rooted link between Education, Employability and Employment, but also the role of partners in strengthening the transition between these important phases



The chief guest of the occasion, Mr. Jaikant Singh, Head, Partnerships and State Alliance, NSDC, spoke about the journey of Skill India, milestones achieved and importance of industry participation in this initiative. He also praised IL&FS Skills for the quality of training being imparted and the work done, even in the most difficult regions of India. At the end, he stressed upon the need for skilling and jobs, or employment to meet the country's socio-economic goals

Employers stressed upon the need for skilled manpower in order to increase efficiency and individual performance of each employee, and ease of recruiting better trained professionals, who are productive from day one. They also shared that the industry should collectively work towards increasing retention rates of employees

Elaborating on the subject, Mr. Darsht, Portea, shared how his Company is now looking to scale-up, thanks to the help of IL&FS Skills, who, he adds, understand the pain points and is willing to work together on them

Over the past two years, Portea has recruited over 500 people from IL&FS Skills



*Ms. Nita Baluni
Area Manager, HR,
Crowne Plaza
(InterContinental
Hotel Groups)*

“ We have been working in partnership with IL&FS Skills for almost 5 years for various short term trainings, Bachelor of Vocation (B.Voc) in the Hospitality sector, and EnglishBolo for improving spoken English skills of our employees. I remember an instance where a technician was asked to give a presentation and we were all very pleasantly surprised with his improved hold on the English language after completing his EnglishBolo training ”



A unique partnership between NSDC and corporates to provide skills and job opportunities to the youth of Jammu & Kashmir

Ministry of Home Affairs' Special Industry Initiative called Udaan, being implemented through public private partnership of various corporates by the National Skills Development Corporation, is presently in its fifth and final year. The programme is part of the overall initiative to address high levels of unemployment among the educated graduate youth of the State

Although Udaan commenced its journey in 2012, IL&FS started its first batch in Oct. 2013. Ever since the company, in keeping with its credo of reaching out to the most deserving, and empowering them to earn a sustainable decent livelihood, has done yeoman's service to make the Udaan initiative a success. IL&FS Skills was allotted a mandate to train 5000 youth

Our experience with



2849

youth trained & linked
with employment

15+

QP NOS aligned
courses

Udaan has posed numerous challenges to the implementing corporates and to NSDC as well. In a larger competitive labour market in the country, meeting the aspirations of the Udaan beneficiaries, with regard to their salaries and rehabilitation in a society fraught with fissures and social dissonance, has been a stupendous challenge

Under Udaan, IL&FS Skills is offering training in various high growth sectors like Engineering, Banking, Financial services and Insurance (BFSI), telecom, retail etc in eight training centers across five states in India. Udaan has been able to provide a framework of support to the youth of J&K to travel outside the state, undergo training and successfully transit to work

Mukta Sharma is working with Arslan London Security Ltd., Delhi as an HR Executive, earning Rs. 6 lakh per annum

“

Udaan came to my rescue at the right time and opened doors of opportunities that changed everything for me. Training under Udaan training has helped me understand the corporate structure, helped hone my interpersonal skills, speak the corporate language with confidence and taught me the true definition of independence. The journey so far has been a great exploration, filled with learning, discovering new places, interacting with new people and getting familiar with the corporate environment. IL&FS Skills has a highly qualified team of managers, trainers and mentors, whose painstaking and practically oriented approach towards imparting training has made all the difference in my life

”

Mohammad Asif Bhat is working with Aims Solutions, Delhi as a Sales Officer, earning Rs. 4.2 lakh per annum

“

From a shy boy who had a tough time speaking in front of his classmates during training, to an independent person, who earns INR 35,000 per month and supports his family now, my definition of life has totally changed. I am full of gratitude towards IL&FS Skills and my friend, who introduced me to the Udaan training programme. Though an eventful journey, it has made me stronger, and built firm foundations for me to climb the corporate ladder. After joining the training programme, I realized that what one needs is the right chance and the right decision. With this job, the situation of my family has improved, and I have been able to fulfil the dreams and desires of my family

”

Creating Overseas Placement opportunities: Indian technical interns in Japan



Mr. Kenji Aya, First Secretary, Embassy of Japan to India; Mr. Yasunori Yawata, Chief Executive Officer, NextSharing Inc; Dr. Megumi Kodaira, Associate professor, International University of Health & Welfare Graduate School; and Dr. Aditya Kumar Vijay, Kizuna Management Consulting Pvt Ltd. along with the NSDC team visited IL&FS Institute of Skills, Delhi, as part of a recruitment drive for Skilled Healthcare workers for the Indo-Japan Technical Internship Training Programme. Under TITP, IL&FS Skills is identifying skilled workers with at least one year of work experience in the domain of expertise and training them in Japanese language and culture for internship opportunities in Japan



Launch of India's first Heavy Equipment Training Centre at Amnour by Shri Rajiv Pratap Rudy, Member of Parliament; Shri Pratyaya Amrit, Principal Secretary of Energy Department; and Mr. RCM Reddy, MD & CEO, IL&FS Skills



IL&FS Skills has been recognised for Innovations in CSR practices for Skill Development at the 8th Asia's Best CSR Practices Award in Singapore. We work with 35+ corporates for designing sustainable solutions for unemployed youth, informal sector workforce and rural entrepreneurs

REAL PEOPLE-REAL IMPACT

An ode to our 'Skills Champions', who are inspiring & encouraging many young Indians & leading the skills mission from the front



Kavita Vijay Gaikwad, trained in Hotel Operations is working with hotel TVUM, Pune earning Rs. 2,40,000 per annum

Kavita Vijay Gaikwad hails from a humble family; her father is a farmer, and her mother a home maker. After completion of her HSC, Kavita wanted to establish herself in a career, which not only provided her the benefits of a good remuneration, but also a ladder for further career growth

Says the young go-getter: "We are two sisters, and I am the eldest. Post my schooling, I sought advice on various career options, and it was suggested that I undergo skilling; upon my inquiry and going through a process of counselling, I opted for the Certificate Programme for Food & Beverage Service Steward at Swades- IL&FS Institute of Skills in Lonere. The course was an eye opener. Really! I never anticipated that a short-term skill training could shape my career in such a way. Not only am I happy and satisfied with the way my life has changed, but I am also grateful for the confidence and domain knowledge I gained"

Post training, Kavita was first placed with Dezio, a leading Italian restaurant in Pune, where she was earning Rs. 8000 per month; this was in 2016; post working there for about 9 months, she received another employment opportunity with hotel TVUM, where she has found an employment as a captain, and is earning around Rs. 20,000 per month! A proud moment this must be for the young girl. However, the journey has not been easy. Says Kavita: "Being a girl, and that too the eldest sibling was a challenge; changing the mindsets of people is not easy; especially when you have work time that extended till late in a restaurant...but slowly and steadily, as I gained footing in my job, the positive results were for all to see, and comprehend"

As they say: "When the going gets tough, the tough gets going."

For enquiries, updates and feedbacks, write to Mr. Ketul Acharya, COO & Group Head at ketul.acharya@ilfsindia.com



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