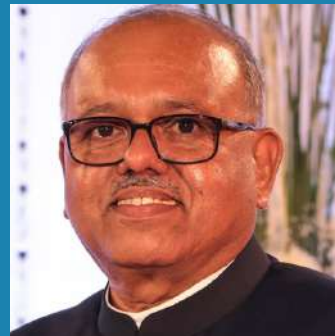


# Skill Times *from* NSN

India's first e-magazine dedicated to skills, education and employability

Issue 4 | May 2022

- Upskilling for Industry 4.0
- Recruitment and jobs in skill development: The HR perspective
- Top 5 reasons why phygital model is the future in skill development
- Orientation workshop on skill development and vocational education
- Featured Sector Skill Councils



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On the occasion of our 7th anniversary we thank all our partners and clients!

Our Partners



Let's collaborate !

# Editorial

*Dr. Madhuri Dubey*

**NSN turns 7!** First, heartfelt gratitude to all our readers, subscribers, followers, well-wishers and everyone who has cheered us and supported throughout these seven years. Thank you for making us a part of your journey in enhancing employability through skill-based, vocational education and training.

The ride has been quite eventful, filled with many ups and downs. However, we've been fortunate to have partners and clients who have tremendous faith in our services and have given us an opportunity to contribute to their efforts and initiatives in bringing visibility, creating awareness and sharing the positive impact of work-integrated learning.

As we continue our journey in deepening our engagement and impact, we look forward to more collaborations to explore and build new relationships as we revisit our goals - communicate, connect and catalyse.



## Thought leadership

### How to upskill yourself for a bright future in Industry 4.0?

*Pratyusha Tripathy*

#### **With inputs from the team at TalentSprint**

Digital Manufacturing and Smart Factories, the key elements of Industry 4.0, are reimagining all the jobs in the manufacturing industry. The industry is rapidly expanding, and the market is expected to reach \$767 billion by 2025. With the rapid industry growth, the demand for professionals with the right skills is also increasing.

With manufacturing playing a vital role in India's digital transformation, there is a huge push from the government for the skills related to digital manufacturing and smart factories through several government campaigns such as Make in India, Digital India, and Atmanirbhar Bharat!

If you wish to enhance your Digital Manufacturing skills, now is the time to invest in the resources and programmes that will help you prepare for a better and brighter future in the manufacturing industry.

TalentSprint, one of the major EdTech platforms, is offering programmes in Digital Manufacturing and Smart Factories to help you upskill yourselves with the right skills and expertise. Applications are now open. Please visit TalentSprint PG Level Advanced Certification Programme in Digital Manufacturing and Smart Factories.

## Digital Manufacturing and Smart Factories: In-demand skills and job roles in Industry 4.0

As many industries are leveraging digital manufacturing, the scope has expanded to industries such as FMCG, automotive, healthcare, aerospace, and defence among others. Major companies like Amazon, Bosch, Hitachi, Schneider Electric, ABB, and SAP SE value your skills more than academic qualifications and work exposure or experience.

Here are a few specialized job roles that you can explore,

- Digital Manufacturing Lead – Senior Manager
- Digital Manufacturing Consultant
- Manufacturing Application Developer
- Manufacturing Execution System Application Developer
- Smart Factory Manufacturing Engineer



However, there is a significant demand-supply imbalance in this sector. According to a Gartner survey, 57% of manufacturing leaders believe their organizations lack the skilled workers required to support digitalization plans. So, building the right skills will allow you to advance your career faster than your peers.

Below are a few in-demand technology skills that you must build to ensure steady career growth:

- Programming languages like Python, Java or C/C++
- Robotics
- IoT
- Cybersecurity
- AI and ML
- Networking
- Mechatronics

Here is what your Digital Manufacturing and Smart Factories programme should offer

Now that you know about the skills required to move ahead and excel in your Digital Manufacturing and Smart Factories career, searching for the right programme should be our next step forward. What should be the deciding element for you to choose the most relevant

programme? How do you pick the best programme for your skill needs?

Let's look at a few key features of a programme that are in line with the industry requirements,

- Covers the basics of Industry 4.0 along with the in-demand skills



mentioned in the previous section.

- Supports learning with the necessary digital tools needed to master the skills.
- Provides/includes interactive masterclasses, mentor support and hands-on practical training through workshops and lab demonstrations.
- delivered by subject matter experts (SMEs).
- Offered by an EdTech platform or institution to ensure that it is effective.

Keeping the above-mentioned points in mind, you can select the programme that is best suitable for you and get started with your journey in the Digital Marketing and Smart Factories segment to build a better future in Industry 4.0. Building the right skills

will help you get recognized as a valuable asset in your organization and will increase job satisfaction as well.

TalentSprint's PG Level Advanced Certification Programme in Digital Manufacturing and Smart Factories is a programme meant for professionals with at least one year of work experience. TalentSprint offers the programme in collaboration with the Indian Institute of Science (IISc). The programme will help you in your career growth and career transition by building the right expertise in the domain. So, if you are an interested candidate, please visit TalentSprint's programme page to get a clear idea and enroll in the programme.



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## Recruitment and jobs in skill development: The HR perspective

*Sahitya Karra*

Over the last decade, the skill development and vocational training domain has been witnessing a paradigm shift. The skill development sector now has diverse opportunities and has been open to accepting people from varied backgrounds, experiences, different aspirations, skill sets and more.

The plethora of opportunities in the skill development sector has made it an attractive career choice among individuals who have the vision to create an impact on society.

This sector has also been attracting young minds, especially millennials, industry experts, experienced professionals, etc. to build meaningful, satisfying and financially sustainable careers in this field.

To understand more about the recruitment and jobs in skill development, challenges in finding the right talent, career growth and progress for individuals in this sector, we spoke to **Mr. Mohit Deshpande, Principal Lead – Programme Development, HR, Admin and Infrastructure, Tata STRIVE.**

**Q: Reflecting on your experience at Tata STRIVE, what is exciting about being in the domain of skill development and vocational training?**

A: Most exciting part is that we are working towards creating better livelihoods for the individuals who lack opportunities. Vocational training linked to a few industries helps the learner visualise jobs and create aspirations in their minds about future growth. When it comes to entrepreneurship, it opens up various avenues for youth that create sustainable business practices for themselves and job opportunities for many others. Skilling is one of the most important nation-building activities from a sustainability and impact perspective. I am very proud to be working in this area and creating several opportunities for the people.

**Q: How is the response to job openings at Tata STRIVE? Are there any challenges you face in the hiring process?**

A: The responses to the job advertisements have been encouraging. We hire people from different domains ranging from partnerships to facilitation across various domains. However, there are a few challenges we face during the hiring process. We are finding it difficult to find the right expertise in digital domain courses like Cybersecurity, Full Stack Developer and niche domain/courses like modular furniture. So, for such niche domains, it is difficult to find trainers who have the perfect blend of facilitation as well as industry experience. Also, in some remote areas even though there is demand for certain courses, there is difficulty in finding the right candidates for certain job roles.

**Q: What are some of the common expectations from the candidates or job aspirants for various roles in the domain of skill development and livelihood enablement?**

**Mohit Deshpande,  
Principal Lead -  
Programme  
Development, HR, Admin  
and Infrastructure, Tata  
STRIVE**



A: While **domain expertise** is important to understand and deliver quality training, we majorly look for five behavioural competencies –

1. **Stakeholder management**
2. **Agility**
3. **Solution mindset**
4. **Delivery excellence**
5. **Efficiency**

These are the five competencies we look for in the candidate. Apart from these competencies, at the senior level, we also look for empathy and influencing skills.

**Q: What is the career path for trainers, mobilizers, managers and for other individuals to grow at Tata STRIVE in the skilling and TVET space?**

A: There are a lot of different streams wherein an individual can grow. If we take an example of the Operations department, there are several roles ranging from mobilization to facilitator role. A facilitator can eventually graduate to a Project Manager or a Centre Manager.

If team management and target orientation are exciting for an individual, he/she can take up a leadership role in operations which are Cluster Managers and other regional level roles. There is also a lot of thrust on having a placement team in place and there are many job roles in the placement domain at both regional and national levels.

If someone wants to grow and become a subject matter expert. Then we have roles such as content writers, quality assessors, and specialist facilitators with their experience.

There are also roles in talent development, for training our internal employees. Hence, depending upon an individual's interest, one can choose a role.

**Q: Do you also see people from the industry joining these roles?**

**A:** It will be a great help if the industry practitioners join us, as they come with hands-on experience. They can help the learners to visualise and explain in a much better way. With few platform skills, industry experts can be a great asset to

to meet and interact with the stakeholders. For facilitators, the Train the Trainer programme is conducted for 8 to 10 days. In these 10 days of rigorous training, we provide platform skills, skills related to the technology and basic know-how skills are taught.

Apart from that, there are a couple of mandatory certification programmes expected from the employees:

- **Tata Code of Conduct**
- **POSH Awareness Training**
- **Defensive Driving Training**

Earlier, training used to be in the classroom but after the COVID-19 pandemic, we started with the blended mode of learning.



the organisation. It would definitely be beneficial if people from the industry could spare some time to train our learners at least once a week.

**Q: What are some of the training programs and how often do you conduct them for fresh recruits and for those who've been on the job?**

**A:** We have a customised induction programme, where the fresh recruits get

**Q: Are there any other points you would like to share?**

**A:** I would say that the development sector is indeed an exciting area to work in. Whatever we do here has a direct correlation with creating an impact and enabling livelihoods for people. At Tata STRIVE, we believe in creating a unique impact and experience for the employees. We also understand the need to stay connected. During the COVID-19

our employees were spread across 20 plus states and stayed connected. We ensured to begin drives from interest groups and divided 300 employees to each drive like fitness drive, photography drive, etc.

From a knowledge perspective, we conduct several SME sessions. This helps them stay connected with the industry.

We have a training calendar that caters to the work of employees. At Tata STRIVE, we believe that learning is an individual's responsibility.

So every employee must spend at least 60 hours learning each year. Our team facilitates different courses and certifications and this also improves workplace effectiveness.

During the COVID-19 pandemic, we also provided one-to-one counselling support, and peer-to-peer recognition and promoted a culture of recognition. Our leadership team also understands the importance of employee engagement and enthusiastically participates to encourage our employees to stay resilient.

## Learn more about Tata STRIVE'S initiatives in Skill Development!



## Top 5 reasons why phygital model is the future in skill development

*Chiranjiv Guha*

Till recently, it was almost impossible to imagine that practical training for skill-based vocational courses could be delivered online, so effectively! Thanks to the push from COVID-19, the impetus to adopt digital technology in combination with traditional training methods has helped us re-imagine skilling in many new ways.

It was not just the pandemic that made us rethink the way skill training was imparted, the new National Education Policy (NEP) 2020 also calls upon accelerating skill-based training through "blended learning" or in a "phygital mode". Phygital learning, in simple words, is the amalgamation of physical and digital environments or platforms of learning.

However, finding the right blend of

appropriate and quality content as per **National Skill Qualification Framework (NSQF)** levels, with scope for rigorous **hands-on training** along with reliable testing and assessments, together, is a challenge. Achieving this with **speed**, scale and sustainability in vocational and skill development space, is something that needs conscious and continuous efforts. The solution to this challenge lies in a phygital model.

The Phygital model in skill development can be a potential game-changer in reimagining vocational education making it more accessible, affordable and aspirational.

Here's why:

- The new-age phygital learning and assessment solutions help in



addressing some of the challenges in the present models.

- An increasing number of training providers, technical training institutions, State governments, academic institutions and others in the ecosystem are adopting phygital model to deliver skill courses.

**Let us explore the top five reasons why training partners and skills enablers need to adopt phygital model in skill development.**

### **1. Affordable, accessible, scalable learning in a secure environment**

Leveraging technology, we are able to take the learning environments beyond the four walls of classrooms. Along with enhanced accessibility, affordability has also been increased among learners – enabling anytime-anywhere learning.

For institutions, phygital model has been a blessing which is enabling them to scale beyond their campus by delivering the same high-quality training, benefitting a greater number of eligible aspirants.

TCS iON plays a critical role in **building ecosystem partnerships** with all key stakeholders in the skill development space. This is achieved by disseminating the best **industry-relevant learning, leveraging key strengths of the partners, combined with its robust, secured and trusted digital platform.**

### **2. Quality content with standardized delivery through phygital model**

Phygital model of training and content delivery promises standardized training delivery to the students, through quality content. The content is delivered on a digital platform in the form of live lectures and digital self-learning resources along with efficient academia and industry connect.

At the same time, the hands-on sessions for practical training happen at the last mile training centres and/or leverage the digital platform capabilities.

These are complemented with digitized study guides, remote proctored or internet-based assessments, live interactive sessions with industry leaders, etc. This enables learners to access the training content, active participation in expert sessions in a seamless manner, ensure standardized knowledge dissemination, making the learning holistic in nature.

### **3. Personalized skill training**

Through phygital model, students can have access to **personalized learning driven by interest and aptitude**, enabled by adaptive learning mechanisms. The innovative flexible pedagogical structures in phygital mode are developed to suit the needs of varied learner profiles, breaking geographical and demographic barriers. This enables learners to acquire appropriate and industry-relevant skillsets, with flexible learning hours.

Further, this model provides learners, access to practice assessments with personalized real-time reports and analytics for self-evaluation and continuous skills competency check, highlighting the scope for improvement. This motivates continuous upskilling, reflecting industry needs.

### **4. Workplace readiness of students**

Training in a phygital model helps learners to develop the domain skills and also nurtures digital skills. Therefore, through a phygital model, inclusive of workplace experience, vocational competence and critical employability skills, positively influence the readiness of the learners' professional careers.



This model also ensures that today's learners are well exposed to various learning media and better prepared for their tomorrow's careers. The TCS NQT (National Qualifier Test), drives dual democratization of skills and jobs, capturing all these abilities of learners and reflecting the same to potential employers.

### 5. Holistic learning environment to achieve desired outcomes

Phygital learning takes an end-to-end approach. From learning by accessing standardized digital content with additional reference learning materials to getting trained through hands-on practice sessions; from engaging with instructors, subject matter experts from industries and peers, to accessing different assessments, certifications and job opportunities, etc.

The holistic learning environment integrated with a network of last-mile connect of institutions, offering hands-on exposure enriches the learning experience.

The outcomes of phygital learning model are improved engagement in capturing the interest of learners and motivating them to continue learning in both aspects, industry and academia.

TCS iON has been partnering with renowned academic institutions (viz. higher education institutions or skill training institutions), industry leaders and content development players, to take the best-in-class learning to every district through its last-mile learning practice and assessment centres, making it accessible to every youth of the country.

Simultaneously, this model is also helping the institutes to generate an additional revenue stream leveraging their existing expertise and infrastructure and enhancing their capacities continuously, leading to more sustainable operations.

TCS iON will be glad to onboard institutions, that aspire to join the journey in making phygital learning available, accessible and successful with scale!

**Click here to know more about programs offered by TCS iON in technical and vocational education - <https://learning.tcsionhub.in/hub/ve/>**

**For more information about TCS iON phygital model for vocational education, please email at [tcsion.ve@tcs.com](mailto:tcsion.ve@tcs.com)**



Chiranjivi Guha,  
Partnerships Lead, TCS  
iON, Tata Consultancy  
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# Recent initiatives, trends and more

## Skill development and capacity building in the furniture and fittings industry



*Pranathi Kolikapudi*

The furniture industry in India occupies the largest share in the home furnishing market. However, the furniture and fittings industry's scope is not just limited to home furnishing and carpentry but goes beyond that.

The Government of India has also identified the furniture industry as a key to expanding the reach of 'Make in India' goods across the world. Over the decades, the furniture industry has been providing several employment and entrepreneurship opportunities.

[Read more](#)



 in association with  offers

Future ready programmes now accessible anywhere across India through phygital model

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## An orientation workshop on skill development and vocational education in India



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Making skills aspirational

**Online interactive workshop**  
An orientation to skill development and vocational education in India

**Key takeaways**

- Skill development in India - story so far
- Initiatives, stakeholders, impact
- Insights from NEP 2020
- Ways to strengthen the skilling ecosystem

**Participant fee**  
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**Dr. Madhuri Dubey**  
Founder - NSN

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[www.nationalskillsnetwork.in](https://www.nationalskillsnetwork.in)

Registrations are now open for the 3rd batch of the workshop - "Skill development and vocational education in India: An orientation workshop".

**Date:** 07 May 2022

**Time:** 10:00 AM to 01:00 PM

Pay and register for the workshop:  
<https://www.nationalskillsnetwork.in/workshop/>

# Conversations with CEOs

## How Paints and Coatings Skill Council promotes skilling and capacity building

*Pranathi Kolikapudi*



Painting is not just a child's hobby but can also become a career option with the right set of skills and training. And the Paints and Coatings Skill Council is promoting skill development and entrepreneurship in the sector to make it more aspirational for the youth through various initiatives.

To know more about the skill development initiatives and the scope of the paints and coatings sector in terms of jobs and careers, we conversed with Mr Jagadish Acharya, CEO, Paints and Coatings Skill Council. [Read more](#)

**NSN**  
Connect 2022

## Re-igniting the Skilling Landscape in India

### NSN Connect 2022 – Re-igniting the Skilling Landscape in India - Episode 8

*Pranathi Kolikapudi*



NSN Connect 2022 on Re-igniting the skilling landscape in India is an initiative by Team NSN to learn about these areas.

The esteemed guest of the eight-episode series is Mr. Rajesh A R, CEO, LabourNet who is a thought leader and domain expert who will share his experience and expertise on various aspects that are crucial to re-ignite the skilling landscape in India.

[!\[\]\(b792654f2cef9719eabeb6c5be00811e\_img.jpg\) Watch the video here](#)

The 8th episode of the series broadly focuses on "**connecting skills with entrepreneurship**".



## Meet this NTTF alumnus who strongly believes in continuous learning and upskilling

*Pratyusha Tripathy*



For the last six decades, Nettur Technical Training Foundation (NTTF) has been leading technical education from the front. The pioneering institute has created many leaders and a majority of NTTF alumni have embarked on the journey to build successful careers.

NTTF provides industry-relevant training to create skilled youth by making them industry-ready. Apart from educational and technical training, NTTF inculcates strong values like patience, persistence and perseverance which help the students to excel in every field.

[Read more](#)

## A journey towards excellence: Aspirational career growth of NTTF – JNTC Gopalpur alumni

*Pratyusha Tripathy*

### A journey towards excellence: Aspirational career growth of NTTF – JNTC Gopalpur alumni



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NTTF – JNTC (J N Tata Technical Education Centre, Gopalpur) is a collaborative venture of Tata Steel and NTTF, transforming technical training in Odisha since 2005.

In this Skill Talk, Team NSN presents the journey of some such talented and highly successful alumni. Read on to relive their journey as NTTF alumni.

[Read more](#)



## B.Voc. courses in fashion design: Why you should consider it?

*Pranathi Kolikapudi*



Are you someone who has an interest in fashion design and always tries to create new designs? Are you wondering how you can turn it into your career? There are many institutes and universities that offer courses in fashion design, retail, virtual merchandising and many more. The apparel industry never goes off-ground as the designs and styles keep revamping to new demands.

[Read more](#)

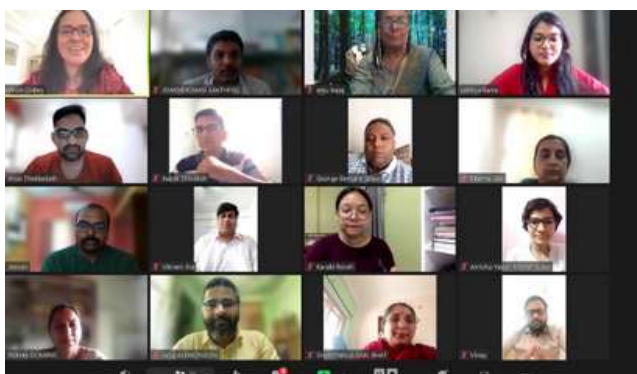
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## Workshop learnings and outcomes: Skill development and vocational education in India

*Team NSN*



National Skills Network (NSN) has successfully launched and organised an online interactive workshop series called the "NSN Catalyse". The first workshop in this series is titled "Skill development and vocational education in India: An orientation workshop".

The interactive workshop had carefully curated activities to lead to intellectual discussions and debates. The participants of the workshop interacted and enthusiastically participated in the workshop.

[Read More](#)

# Videos

**Episode 8**  
Connecting skills with entrepreneurship

**Dr Madhuri Dubey**  
Founder, NSN

**Rajesh A R**  
CEO, LabourNet

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**Recruitment and jobs in skill development : The HR perspective**

**Mr. Mohit Deshpande**  
Principal Lead - Programme Development,  
HR, Admin & Infrastructure,  
Tata STRIVE

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# News and updates

- [MSDE collaborates with ISRO for skill development and capacity building](#)
- [Pradhan Mantri National Apprenticeship Mela launched across 700+ locations in the country.](#)
- [NSN weekly round-up on skills, education and training- 03052022](#)
- [NSN weekly round-up on skills, education and training- 26042022](#)
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