



Rajiv Yuva Kiranalu

Southern Regional Conference on Skill Development

03/03/2012

Context

- > 1 cr. youth of < 35 yrs age are expected to enter the Indian Job Market every year for the next 15 yrs.
- CII estimated that 56 lakh workers will be required in AP alone by 2015 . *Unskilled : 20 - 30 lakh*
- Major potential in – Textiles, Construction, Tourism, Hospitality, Retail Management, Pharmaceuticals, Biotech, IT,ITES etc.

Young people need Jobs ↔ industry needs workers

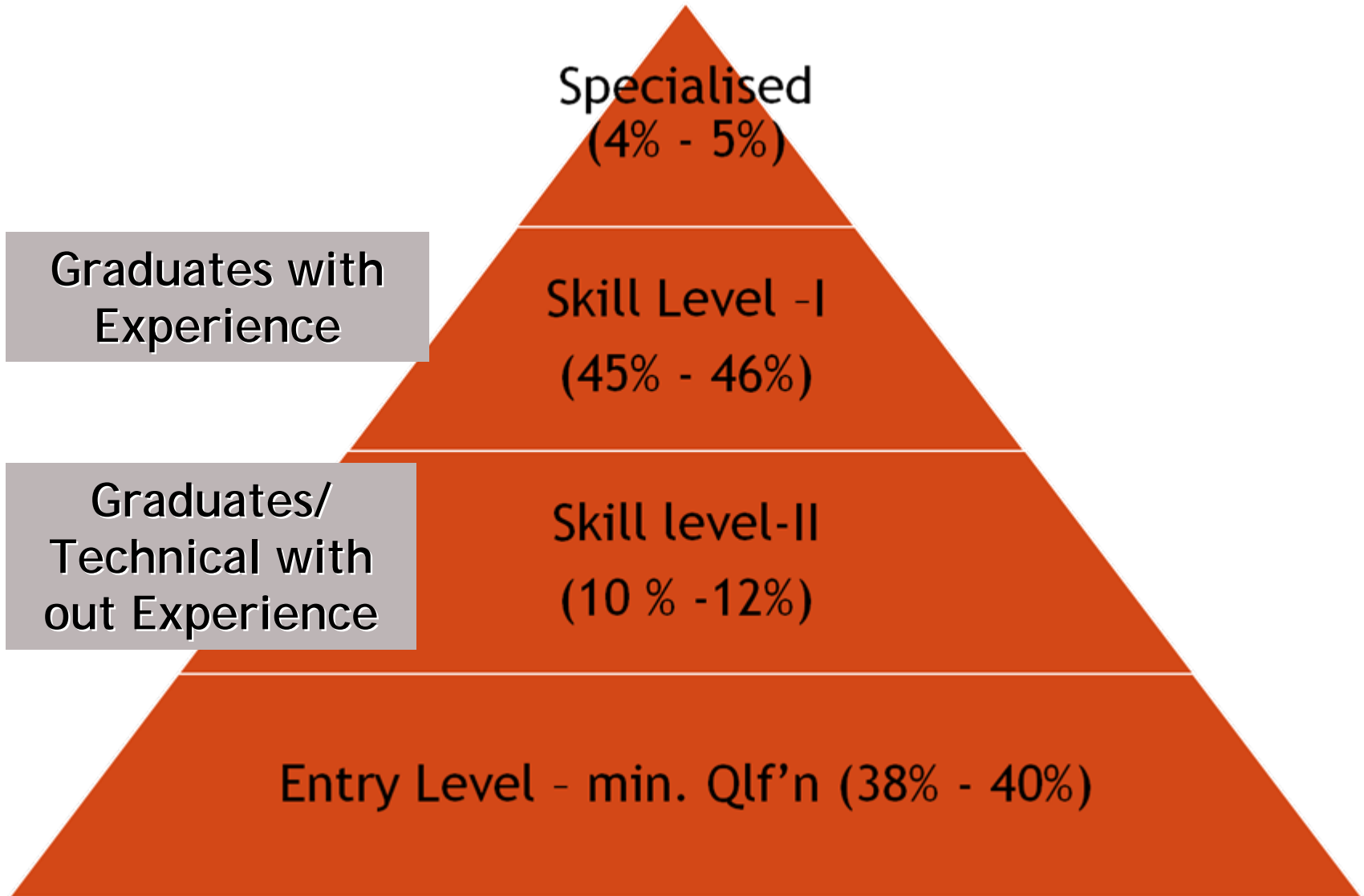
Can we harness the demographic dividend and create

“Win-Win”?

Sector-wise Human Resources Requirement - AP

Sl. No	Industry	Total Demand (In Lakhs)	Current Employment (In Lakhs)	Incremental Demand by 2015 (In Lakhs)
1	Construction	42.10	22.00	20.10
2	Textiles	18.26	7.45	10.81
3	IT & ITES	8.93	1.52	7.41
4	Healthcare	8.50	2.90	5.59
5	Tourism	13.66	8.51	5.15
6	Drugs and Pharma	4.78	2.30	2.48
7	Banking and Insurance	2.68	1.35	1.32
8	Engineering	2.15	0.99	1.16
9	Mines and Minerals	2.25	1.14	1.11
10	Agro & Good processing	2.80	1.98	0.83
11	Chemicals and Fertilizers	1.31	0.87	0.44
12	Biotech	0.24	0.05	0.19
13	Paper	0.33	0.21	0.11
Total		107.99	51.27	56.70

Manpower Requirement



A.P. Scenario

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Vision

To convert non-literate, school drop -out, unskilled unemployed youth into productive workforce by building their skills ; thereby promoting inclusive growth.

Goal

15 lakh jobs to youth by 2014-15

Institutional Arrangements - State Level



REECAP

- Chairman - Hon'ble CM
- 9 Cabinet Ministers, 9 Pri.Secretaries, 10 Eminent industrialists & academia as members

To lay down macro policy environment and provide guidance.



REEMAP

- A Registered society to act as an umbrella for skill development efforts taken up by key departments.

To ensure implementation on Mission mode.

Institutional Arrangements – State Level

 REEMAP will function through 7 Sub-Missions:

1. Sub- Mission for Rural Employment - for rural youth from SHG HH
2. Sub -Mission for Urban Slums - for youth of Urban slum based SHGs
3. Sub- Mission for Urban area - for youth of urban areas & ITI (pass/fail) & unemployed
4. Sub- Mission for placements for polytechnic (pass/fail)
5. Sub- Mission for Differently - Abled
6. Sub-Mission for Minorities
7. Sub-Mission for Hyderabad city

REEMAP & Sub-missions



Strategy for Implementation

- Targets bottom most of the pyramid
- Electronic Registry of unemployed youth.
- Mapping of job opportunities industry-wise.
- Industry focused skill development to youth which is logically linked to jobs in the industry.
- Identification of jobs → job specific trainings → placements in industry
- Post-placement follow-up
- GOI collaboration

Close coordination with industry, professional Trg. partners & skill development agencies

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Road Map

Sl. No.	Year	Placements to be achieved (in lakhs)
1.	2011 - 2012	2.466
2.	2012 - 2013	4.994
3.	2013 - 2014	6.142
4.	2014 - 2015	1.754
	Total	15.356

Step by step implementation process

■ Assessment of demand

- Identify Growth / Potential sectors in the district.
- Hold meeting with Industry representatives
- Identify specific jobs / placements industry wise.
- Identify the skill sets required.

■ Establishing relevant infrastructure

- Locate standardized course syllabus
- Set up training centres.

■ Mobilizing candidates & training

- Identify the Trainees/Candidates.
- Train the Candidates.

■ Placement

- Placement of the Trainees.
- Post placement follow up.

Pre – Placement Services

- Mobilization of Candidates :
 - On-line Registration
 - House to House Survey
 - Fixed day interaction with SHG Fedns.
 - Word of Month
 - Local advertising

- Capture Course Preference of Candidates



About Us

To Know More...

Rajiv Yuva Kiranalu (RYK) scheme as part of the Rajiv Education and Employment Mission (REEM) at the Port Stadium in Visakhapatnam on Saturday to mark the birth anniversary of former prime minister Rajiv Gandhi. The objective is to provide 15 lakh jobs in the private sector and one lakh in government departments, apart from providing skill training and placements. The RYK will be launched in all districts across the state with a view to utilising the expanding opportunities offered by the growing economy and bridge the skill gap. "The labour market demand is shifting towards skilled and highly-skilled categories whereas most of the youth are unskilled. This calls for a massive initiative for training the youth in the desired skill sets with the active partnership of the private sector," the CM said on Friday. He said the government was committed to providing manifold and enhanced avenues to the youth. The CII estimate potential of eight million new jobs (4.5 million skilled/highly skilled and 3.5 million unskilled) will be available by 2015 in various sectors.



- EGMM
- MEPMA
- Employment & Training
- Technical Education
- Disabled Welfare

Identification, training and employment of unemployed youth in rural areas to be headed by CEO, EGMM

Identification, training and employment of unemployed youth in urban slums to be headed by Director, MEPMA.

Identification, training and employment of unemployed youth in urban areas, headed by the Commissioner, EMPLOYMENT & TRAINING.

Responsible for ensuring placement of students passing out of the technical & professional institutions and industries/services, to be headed by Commissioner, TECHNICAL EDUCATION.

Identification, training and employment of physically challenged youth in the urban and the rural areas and to be headed by the Director/Commissioner, DISABLED WELFARE.

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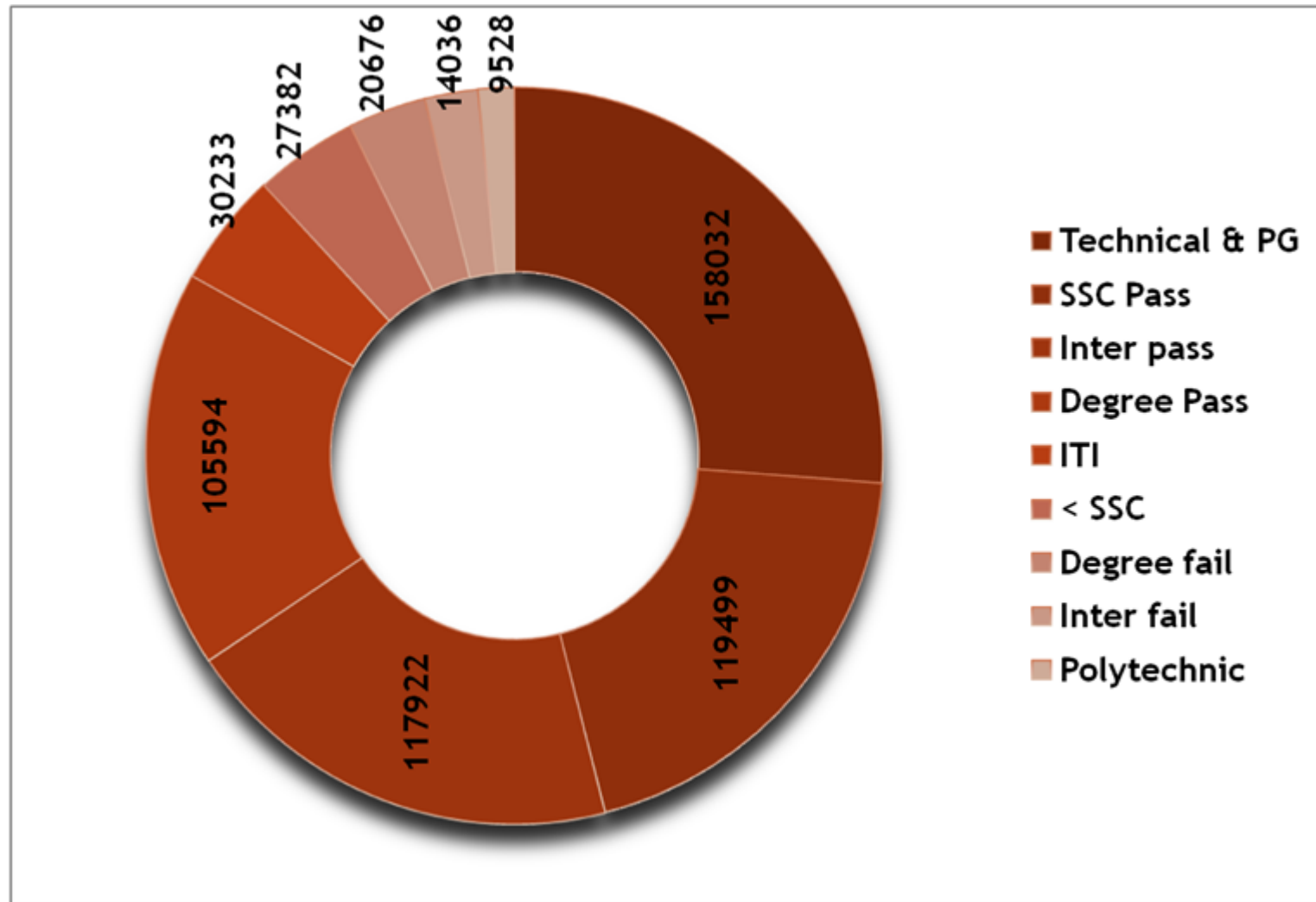
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8 6 5 3 3 2

Candidates Registered in RYK portal: 6,02,902



Pre - Placement Services

- Pre - Training Counseling :
 - Location of Training Centre.
 - Duration of course.
 - Nature of Skills Imparted.
 - Location of Job, Job Profile & Salary.
- Job scan unit - state level

Pre - Placement Services

- A state level **Finishing School** - established at Hyderabad in 2010 - 2011.
 - To prepare students for interviews and maximize placements.
 - 1 - 2 wk module during which students are imparted soft skills, exposed to FAQs, given mock interviews etc.
 - A knowledge centre with library, kiosks etc.
 - Exposure visits to regular employers to familiarize students with work environment in cities.
 - Interaction with students already employed and stabilized.
 - Finishing School Alumni.

Pre - Placement Services

RYP Facilitation Centre

- 1 centre in each district HQs, manned by 2 full time executives to provide information as well as services
 - Registration
 - Tracking status of candidates
 - Courses offered
 - All about Placements etc.
- Equipped with 2 PCs internet etc.
- 23 facilitation centres working now.

Facilitation Centre



Placement Models

- Training centres linked to placements with professional training partners
- Govt. own training & placement centres
- Industry based training centres
- Job-melas/employer-employee meets
- GOI partnership models

AP Skill Development Fund has been established

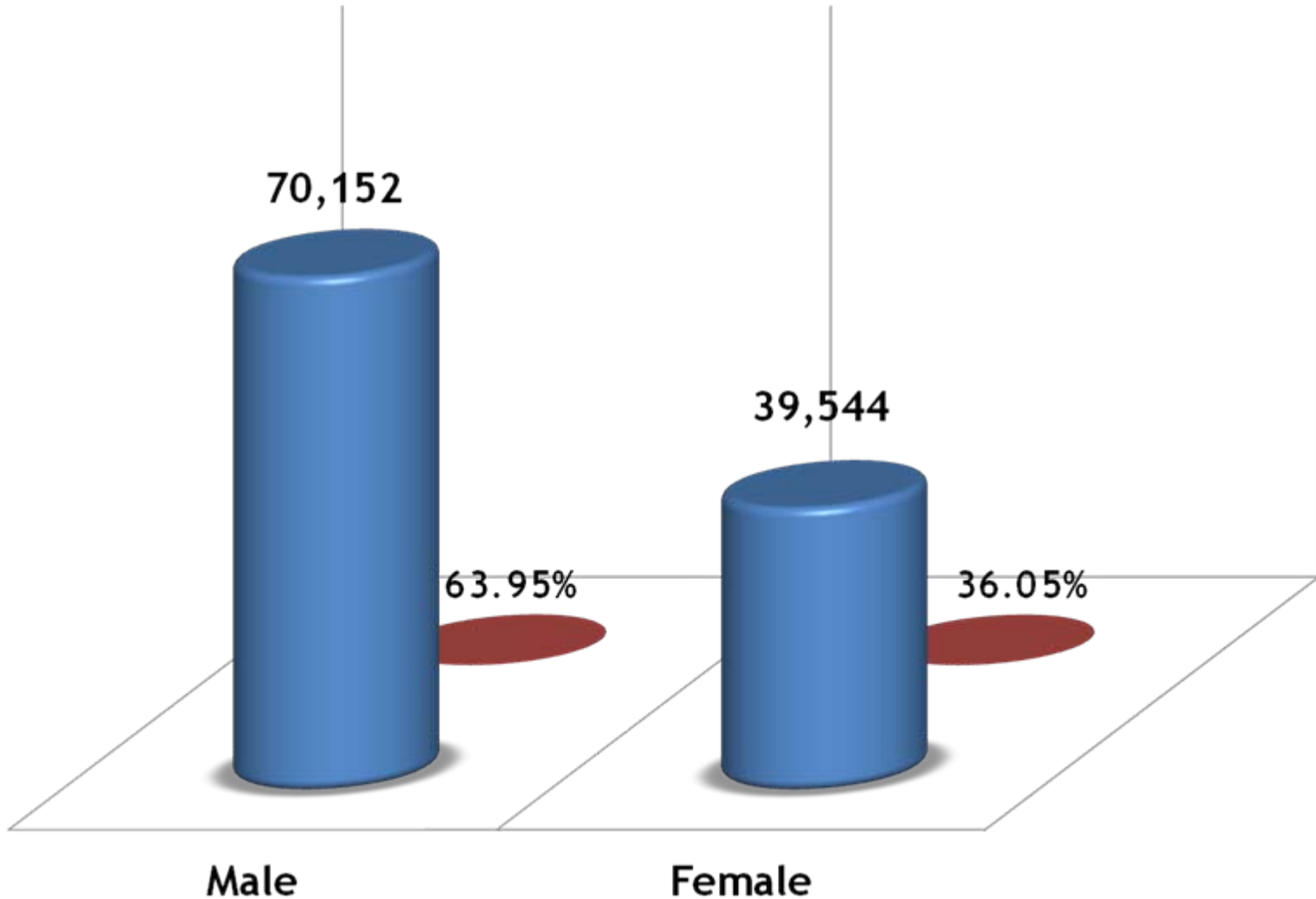
Post Placement Support Services Cell

- In 5 Cities - Hyderabad, Bangalore, Chennai, Visakhapatnam & Nellore.
- Manned by two executives & provide services :
 - Directory of Hostels
 - Facilitate Bus Pass, Zero Balance Account, PAN Card, Insurance etc.
 - Networking with other candidates.
 - Counseling services including continuing education & career guidance.

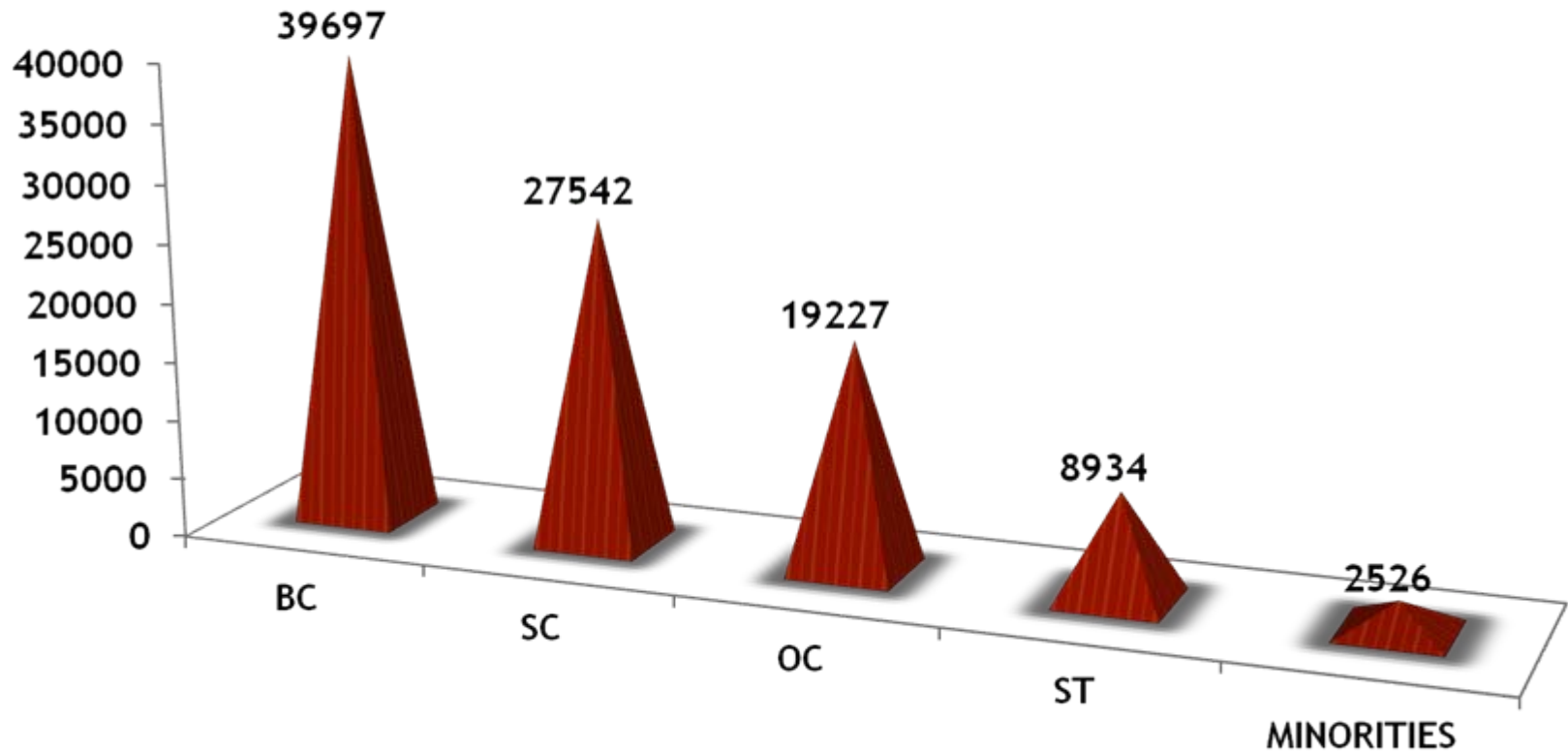
Progress so far -2011-12

- Number of Training Centres working : 1,089
- Total training capacity established : 70,000
- Number of professional training partners : 31
- Number of placements as on 02/03/12 : 1,09,696

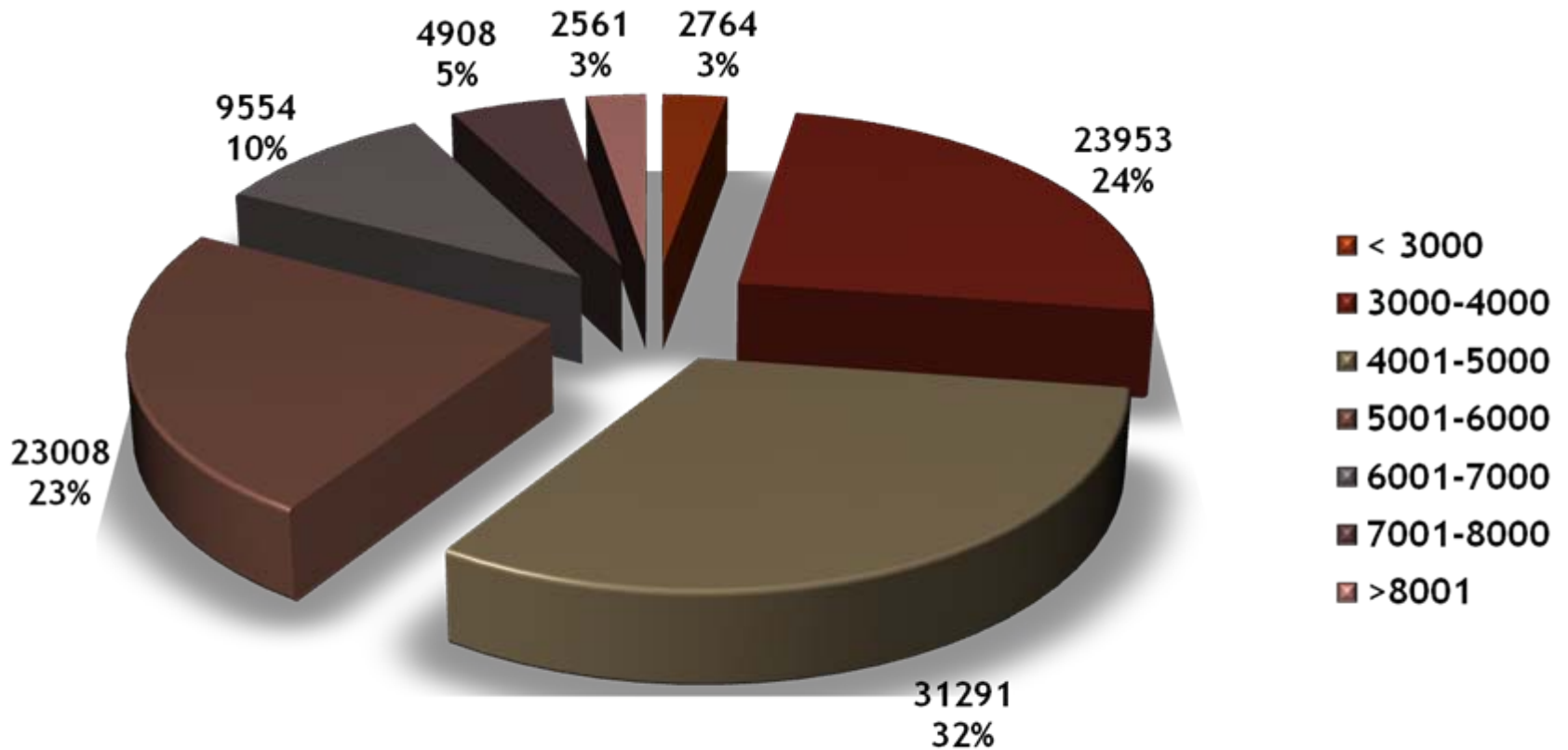
Gender wise placements



Category wise jobs given



Salary range wise placements



Issues

Vacancies - Unemployment- high level of Attrition

1. Candidates' Aspirations :

- overwhelming preference to IT/ITES
- Salary expectation
- Location preference

2. Employment issues:

- low wages
- poor working Conditions
- Facilities, Leave etc

3. >75% of candidates are from rural areas and >75% jobs are in cities

Issues

4. Mapping of job opportunities
5. Addressing High level of attrition
 - Lodging & Boarding facilities at affordable cost
 - Transportation
 - Low wages
6. Availability of professional training partners
7. Involvement of Industry in Training Centres
 - Faculty support, equipment, evaluation
8. Functional role to local industry in improving ITI, Polytechnic and vocational colleges.

Interaction with Industry



Training



Training



Training



Training



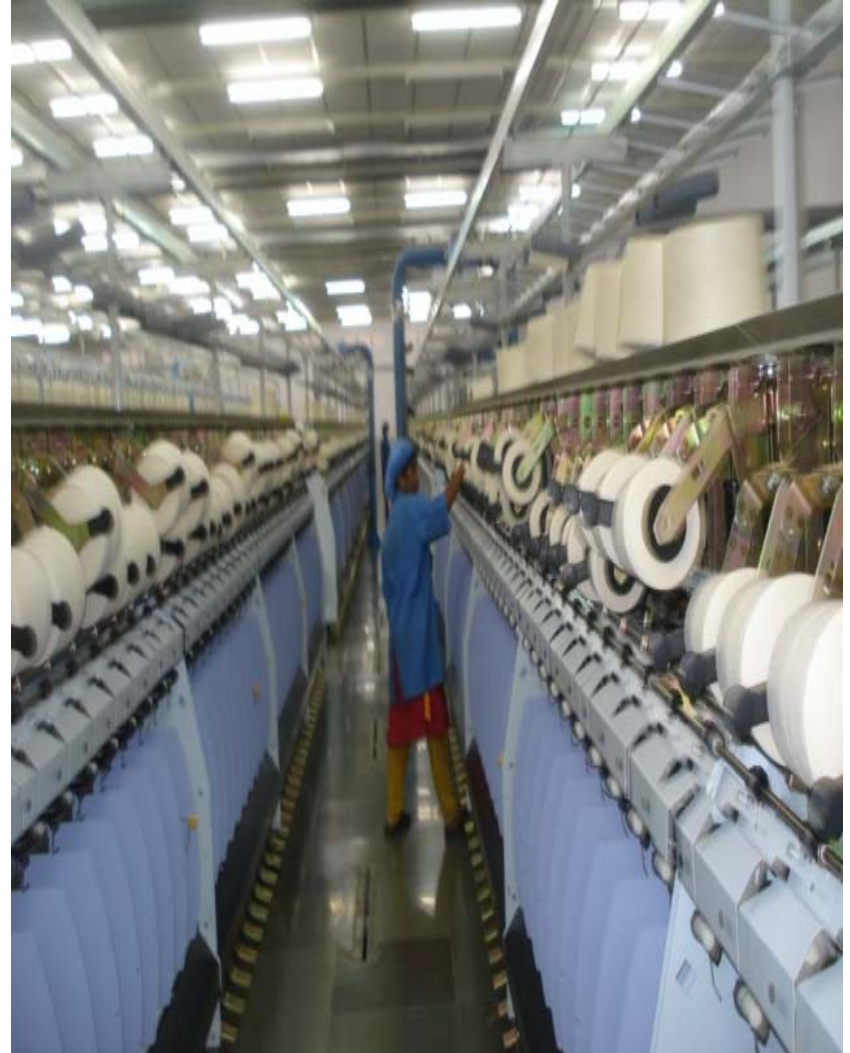
Training



Interviews



Placement



Placement



Name : R. Arun Kumar
Organization : Coffee Day
Salary : 4000
Contact No. : 9704952140



Placement



Placement



Placement at Heritage

Kanaka Lakshmi at work



Name : Narsimha
Organization : Heritage Fresh
Salary : 4300
Contact No. : 9492651724



Placements at Life Style

Chandra, Bhavani, Ranjith and Maheshwari working at Life Style



Name : S. Akhila Bhavani
Organization : Life Style
Salary : 5500
Contact No. : 9293713016



Placement at Big Bazaar

Name : B. Ramesh
Organisation : Big Bazaar
Salary : 5000
Part Time Job: 2000
Contact No. : 9951567790

