



## A STUDY OF NATIONAL SKILLS CERTIFICATION & MONETARY REWARDS SCHEME (NSCMR- SCHEMES) IN MANAGEMENT EDUCATION: NSDC INITIATIVE

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### ABSTRACT

*India has the advantage of “demographic dividend”, having more of young population as compared to aged population. The nation’s population pyramid is forecasted to hump across 15-59 years of age in the coming years till 2040. India therefore has limited time frame to utilize this demographic dividend and utilize it to overcome skill shortages. The mission is simple to harness this demographic dividend as an opportunity and change old apprehended perception about skilling. Skill training is always considered as a last resort for those who are academically weak. This notion has to be changed by reducing the gap between industry expectations of talent and available talent in India. Need of the hour is to synergize this available resource through a platform of skill development that is NSDC initiatives. Imbibing the NSDC programs especially **National Skills Certification & Monetary rewards Scheme** in management education aims at creating an inclusive teaching environment within the classrooms and the education system of India. The focus of the study is to analyze the skill training programs of NSDC within the purview of management education.*

**Keywords:** India, management education, skill development, skill training, talent, human capital, human resource.

### INTRODUCTION

A developed India by 2020 was the dream and vision of Late APJ Abdul Kalam. India has reservoir of capable, dynamic human capital. Development of these human resources is necessary for India’s global competitiveness. Availability of talent is abundant in India but skilled talent is in short supply. It is estimated that 2.3% of India’s workforce is skilled as compared to 52% of US, 68% in UK and 96% in South Korea. Therefore, India needed to focus on skill development of its workforce. Our Prime Minister hence started the initiative of ‘Skill India’. While skilling India transforms ability into skills to empower and build

capabilities of available workforce to develop powerful India. The aim of this 'Skill India' idea is to create respect, self esteem, livelihood, employment and remuneration for talented and skilled Indians. With growing number of smart cities within India proportionate increase of trained and developed skills is needed. Hence, NSDC has build up an initiative termed as National Skills Certification & Monetary rewards Scheme (NSCMR- Schemes) for starving talent of India.

## PURPOSE OF THE STUDY

The purpose of the study is to give a brief analysis of various schemes proposed by NSDC for skill training and development with special reference to management education. The study is based on collection of data through internet and government reports. Hence, the research is secondary in nature.

## NSCMR Schemes: A BRIEF ANALYSIS

With the winning of BJP in 2014 and Mr. Narendra Modi becoming the Prime Minister of India, hopes increased as India experiences a new dawn. The speech of Prime Minister Narendra Modi at New York's famous Madison Square stated the power behind India that is the 3D's viz; Demography, Democracy and Demand. He started with special focus on his initiative of " Make In India" which brought few immediate and positive results such as FDI up to 40% which increased India's industrial production by 2.7% in that period. Along with Make in India the urge of start-up India also focused on diversification and initiate the 12 million graduates of India to start generating jobs rather than looking for jobs by starting their own ventures. The aim of this initiative was to give an impetus to young entrepreneurs. Be it any fields these young minds need to enhance their skills so that they can match up to industry expectations. Hence the nation in rule started with another initiative called *Skill India*. The main aim of this skilling India is to provide skill training to 120 lakhs youth in the country so that they are considered as human resource capital of the world.

With these objectives in mind the National Skills Certification and Monetary Rewards Scheme was started by NSDC. There are various schemes under this scheme but for the purpose of this research only few are considered from management education point of view.

### 1) *Agriculture Sector Skill*

As per census 2001 agricultural labors include 106.8 million people and 124.7 million people are cultivators. Agriculture and allied activities account for 15.7% to Indian GDP. With the growing population and consumption by Indians and low agricultural productivity, specific skill set is needed in this field. The Agriculture Skill Council of India (ASCI) is formed for providing and upgrading skills of the cultivators in this sector. The skills are also categorized

as Banana Farmer, Bulb crop cultivators, coffee plantation worker, Dairy entrepreneur, Floriculturist, Gardner and many more.

## 2) *IT/ITES Sector Skill*

NASSCOM in association with NSDC has started this scheme to increase the ground well of talent for this sector. The key objective is to supply certified job ready talent to this sector. Training is provided for Collection executive, CRM domestic NON voice and Voice, Domestic Biometric Data Operator, and Domestic IT helpdesk Attendant.

## 3) *Health Sector Skill*

Introduction of this specialization in management education has marked the growth of this sector in the economy. India ranks at 128 with medium human development out of 177 countries in the world. The health infrastructure is seeing an upwards trend which includes 266 medical colleges, 1597 nursing admission capacity, 461 pharmacy colleges, 9923 hospital and 22669 Primary health centers, each contributing to the wellness of Indian population. The Healthcare Sector Skill Council (HSSC) is a NPO formed with the key objective of skill development in paramedics and healthcare in the country. Training is provided for Anesthesia Technician, Blood Bank Technician, Diabetes Technician and emergency medical Technician.

## 4) *Retailers Association Skill*

Indian retail industry account to 10% of India's GDP and 8% of employment within the nation. It is also expected to grow to 1 trillion by 2020 from 60 billion in 2015. Retailer Association Skills Council of India (RASCI) is collaboration started by government of India for provision of training in this sector. Area where training is given includes cashier, sales associate, stores operations assistant and trainee associate.

The employable bucket of people in India consists of 52.58% engineers, 43.99% MBA, 27.11% BA, and 20.58% B.Com, and 35.24% B.Sc of 520000 students of India. Hiring of this fresh and untapped talent is majority by the telecom (25%), Retail (25%), banking (15-25%), BPO KPO and IT with 5-15% among all the sectors available within India. These figures highlight the need for skill employability and development within the young talent. Efforts are made on the basis of curriculum of management students but very little is achieved in totality. Hence NSDC's initiative of **NSCMR- Schemes** is an answer to these results. The achievements can be witnessed through the following data:

#### GEOGRAPHY WISE SPLIT OF TRAINING AND PLACEMENT CONDUCTED BY NSDC TRAINING PARTNERS-FY 2014-15\*

S.No.	States	Trainings Reported	Placements
1	Andaman and Nicobar Islands	34	0
2	Andhra Pradesh	33,839	12,865
3	Arunachal Pradesh	60	60
4	Assam	14,168	7743
5	Bihar	48,200	30,053
6	Chandigarh	2000	1469
7	Chhattisgarh	31,822	13,417
8	Dadra and Nagar Haveli	670	122
9	Daman and Diu	0	0
10	Delhi	33,042	21,954
11	Goa	1038	428
12	Gujarat	27,942	19,267
13	Haryana	53,517	35,989
14	Himachal Pradesh	20,059	9209
15	Jammu and Kashmir	3000	2975
16	Jharkhand	12,939	5535
17	Karnataka	11,74,41	55,099
18	Kerala	13,552	5965
19	Lakshadweep	0	0
20	Madhya Pradesh	86,671	44,428
21	Maharashtra	18,4881	12,27,54
22	Manipur	245	134
23	Meghalaya	4369	2231
24	Mizoram	397	229
25	Nagaland	1521	956
26	Odisha	29,209	16,288
27	Puducherry	1450	492
28	Punjab	7521	3268
29	Rajasthan	23,660	12,108
30	Sikkim	754	200
31	Tamil Nadu	10,12,77	72,406
32	Telangana	51,506	10,513
33	Tripura	1706	915
34	Uttar Pradesh	95,792	57,524
35	Uttarakhand	56,039	1490
36	West Bengal	17,30,25	10,71,35
	Total	12,33,346	67,52,55

#### SECTOR WISE SPLIT OF TRAINING AND PLACEMENT CONDUCTED BY NSDC TRAINING PARTNERS-FY 2014-15\*

S.No.	States	Trainings Reported	Placements
1	Agriculture	28,457	21,754
2	Alternative Energy	0	0
3	Aluminium	0	0
4	Apparel Sector Skill Council	29	9
5	Automobile / Auto components	63,145	51,334
6	Aviation	8	0
7	Banking and Financial Services	10,41,07	65,747
8	Building, Construction and Real Estate Services	71,607	39,556
9	Capital Goods	17,457	4970
10	Chemicals and Pharmaceuticals	1447	1988
11	Education and Skill Development Services	15,768	14
12	Electrical Hardware	439	160
13	Electronics and IT Hardware	51,095	33,560
14	Engineering	1824	1816
15	Entrepreneurial skills	5402	5362
16	Food Processing/Cold Chain/Refrigeration	3831	870
17	Furniture and Furnishings	1109	871
18	Gems and Jewellery	0	0
19	General	0	0
20	Government	1179	1124
21	Handloom and Handicrafts	13,222	3647
22	Healthcare	58,591	47,945
23	Informal Sectors (Domestic help, Beauticians, Facility Management)	35,787	4114
24	Infrastructure (Transport, Energy, Water & Sanitation, Communication, Social & Commercial)	0	0
25	IT and ITES (Formal Employment)	13,70,64	10,79,69
26	IT and ITES (Informal Employment)	21,62,21	48,947
27	Leather and Leather Goods	480	352
28	Manufacturing	1414	3329
29	Media and Entertainment	2369	421
30	Mining	0	0
31	Organized Retail	13,37,89	33,848
32	Others	11,561	2257
33	Plumbing	896	631
34	Poultry and Dairy	0	0
35	Rubber	295	69
36	Rural Services	0	0
37	Security	23,566	15,260
38	Service Sector	192	726
39	Soft Skills and English Communication	5664	1422
40	Sports	0	0
41	Telecom	146454	138567
42	Textiles and Clothing	25970	7346
43	Tourism and Hospitality Services	42271	22176
44	Transportation, Logistics, Warehousing and Packaging	10636	7094
	TOTAL	12,33,346	67,52,55

(Source: India Skills Report 2016, Pg 29)

## CONCLUSION

India is always considered as a developing nation. With governments Initiatives like Make in India, Smart Cities, Startup India, Digital India and Skill India can fuel up the growth of our nation. Human Capital is this fuel towards growth, available in abundance this resource through NSDC Schemes can be utilized in an effective manner by provision of training on skill development. NSDC is especially important in management education as these students are the future hope for development of various sectors in India right from agriculture to transportation. The above schemes can also be incorporated within the management education curriculum to build not only talented but trained and skilled managers.



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