

Counseling and Communication Modules (Draft)

Project Number: 49108-002
September 2017

India: Himachal Pradesh Skills Development Project

(To be refined during project implementation)

Foreword

Counseling will play a major role in ensuring that a skills culture can be created in Himachal Pradesh with youths voluntarily enrolling at vocational education and training (VET) facilities in large numbers in order to ensure that the state may leverage its favorable demographic profile to achieve more rapid economic and social progress.

The exercise becomes even more significant in this north Indian state where awareness of the benefits of VET on professional careers is very low and the vast majority of youths, both urban and rural, are still overwhelmingly inclined to take up any form of “government job” even if it offers less earning potential than private sector employment or as self-employed professionals/entrepreneurs.

Even today, the prevalent notion about VET among youths, and their influencers (parents, elders, etc.) in several quarters in Himachal Pradesh continues to be that vocational education and training is only of use to those who could not make it in the formal education system or belong to socially/economically marginalized sections of society. This is also reflected in the enrolment pattern at VET facilities in Himachal Pradesh where the state despite having a better male: female ratio than India’s national average does not have a significantly higher proportion of women at its skills training centers than the rest of the country.

It is in this backdrop that a counseling module for different beneficiary categories of skills training – urban and rural youth, women, potential self-employed professionals/entrepreneurs, drop-outs from the academic system, and people in unorganized trades who have learnt their craft on the job - has been proposed for the Himachal Pradesh Kaushal Vikas Nigam (HPKVN), which, going forward, would anchor all skill development initiatives in the state.

The module also contains details of the methodology to be adopted during trade-specific counseling for job roles in which the HPKVN would be providing training as part of its pilot project starting October 2016.

The report is in two parts for easy referencing of the Counselor.

Part A deals with the common counseling approach for all skills trainees as well as the additional points to be highlighted depending on the nature of the potential beneficiary, along with charts showing the declining trend in government employment.

Part B deals with trade-specific counseling for the purpose of the HPKVN’s pilot training initiative.

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Himachal Pradesh Kaushal Vikas Nigam
(HP Government Undertaking)

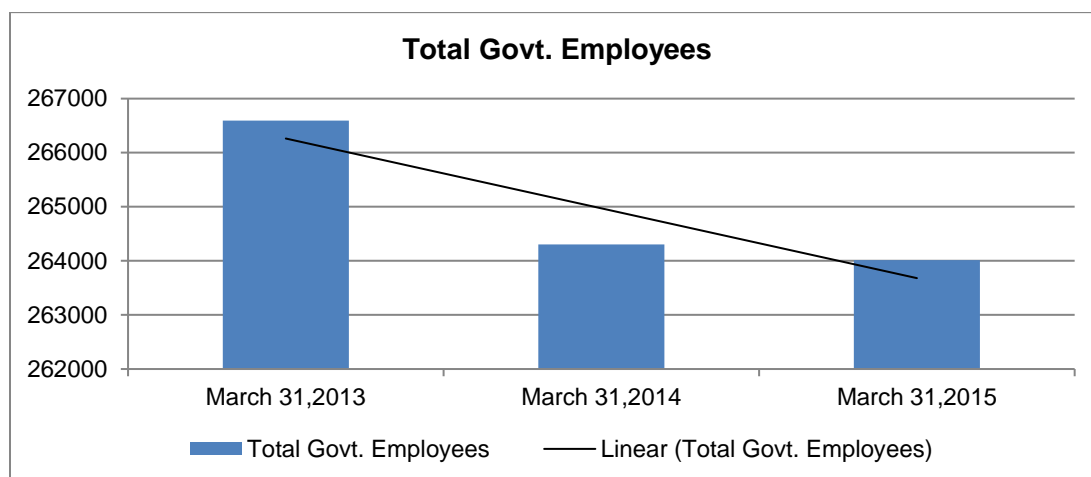


COUNSELING MODULE (Draft)

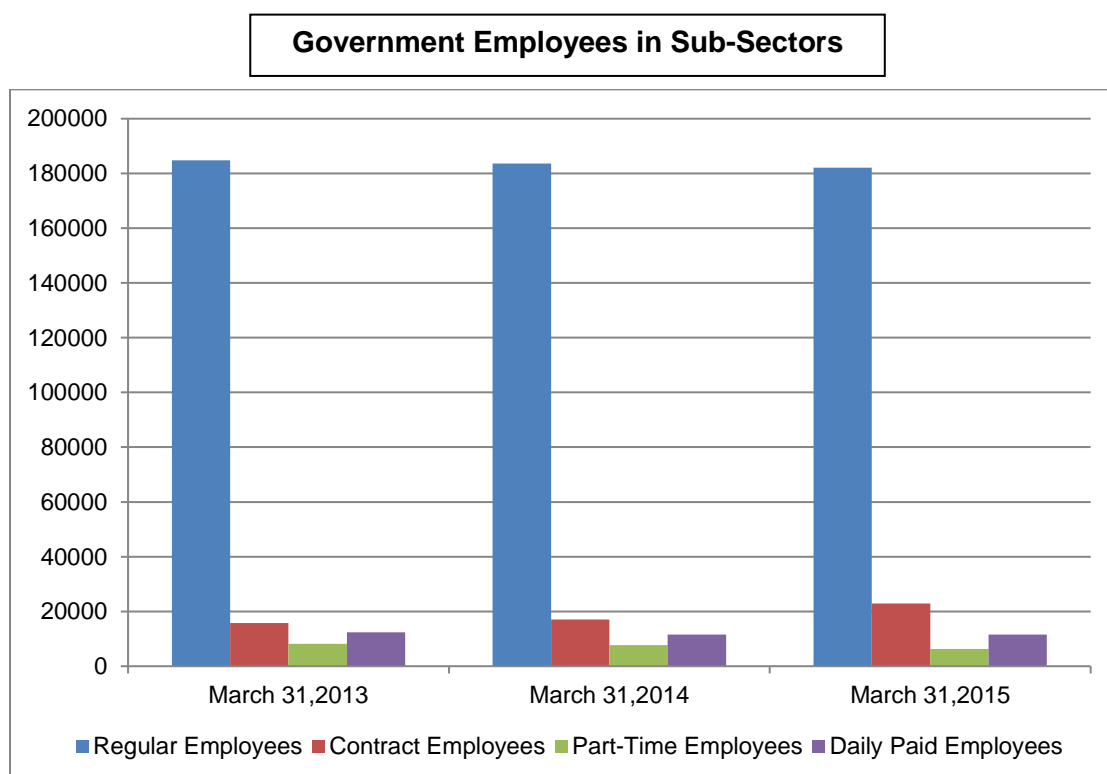


I. COMMON COUNSELING APPROACH FOR ALL SKILLS TRAINEES

1. Start by highlighting that overall opportunities for government jobs are coming down in Himachal Pradesh and the number of regular employees almost staying the same

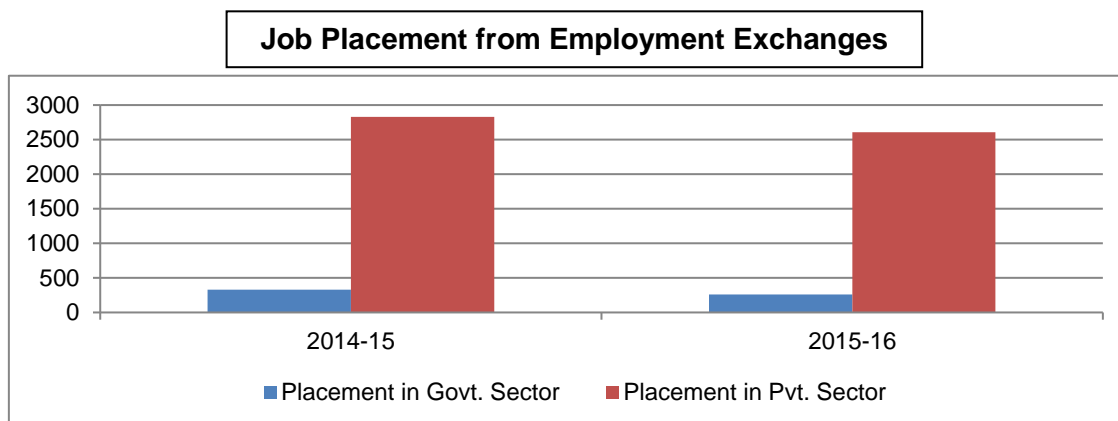


Source: Government of Himachal Pradesh, Department of Economics and Statistics. *Census of Himachal Pradesh Government Employees (2014–2015)*.



Source: Government of Himachal Pradesh, Department of Economics and Statistics. *Census of Himachal Pradesh Government Employees (2014–2015)*.

2. Showcase Himachal Pradesh employment exchange data to demonstrate that more job applicants in the state are being placed in private sector than in government.



Source: Government of Himachal Pradesh. District-Wise Employment Exchange Data.

3. Highlight that skills training leads to opening up of more livelihood opportunities through salaried jobs/self-employment/entrepreneurship for all irrespective of social, economic and educational backgrounds.



4. Showcase opportunities that vocational skills opens up in various sectors and help youths decide the stream that could work best for them; inform youths and their influencers about varied job roles and their likely salary range as well as the career progression ladder in different disciplines (for details on these, counsellors may refer to the National Career Service portal of Ministry of Labour & Employment, Government of India, www.ncs.gov.in, if necessary)



II. COUNSELING YOUTH

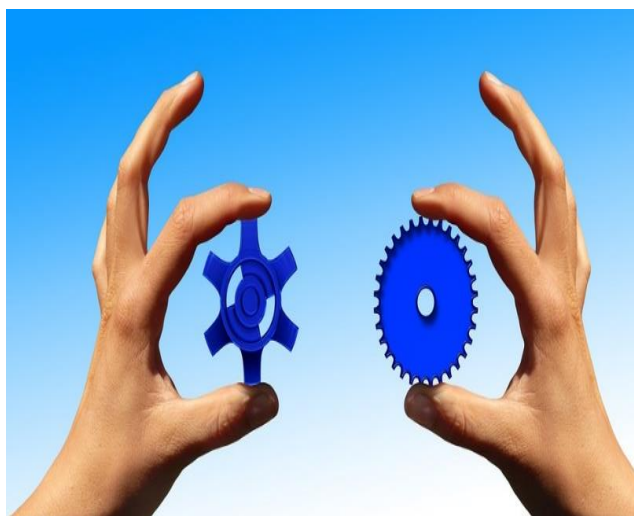
A. Urban Youth

- While counseling urban youths, point out that skills training will better their lives
- Highlight that numerous opportunities for salaried jobs/ self-employment/ entrepreneurship could open up both within Himachal Pradesh and elsewhere in the country for skilled youths
- Point out that employers are willing to pay more for skilled staff and also create attractive career pathways for them
- Highlight that lifelong income possibility through jobs / self-employment/ entrepreneurship is only guaranteed through being skilled



B. Rural Youth

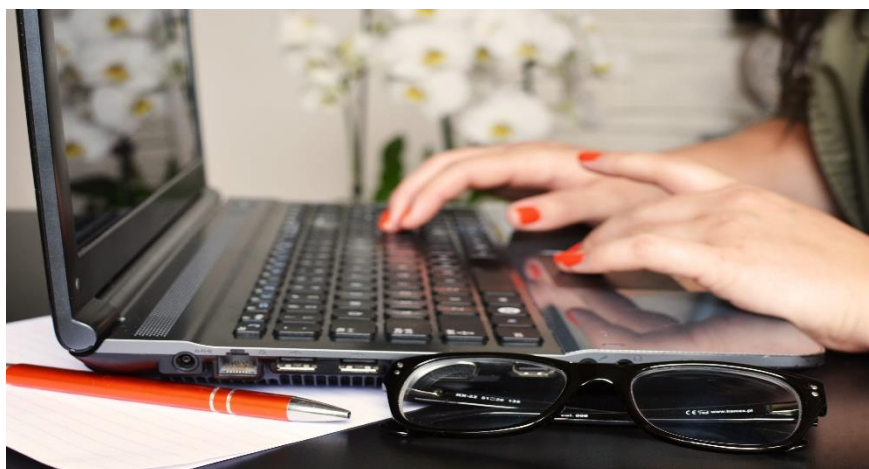
- Highlight that post-skills training they will have equal opportunities as city youths for finding jobs or becoming self-employed within Himachal Pradesh and the rest of India
- Highlight that after skills training rural youths can start their own businesses even at their places of origin
- Point out that earnings of rural youths will go up after they have become skilled





III. COUNSELING WOMEN

5. Start by highlighting that women are by no way inferior to men and can do the same things as efficiently as their male counterparts.
6. Point out that skills training creates equal opportunities for both males and females.
7. Showcase that skilled women can find jobs or become self-employed more easily than unskilled ones.
8. Point out that women should not just limit their choices of skills training to traditionally popular courses such as those in beauty and wellness, healthcare services (mainly nursing), teaching, etc., but also look at new emerging areas where they could do well.





IV. COUNSELING FOR SELF-EMPLOYMENT/ENTREPRENEURSHIP

9. Promote self-employment/entrepreneurship choices through skills training in a positive way as an opportunity to take control of one's own destiny and not be dependent on someone else for this purpose which would happen with salaried jobs.
10. Never project self-employment/entrepreneurship in a manner that these appear as part-time substitutes to fill the time available to a person while he/she finds the job of his/her liking.
11. During counseling sessions, inform youths and their influencers about ongoing country-wide initiatives to promote entrepreneurship through schemes like 'Startup India', 'Stand-Up India', 'Pradhan Mantri Mudra Yojana' etc. and direct them to the relevant websites for this purpose (startupindia.gov.in, www.standupmitra.in, <http://www.mudra.org.in>).

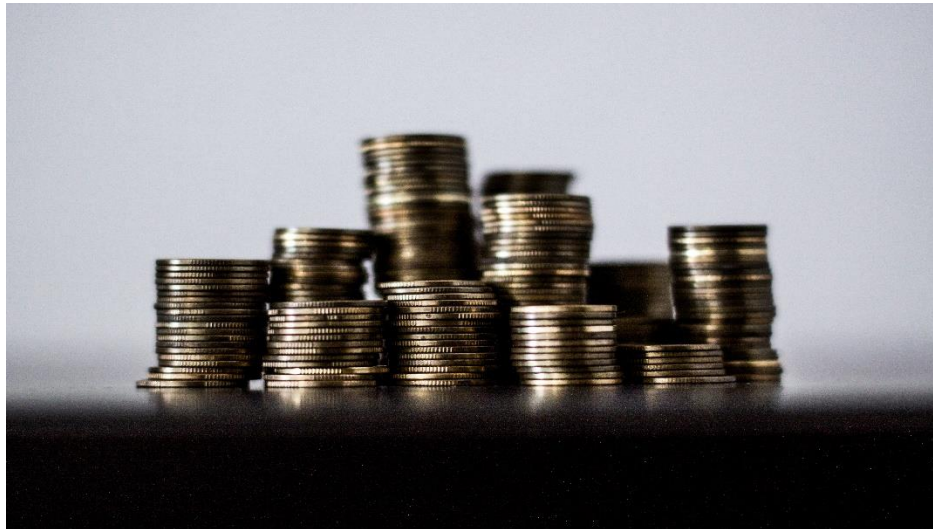




V. COUNSELING DROP-OUTS

12. For school/college drop-outs or even for those who have never enrolled in a formal educational institution, highlight that their lacking a university degree will not prove a handicap in their earning ability if they get skilled in sectors that are in demand in Himachal Pradesh and the rest of India.

13. Talk of opportunities that are opening up in new sectors of the economy where employers attach maximum importance to the skill-sets of the likely employee and his/her mindset.





VI. COUNSELING SEMI-SKILLED PEOPLE IN UNORGANIZED TRADES

14. While counseling those in unorganized trades who have undergone on-the-job training under a senior professional but lack a formal certificate for demanding more money from customers for the services they provide, highlight the available skilling opportunities under the RPL (Recognition of Prior Learning) category.

15. Point out that their incomes would rise once they obtain a formal certificate from a skills training institution.



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VII. GENERAL PRINCIPLES OF TRADE-SPECIFIC COUNSELING

16. While counseling students for courses in specific trades, the following principles may be kept in mind. Highlight the opportunities for career growth in the sector under discussion by:

- a. Giving an overview of the domain
- b. Pointing out demand for manpower in the segment (reference may be made to NSDC report for the same, www.nsdcindia.org)
- c. Elaborating on the job role for which the training is being provided (reference may be made to National Career Service portal for the same, www.ncs.gov.in)
- d. Showcasing the likely career progression of those undergoing training in that particular job role along with the possible avenues of employment/self-employment & earning potential within Himachal Pradesh & rest of India (reference may be made to National Career Service portal for the same, www.ncs.gov.in)
- e. Giving out details of the course such as eligibility norms, location, fees payable if any, batch size as well as start and end dates of program, course duration in hours, and assessment & certification process (information for the same may please be obtained from the Himachal Pradesh Kaushal Vikas Nigam [HPKVN], training service providers [TSPs] & Sector Skill Councils [SSCs])
- f. Pointing out that job placement opportunities will be created (in the event that this is being done)
- g. Informing trainees that the TSP is credible & chosen by the HPKVN after following an exhaustive selection process (website and leaflets/brochures of the TSP may be shared with the prospective trainee)

17. Examples of the kind of information that may be provided to students keen to enroll for training in different job roles as part of the pilot training initiative of the HPKVN are provided in this document.

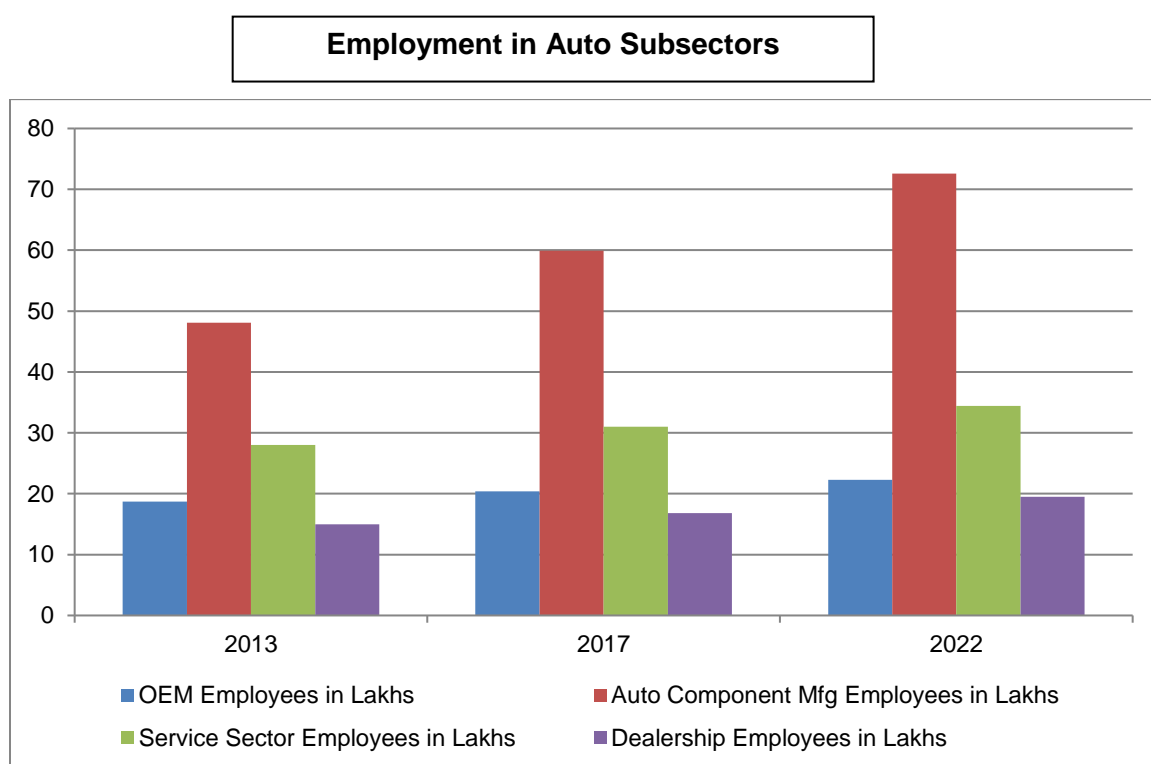
Example 1: Automotive Electrician

Job Description:

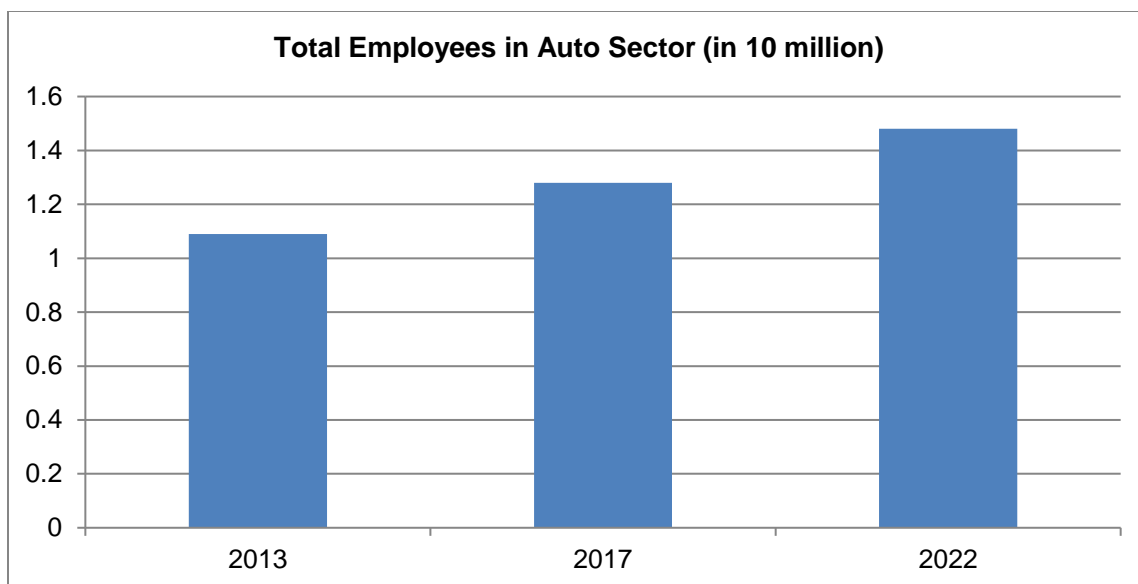
- ❖ Assess need for service & repair of electrical parts of a vehicle
- ❖ Understand electronic faults in a vehicle
- ❖ Analyze various electrical sub-systems across the body of vehicle

Automotive Industry Highlights:

- ❖ One of the biggest employers in the country
- ❖ On an expansion mode nationwide with manufacturers, dealerships & service centers lining up ambitious expansion plans to take advantage of upswing in economy
- ❖ Has large demand for trained manpower
- ❖ Attaches high value to skill-sets & competencies and designs attractive career pathways for skilled staff



Source: National Skill Development Corporation (www.nsdcindia.org); Figures are for the whole of India.



Source: National Skill Development Corporation (www.nsdcindia.org); Figures are for the whole of India

Course Highlights:

- ❖ Equip 90 trainees to work as Electricians at automotive set-ups
- ❖ Starting pay ranging from Rs 12,000-16,000 per month
- ❖ Pave the way to progress to level of Senior Electricians and earn more money

Career Progression:

- ❖ Jobs as Electrician/Senior Electrician at Service Centers, Dealerships & Automotive manufacturers within Himachal Pradesh & rest of India

Assessment and Certification:

- ❖ Final assessment undertaken by independent assessor assigned by Sector Skill Council for the automotive sector
- ❖ Certificate issued by Himachal Pradesh Kaushal Vikas Nigam (HPKVN), a HP Government undertaking, & Sector Skill Council to successful trainees

Eligibility:

- ❖ Class XII pass-outs

Course Duration:

- ❖ 400 hours

Location:

- ❖ Paonta, Sirmaur

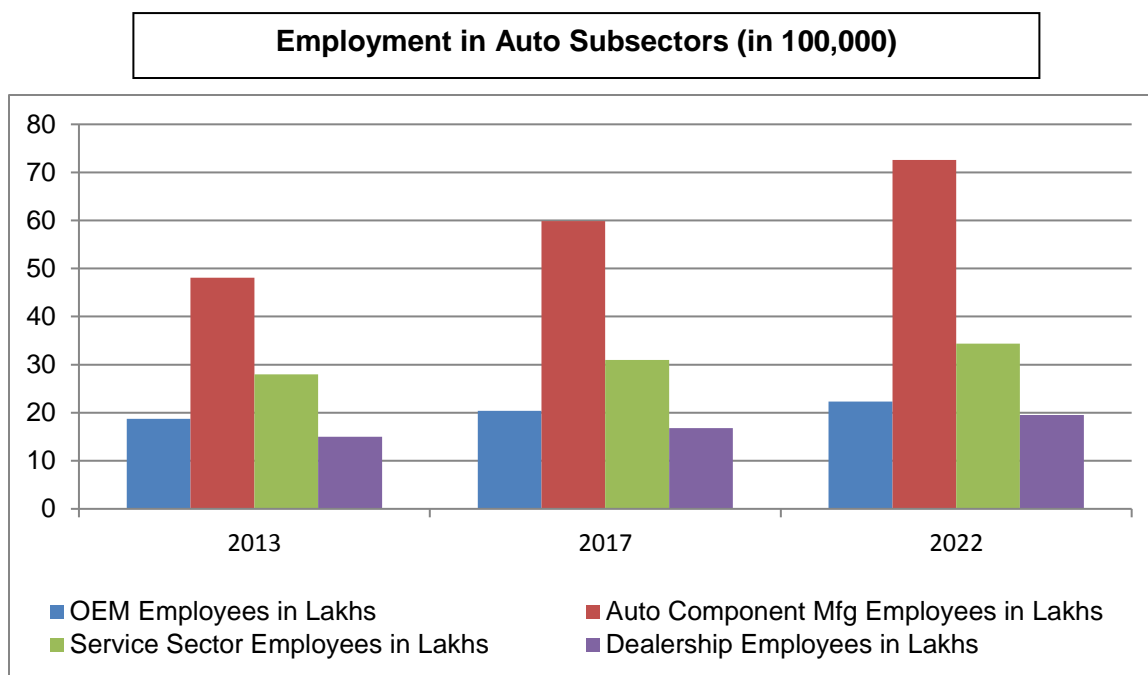
Example 2: Automotive Fitter

Job Description:

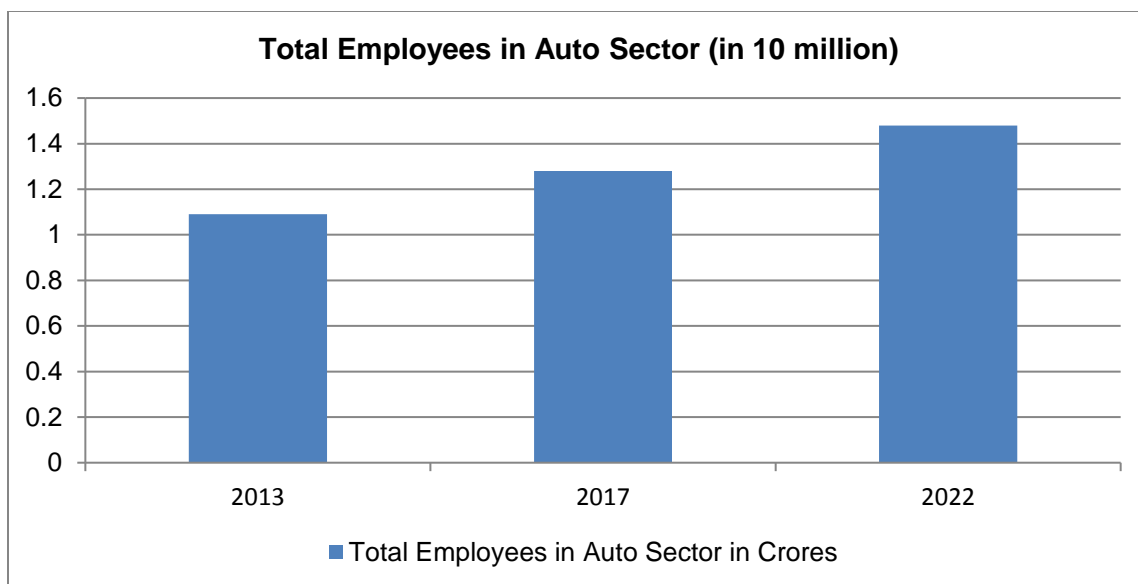
- ❖ Preparing machines, auxiliaries & work pieces for assembly
- ❖ Ensuring that material required is procured before starting process
- ❖ Operating various machine tools for mechanical & electrical assembly operations
- ❖ Checking & cleaning tools & equipment used
- ❖ Inspecting final product

Automotive Industry Highlights:

- ❖ One of the biggest employers in the country
- ❖ On an expansion mode nationwide with manufacturers, dealerships & service centers lining up ambitious expansion plans to take advantage of upswing in economy
- ❖ Has large demand for trained manpower
- ❖ Attaches high value to skill-sets & competencies and designs attractive career pathways for skilled staff



Source: National Skill Development Corporation (www.nsdcindia.org); Figures are for the whole of India



Source: National Skill Development Corporation (www.nsdcindia.org); Figures are for the whole of India

Course Highlights:

- ❖ Equip 180 trainees to work as Fitters at automotive set-ups
- ❖ Starting pay ranging from Rs 8,000-15,000 per month
- ❖ Pave the way to progress to level of Auto Component Assembly Supervisor & thereafter Assembly In-charge and earn more money

Career Progression:

- ❖ Jobs at mechanical assembly plants anywhere in India, including Himachal Pradesh

Assessment and Certification:

- ❖ Final assessment undertaken by independent assessor assigned by Sector Skill Council for the automotive sector
- ❖ Certificate issued by Himachal Pradesh Kaushal Vikas Nigam (HPKVN), a HP Government undertaking, & Sector Skill Council to successful trainees

Eligibility:

- ❖ Class X pass-outs

Course Duration:

- ❖ 400 hours

Location:

- ❖ Paonta, Sirmaur

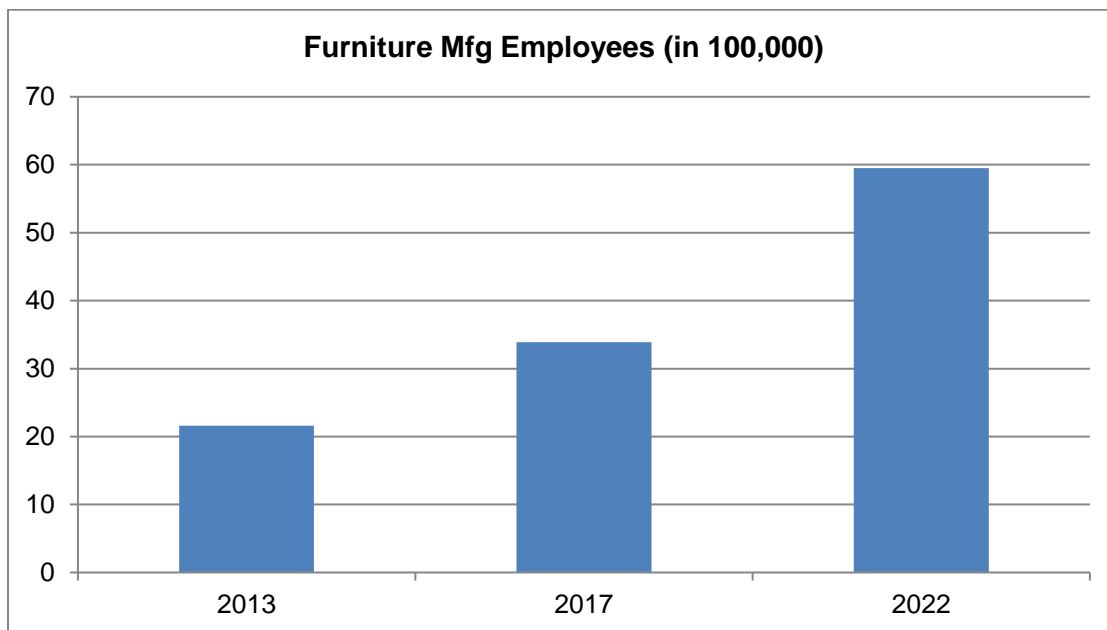
Example 3: Carpenter – Wooden Furniture

Job Description:

- ❖ Make & repair chairs, tables, benches, desks, shelves etc., by common carpentry processes using hand and/or power tools
- ❖ Study drawings & samples
- ❖ Calculate sizes & quantity of timber required
- ❖ Prepare patterns of different parts of article to be made on card board
- ❖ Mark off pieces using patterns, square, pencil, rule, scribber, etc.
- ❖ Shape them according to specifications by planning, drilling, sawing, etc.
- ❖ Mark & make necessary joints like dove-tail, tenon-mortise, lap etc.
- ❖ Check dimensions & fitting of joints frequently
- ❖ Fix hinges, hooks etc. at required places
- ❖ Assemble different parts & fit them permanently by gluing, drilling, dowelling, nailing, screwing etc.
- ❖ Fill up superfluous holes with putty
- ❖ Smoothen surface using sand paper, earth (yellow) & files
- ❖ Check completed articles & ensure correct fitting, rigidity & finish
- ❖ Sharpen own tools

Furniture Industry Highlights:

- ❖ On an expansion mode nationwide with disposal incomes on the rise, construction activity gaining momentum, and buyers more willing to pay more for tasteful home, kitchen and office furniture
- ❖ Sector getting more organized with entry of international players
- ❖ Has large demand for trained manpower



Source: National Skill Development Corporation (www.nsdcindia.org); Figures are for the whole of India



Source: National Skill Development Corporation (www.nsdcindia.org); Figures are for the whole of India

Course Highlights:

- ❖ Equip 60 trainees to work as Carpenters of wooden furniture at furniture-related set-ups
- ❖ Starting pay ranging from Rs 5,000-5,500 per month
- ❖ Pay going up to more than Rs 10,000 per month after 5 years
- ❖ Pave the way to become self-employed professionals

Career Progression:

- ❖ Jobs at manufacturers of wooden furniture, interior design studios & home décor stores within Himachal Pradesh & rest of India
- ❖ Self-employment through starting own outlet/becoming supplier to furniture marketing company within Himachal Pradesh & rest of India

Assessment and Certification:

- ❖ Final assessment undertaken by independent assessor assigned by Sector Skill Council for furniture & furnishing sector
- ❖ Certificate issued by Himachal Pradesh Kaushal Vikas Nigam (HPKVN), a HP Government undertaking, & Sector Skill Council to successful trainees

Eligibility:

- ❖ No formal educational background required

Course Duration:

- ❖ 308 hours

Location:

- ❖ Mandi

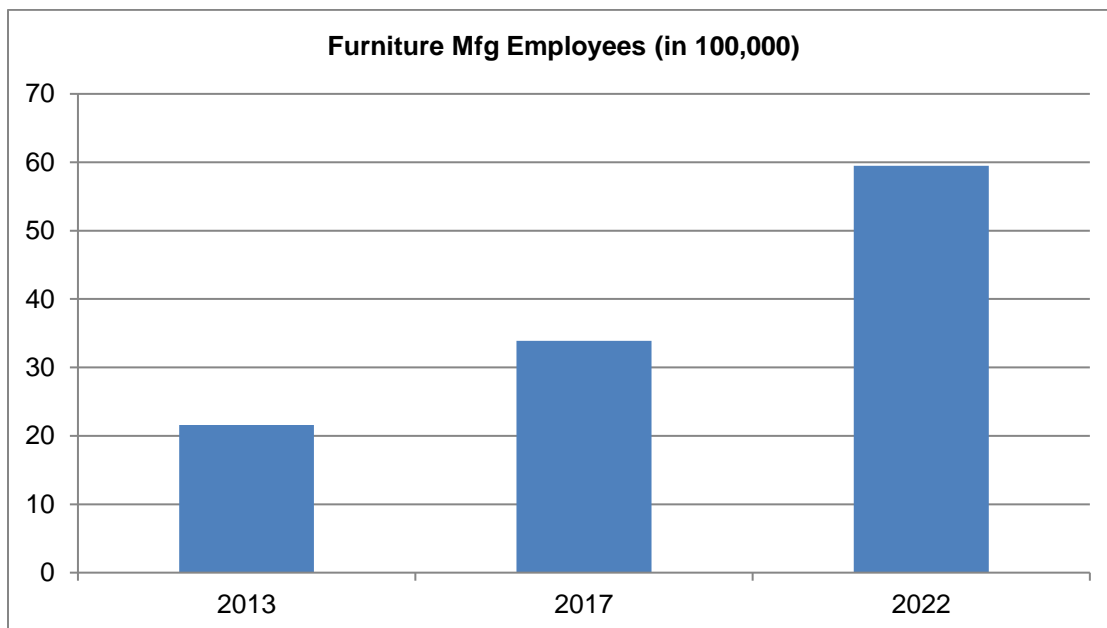
Example 4: Fitter – Wooden Furniture

Job Description:

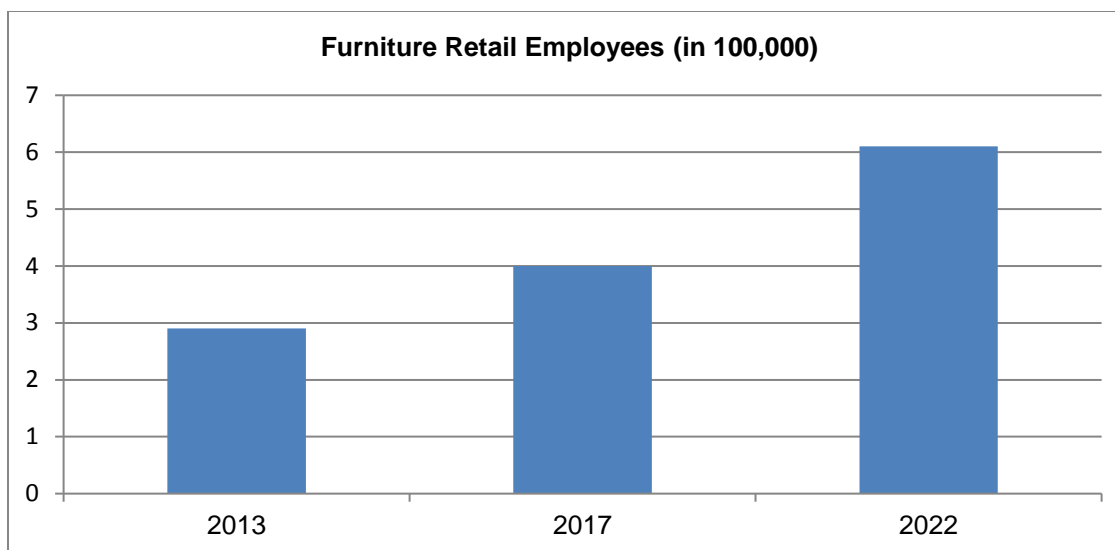
- ❖ Check dimensions & fitting of joints frequently
- ❖ Fix hinges, hooks etc. at required places
- ❖ Assemble different parts & fit them permanently by gluing, drilling, dowelling, nailing, screwing etc.
- ❖ Check completed articles & ensure correct fitting, rigidity & finish
- ❖ Sharpen own tools

Furniture Industry Highlights:

- ❖ On an expansion mode nationwide with disposal incomes on the rise, construction activity gaining momentum, and buyers more willing to pay more for tasteful home, kitchen and office furniture
- ❖ Sector getting more organized with entry of international players
- ❖ Has large demand for trained manpower



Source: National Skill Development Corporation (www.nsdcindia.org); Figures are for the whole of India



Source: National Skill Development Corporation (www.nsdcindia.org); Figures are for the whole of India

Course Highlights:

- ❖ Equip 60 trainees to work as Fitters of wooden furniture at furniture-related set-ups
- ❖ Starting pay ranging from 4,000-5,000 per month
- ❖ Pave the way to become self-employed professionals

Career Progression:

- ❖ Jobs at manufacturers of wooden furniture, interior design studios & home décor stores within Himachal Pradesh & rest of India
- ❖ Self-employment within Himachal Pradesh & rest of India

Assessment and Certification:

- ❖ Final assessment undertaken by independent assessor assigned by Sector Skill Council for the furniture and furnishing sector
- ❖ Certificate issued by Himachal Pradesh Kaushal Vikas Nigam (HPKVN), a HP Government undertaking, & Sector Skill Council to successful trainees

Eligibility:

- ❖ No formal educational background required

Course Duration:

- ❖ 300 hours

Location:

- ❖ Mandi

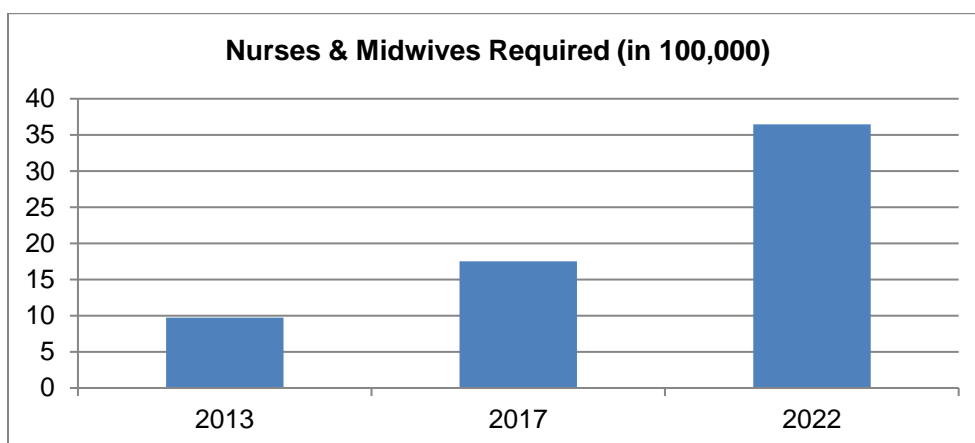
Example 5: Healthcare - General Duty Assistant

Job Description:

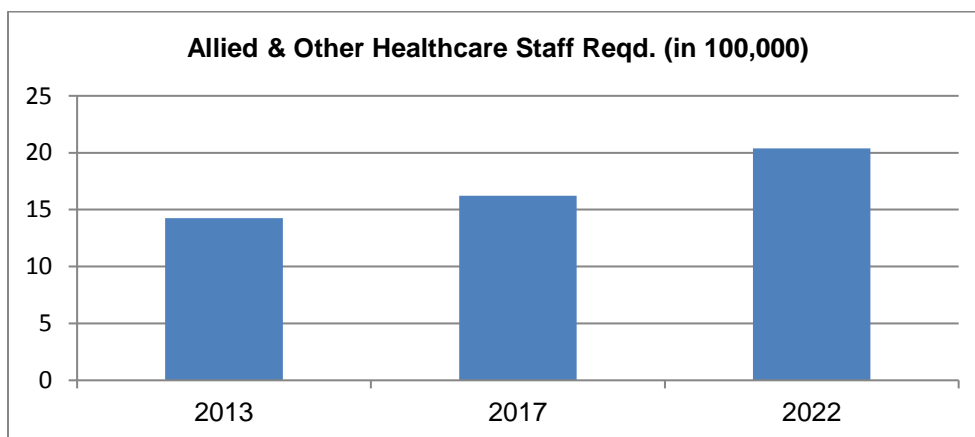
- ❖ Overlook patients' daily care, comfort, safety & health needs
- ❖ Maintain a suitable environment for patients
- ❖ Ensure patients are fed a healthy & well-balanced diet

Healthcare Industry Highlights:

- ❖ On an expansion mode nationwide to make healthcare accessible to a greater number of people from all walks of life as also to cater to growing requirements of medical tourism
- ❖ Witnessing entry of more new players
- ❖ Has large demand for trained manpower
- ❖ Has rapid career mobility



Source: National Skill Development Corporation (www.nsdcindia.org); Figures are for the whole of India



Source: National Skill Development Corporation (www.nsdcindia.org); Figures are for the whole of India

Course Highlights:

- ❖ Equip 30 trainees to work as General Duty Assistants at leading healthcare facilities
- ❖ Starting pay ranging from Rs 6,000-7,000 per month
- ❖ Pay rising to Rs 10,000-12,000 per month after 1-2 years

- ❖ Pave way to progress to level of Clinical Nurse Supervisor and thereafter Head Nurse Supervisor and earn more money

Career Progression:

- ❖ Jobs at large hospitals & medical research institutes in Himachal Pradesh & rest of India

Assessment and Certification:

- ❖ Final assessment undertaken by independent assessor assigned by Sector Skill Council for the healthcare sector
- ❖ Certificate issued by Himachal Pradesh Kaushal Vikas Nigam (HPKVN), a HP Government undertaking, & Sector Skill Council to successful trainees

Eligibility:

- ❖ Class V pass-outs

Course Duration:

- ❖ 420 hours

Location:

- ❖ Kangra

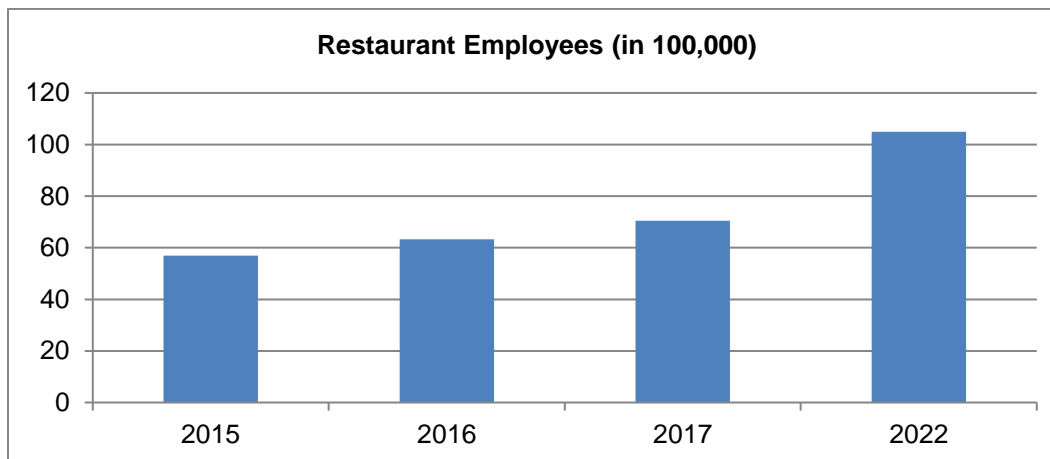
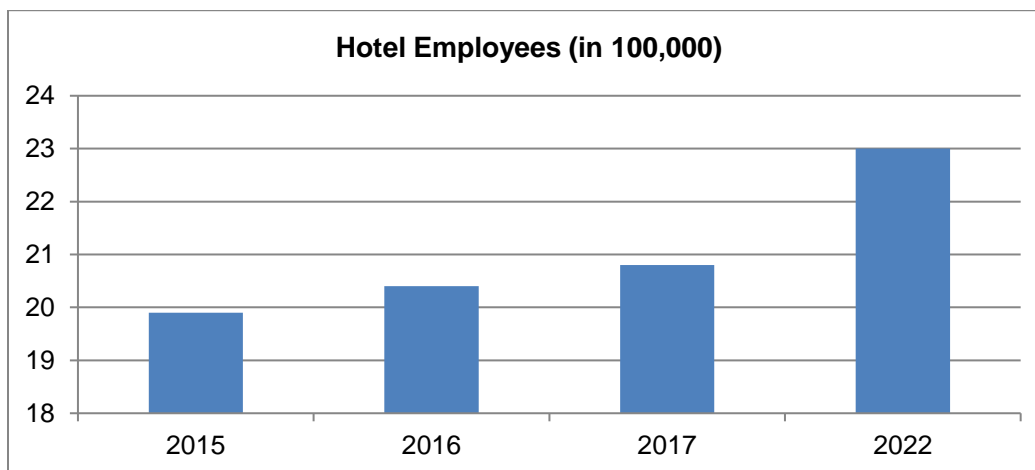
Example 6: Hospitality – Food & Beverage (F&B) Associate

Job Description:

- ❖ Serving food & beverages to guests of the hotel/restaurant or at banquet function
- ❖ Greeting & seating guests
- ❖ Providing guests with requisite tableware, food & beverage items
- ❖ Settling customer's accounts as per procedures

Hospitality Industry Highlights:

- ❖ On an expansion mode nationwide with service economy gaining momentum
- ❖ Witnessing entry of more new players
- ❖ Has large demand for trained manpower
- ❖ Has rapid career mobility



Source: National Skill Development Corporation (www.nsdcindia.org); Figures are for the whole of India

Course Highlights:

- ❖ Equip 120 trainees to work as Food & Beverage Associates at leading hospitality facilities
- ❖ Starting pay ranging from Rs 15,000 per month
- ❖ Pave way to progress to level of Food & Beverage Service Manager and thereafter Restaurant Manager and earn more money

Career Progression:

- ❖ Jobs at hotels and restaurants across Himachal Pradesh and rest of India

Assessment and Certification:

- ❖ Final assessment undertaken by independent assessor assigned by Sector Skill Council for the tourism and hospitality sector
- ❖ Certificate issued by Himachal Pradesh Kaushal Vikas Nigam (HPKVN), a HP Government undertaking, & Sector Skill Council to successful trainees

Eligibility:

- ❖ Class X and above

Course Duration:

- ❖ 300 hours

Location:

- ❖ Kullu

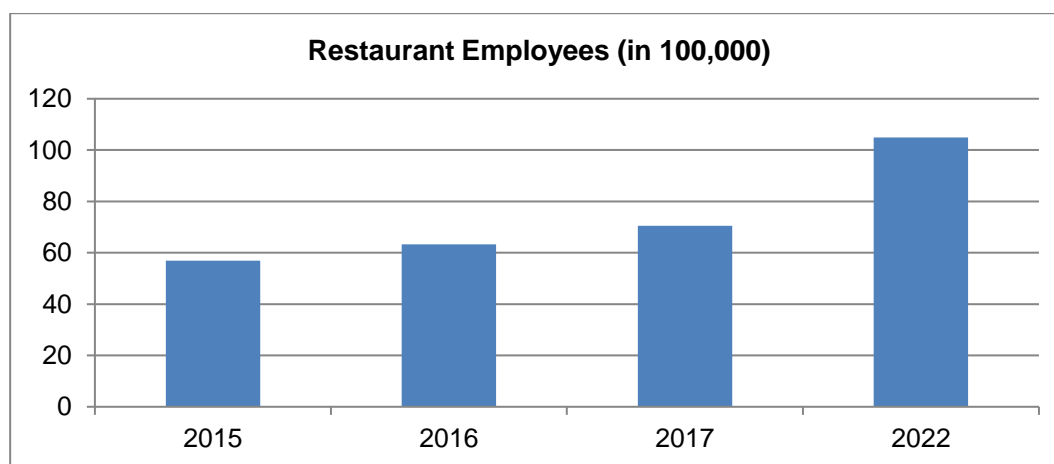
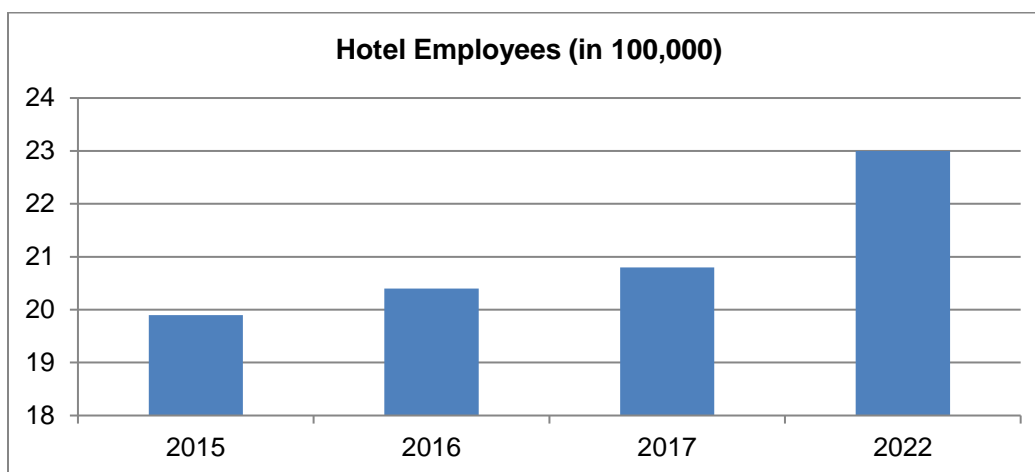
Example 7: Hospitality – Meet & Greet Officer

Job Description:

- ❖ Meeting customers or guests at designated place, including airport terminal
- ❖ Greeting customers & arranging for transferring them to agreed destination
- ❖ Handling guest queries and complaints

Hospitality Industry Highlights:

- ❖ On an expansion mode nationwide with service economy gaining momentum
- ❖ Witnessing entry of more new players
- ❖ Has large demand for trained manpower
- ❖ Has rapid career mobility



Source: National Skill Development Corporation (www.nsdcindia.org); Figures are for the whole of India

Course Highlights:

- ❖ Equip 60 trainees to work as Meet and Greet Officers at leading hospitality facilities and airports
- ❖ Starting pay ranging from Rs 7,000-25,000 per month
- ❖ Pave way to progress to level of Team Leader, followed by Assistant Front Office Manager, and thereafter Front Office Manager and earn more money

Career Progression:

- ❖ Jobs at hotels, resorts, and airports across Himachal Pradesh and rest of India

Assessment and Certification:

- ❖ Final assessment undertaken by independent assessor assigned by Sector Skill Council for the tourism and hospitality sector
- ❖ Certificate issued by Himachal Pradesh Kaushal Vikas Nigam (HPKVN), a HP Government undertaking, & Sector Skill Council to successful trainees

Eligibility:

- ❖ Class X pass-outs

Course Duration:

- ❖ 260 hours

Location:

- ❖ Kullu

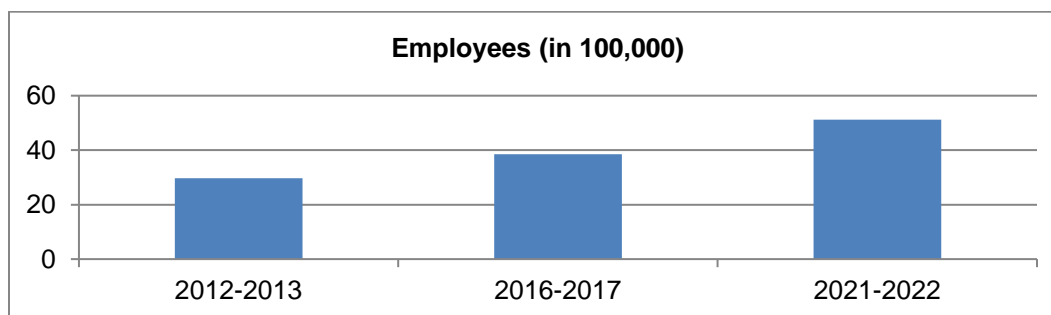
Example 8: IT-ITeS – CRM (Customer Relationship Management) Domestic Voice

Job Description:

- ❖ Receive & make telephone calls
- ❖ Answer inquiries
- ❖ Resolve problems
- ❖ Record complaints
- ❖ Receive feedback

IT-ITeS Industry Highlights:

- ❖ On an expansion mode nationwide to cater to domestic and overseas clients
- ❖ Witnessing entry of more new players, including start-up e-commerce companies
- ❖ Has large demand for trained manpower
- ❖ Has rapid career mobility



Source: National Skill Development Corporation (www.nsdcindia.org); Figures are for the whole of India

Course Highlights:

- ❖ Equip 30 trainees to work as CRM (Domestic Voice Operator) at IT-ITeS companies
- ❖ Starting pay ranging from Rs 15,500-20,500 per month
- ❖ Pave way to progress to Associate (Customer Care), followed by Senior Associate, Team Leader, Manager/Process Lead/Senior Specialist, Business Manager/AVP/VP, Head (Customer Care), & Head of Geographical Unit/Sales/Business Development, to eventually Head of Company

Career Progression:

- ❖ Jobs at IT-ITeS companies within Himachal Pradesh & rest of India

Assessment and Certification:

- ❖ Final assessment by independent assessor assigned by IT-ITeS Sector Skill Council
- ❖ Certificate issued by Himachal Pradesh Kaushal Vikas Nigam (HPKVN), a HP Government undertaking, & Sector Skill Council to successful trainees

Eligibility:

- ❖ Class X pass-outs

Course Duration:

- ❖ 400 hours

Location:

Shimla

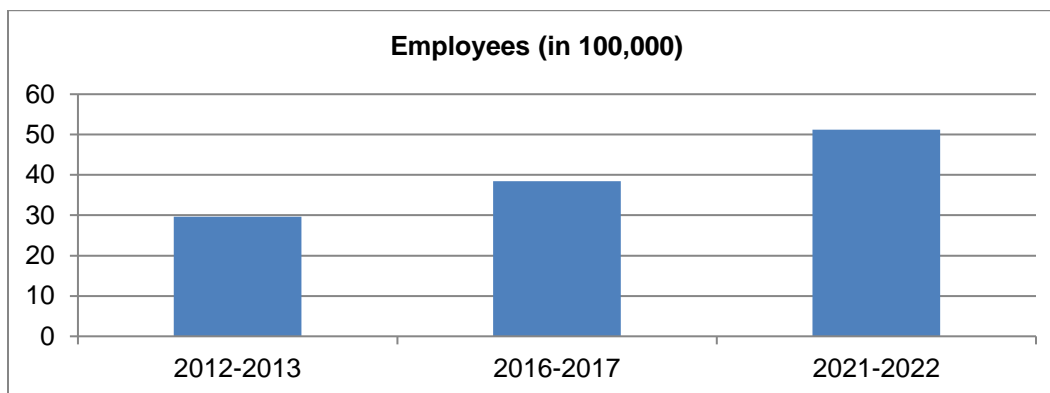
Example 9: IT-ITeS – Domestic Data Entry Operator

Job Description:

- ❖ Providing daily work reports
- ❖ Working on a daily-hour basis
- ❖ Entering data electronically

IT-ITeS Industry Highlights:

- ❖ On an expansion mode nationwide to cater to domestic and overseas clients
- ❖ Witnessing entry of more new players, including start-up e-commerce companies
- ❖ Has large demand for trained manpower
- ❖ Has rapid career mobility



Source: National Skill Development Corporation (www.nsdcindia.org); Figures are for the whole of India

Course Highlights:

- ❖ Equip 60 trainees to work as Domestic Data Entry Operators at IT-ITeS companies
- ❖ Starting pay ranging from Rs 12,500-18,000 per month
- ❖ Pave way to shift to other sectors

Career Progression:

- ❖ Jobs at IT-ITeS companies in Himachal Pradesh & rest of India; opportunities also in banking/financial services/retail etc.

Assessment and Certification:

- ❖ Final assessment undertaken by independent assessor assigned by Sector Skill Council for the IT-ITeS sector
- ❖ Certificate issued by Himachal Pradesh Kaushal Vikas Nigam (HPKVN), a HP Government undertaking, & Sector Skill Council to successful trainees

Eligibility:

- ❖ Class X pass-outs

Course Duration:

- ❖ 400 hours

Location:

Shimla

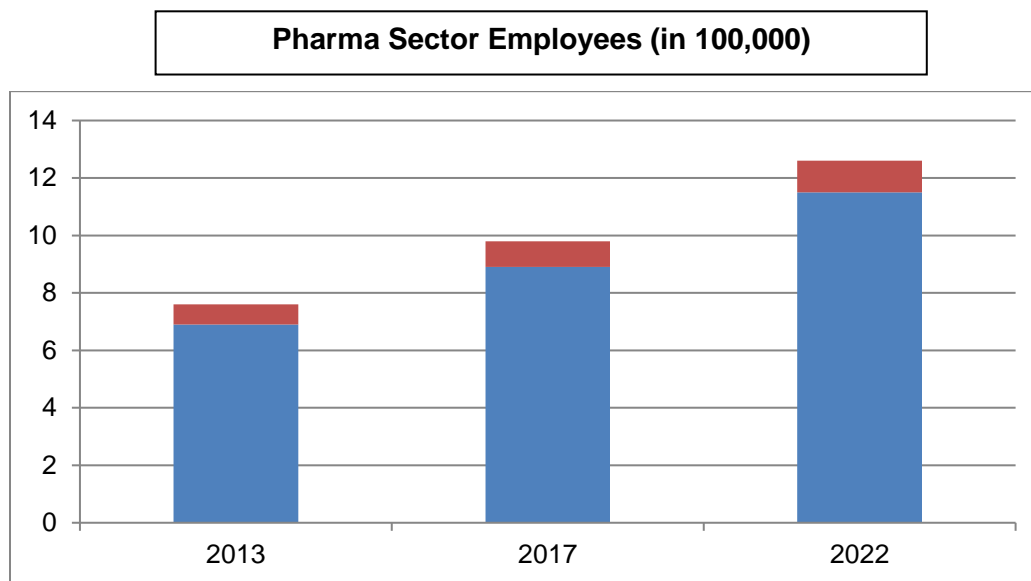
Example 10: Life Sciences – Production Chemist

Job Description:

- ❖ Supervise production process
- ❖ Provide production schedules & necessary guidelines to production operators
- ❖ Prepare directions for Junior Chemists/Production Operators for each step in production process
- ❖ Review documentation & ensure all in-process checks are carried out as per standard operating process
- ❖ Maintain good manufacturing practices & conditions suitable for production of quality goods
- ❖ Communicate any equipment breakdown to maintenance team
- ❖ Train Junior Chemists/Production Operators
- ❖ Check, maintain, source, and plan sufficient and quality stock of materials & chemicals
- ❖ Develop standard operating procedures to improve efficiency
- ❖ Facilitate audits as a production team member
- ❖ Maintain a healthy, safe & secure working environment
- ❖ Coordinate with Shift Supervisor, cross functional teams, & within the team

Life Sciences Industry Highlights:

- ❖ On an expansion mode nationwide to cater to domestic and overseas clients
- ❖ Witnessing entry of more new players
- ❖ Has large demand for trained manpower
- ❖ Has rapid career mobility



Source: National Skill Development Corporation (www.nsdcindia.org); Figures are for the whole of India

Course Highlights:

- ❖ Equip 60 trainees to work as Production Chemist at premier pharma/chemical companies
- ❖ Starting pay ranging from Rs 12,500-25,000 per month

- ❖ Pave way to progress to level of Production Manager, followed by Production Block/Plant/Section Head, and Manufacturing Head, to Unit Head - Manufacturing

Career Progression:

- ❖ Jobs at pharmaceutical, chemical manufacturing and production companies within Himachal Pradesh & rest of India

Assessment and Certification:

- ❖ Final assessment undertaken by independent assessor assigned by Sector Skill Council for the life sciences sector
- ❖ Certificate issued by Himachal Pradesh Kaushal Vikas Nigam (HPKVN), a HP Government undertaking, & Sector Skill Council to successful trainees

Eligibility:

- ❖ Diploma in Pharmacy/Mechanical & Chemical Engineering; B.Pharm/B.Sc.; M.Pharm/M.Sc.

Course Duration:

- ❖ 434 hours

Location:

- ❖ Baddi, Solan

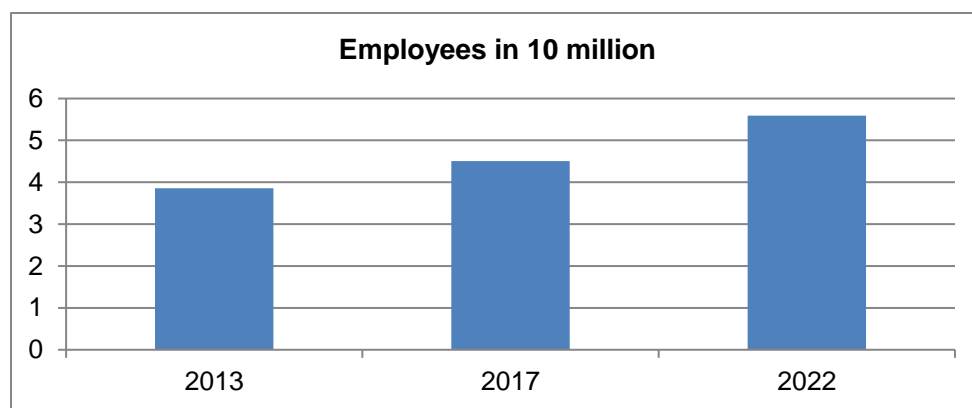
Example 11: Retail – Retail Sales Associate

Job Description:

- ❖ Provide personalized sales & post sales service support
- ❖ Maximize sales through exceptional customer service
- ❖ Conduct demonstrations of products to customers
- ❖ Help customers to choose appropriate product that matches their requirements
- ❖ Identify right opportunities to tell customer about additional products
- ❖ Inform customer about applicable warranty, replacement/repair and annual maintenance costs (if applicable)
- ❖ Plan & organize delivery of the product purchased
- ❖ Record client information accurately and store it appropriately in the company's system
- ❖ Take regular feedback regarding product & customer services from existing customers
- ❖ Solve customer problems

Retail Industry Highlights:

- ❖ One of the biggest employers in the country
- ❖ On an expansion mode with policies being liberalized
- ❖ Witnessing entry of more new players, including international companies
- ❖ Has large demand for trained manpower
- ❖ Has rapid career mobility



Source: National Skill Development Corporation (www.nsdindia.org)

Course Highlights:

- ❖ Equip 120 trainees to work as Retail Sales Associate in organized retail domain
- ❖ Starting pay ranging from Rs 10,000-14,000 per month
- ❖ Pave way to progress to levels of Senior Sales Executive, Area Sales Manager, GM/Regional Sales Manager, and Vice-President, eventually to CEO

Career Progression:

- ❖ Jobs at retail/wholesale organizations, and at retail outlets across India, including Himachal Pradesh

Assessment and Certification:

- ❖ Final assessment undertaken by independent assessor assigned by Sector Skill Council for the retail sector
- ❖ Certificate issued by Himachal Pradesh Kaushal Vikas Nigam (HPKVN), a HP Government undertaking, & Sector Skill Council to successful trainees

Eligibility:

- ❖ Class XII pass-outs

Course Duration:

- ❖ 280 hours

Location:

- ❖ Kangra

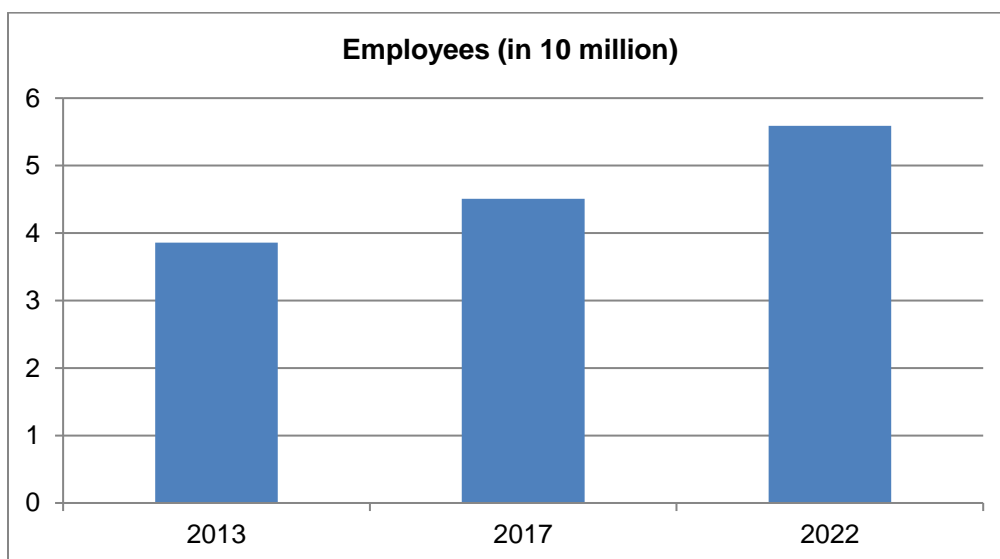
Example 12: Retail – Sales Associate

Job Description:

- ❖ Display stock to promote sales
- ❖ Plan & prepare visual merchandising displays
- ❖ Dismantle & store visual merchandising displays
- ❖ Prepare products for sale
- ❖ Promote loyalty schemes to customers
- ❖ Ensure safety of the store
- ❖ Help customers sort out complaints

Retail Industry Highlights:

- ❖ One of the biggest employers in the country
- ❖ On an expansion mode with policies being liberalized
- ❖ Witnessing entry of more new players, including international companies
- ❖ Has large demand for trained manpower
- ❖ Has rapid career mobility



Source: National Skill Development Corporation (www.nsdcindia.org)

Course Highlights:

- ❖ Equip 90 trainees to work as Sales Associate in the organized retail domain
- ❖ Starting pay ranging from Rs 10,000-12,000 per month
- ❖ Pave way to progress to higher levels in the retail arena

Career Progression:

- ❖ Jobs at retail/wholesale organizations, and at retail outlets within Himachal Pradesh and rest of India

Assessment and Certification:

- ❖ Final assessment undertaken by independent assessor assigned by Sector Skill Council for the retail sector
- ❖ Certificate issued by Himachal Pradesh Kaushal Vikas Nigam (HPKVN), a HP Government undertaking, & Sector Skill Council to successful trainees

Eligibility:

- ❖ Class XII pass-outs

Course Duration:

- ❖ 280 hours

Location:

- ❖ Kangra

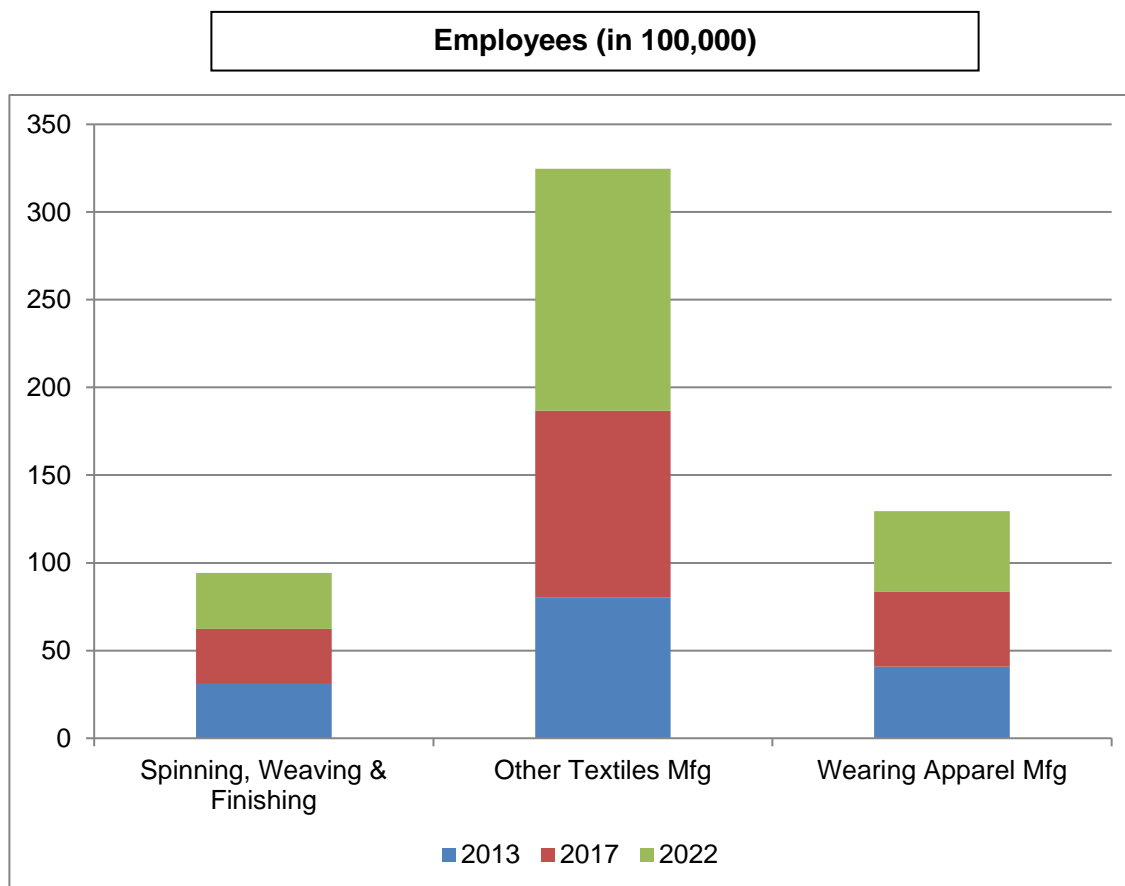
Example 13: Textiles – Ring Frame Doffer

Job Description:

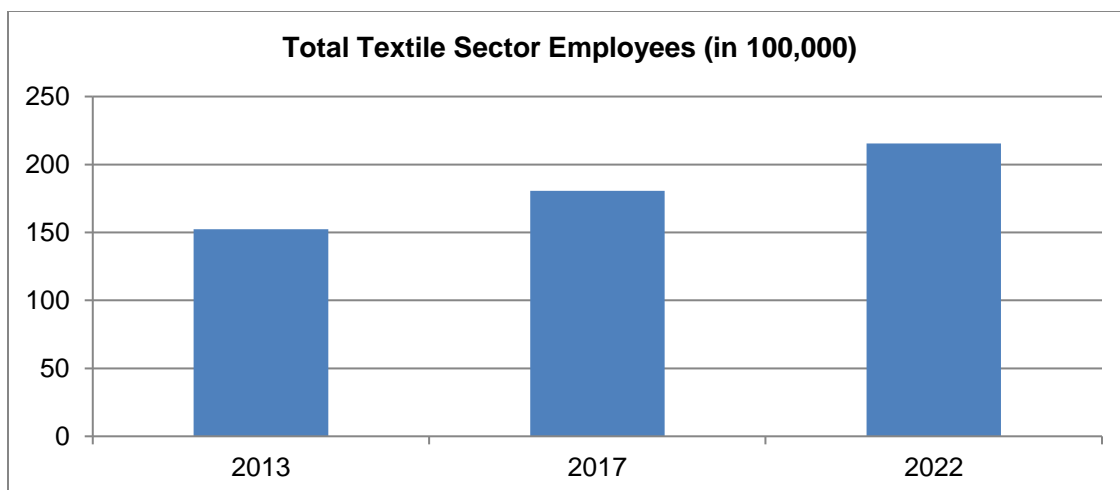
- ❖ Identify machine for carrying out doffing
- ❖ Collect empty cops from storage area & load cop trolley
- ❖ Transport empty cops to ring frame machine
- ❖ Carry out doffing activity
- ❖ Complete post-doffing responsibilities
- ❖ Transport & store the filled cops
- ❖ Maintain health, safety & security at workplace

Textiles Industry Highlights:

- ❖ One of the biggest employers in the country
- ❖ On an expansion mode
- ❖ Has large demand for trained manpower



Source: National Skill Development Corporation (www.nsdcindia.org); Figures are for the whole of India



Source: National Skill Development Corporation (www.nsdcindia.org); Figures are for the whole of India

Course Highlights:

- ❖ Equip 120 trainees to work as Ring Frame Doffers in the textiles segment
- ❖ Earning of Rs 25,000-26,500 per month after 1-4 years
- ❖ Pave way to progress to level of Shift Supervisor and earn higher income

Career Progression:

- ❖ Jobs at textiles manufacturing companies across Himachal Pradesh and rest of India

Assessment and Certification:

- ❖ Final assessment undertaken by independent assessor assigned by Sector Skill Council for the textiles & handloom sector
- ❖ Certificate issued by Himachal Pradesh Kaushal Vikas Nigam (HPKVN), a HP Government undertaking, & Sector Skill Council to successful trainees

Eligibility:

- ❖ Class V

Course Duration:

- ❖ 208 hours

Location:

- ❖ Baddi, Solan