Rajasthan Skill & Livelihoods Development Corporation

Journey and vision

July 2020
This year, we look up to it with even greater hope. The COVID-19 pandemic has massively disrupted livelihood and employment across industries. However, the challenges posed by the pandemic have also necessitated new approaches to both training and working. Therefore, we must now work towards skill development initiatives based on new approaches.

Technology-enabled training will be the way forward. The current method of skill training is largely based on traditional classroom methods with practical training in labs/workshops and assessments in the form of theoretical examinations and practical tests. The current system needs to be replaced with a technology-driven approach in which all the facets of training and assessment are delivered remotely. This may lead to challenges related to practical training and assessments but the Rajasthan Skill & Livelihoods Development Corporation (RSLDC), along with other stakeholders, is striving to find solutions.

While the challenges related to training are an important aspect, means of livelihood pose a challenge too. Several industries have been badly hit by the pandemic and will take time to recover. Therefore, those working in these industries will have to find alternative ways of livelihood that would require learning new skills. With the call to become self-reliant gaining momentum, the RSLDC aims to identify industries suitable for incubation and nurturing in various regions of the state and enable focused skill development. Various national-level industries are also looking at building internal supply chains to eliminate current dependencies. All these initiatives are likely to provide tremendous opportunities for self-employment and entrepreneurship. To take advantage of these opportunities, the youth must possess a high level of knowledge and skills. Both self-employment and entrepreneurship are substantially based on the bedrock of individual skills. Therefore, the RSLDC must identify the job roles suitable for self-employment and entrepreneurship and increase the employability of the people. Skill proficiency certifications will better enable the youth to benefit from various schemes/financing offered by the government.

I would also like to highlight the international opportunities available today. With an ageing population, several countries are unable to find enough workforce to meet their needs and it presents an opening for India’s youth. To take advantage of the international job market and compete in the global environment, skills such as, multi-lingual abilities, negotiation and cultural sensitivity, will be required apart from work-related expertise. Therefore, there is a need to broaden and deepen the current soft skills component.

It is heartening to see that the RSLDC is taking a holistic approach to skill development and is focusing on a variety of aspects such as, industry partnerships, soft skills, incubation and entrepreneurship and overseas placement, as a part of its near-term vision. I look forward to this vision being translated into executable steps and enthusiastic implementation and wish them all the best for the same.

The theme of World Youth Skills Day 2020, ‘Skills for a Resilient Youth’, is apt under the current circumstances. The global situation demands resilience from all but more so from the youth as they are the most affected segment. Unless the youth shows resilience, they will not be able to contribute in overcoming the challenges presented and rebuilding the global economy and society to the pre-pandemic levels. I am confident that the youth of Rajasthan will rise to the occasion and prove their mettle. The RSLDC shall empower them with skills and catalyse the growth of the local economies through self-employment and blue-collar entrepreneurship.

This publication also captures the vision for the coming years and addresses the different facets of skill development. The RSLDC already has a solid foundation built over the years in the arena of skill development and the vision for the coming years will provide an ideal launch pad for the next level of activities in the field of skill development.

I eagerly look forward to working with team RSLDC towards fructifying the ideas in this guide map and contributing to catapult the skill landscape in Rajasthan to the next level. Wishing team RSLDC and all stakeholders the very best and success.

Ashok Chandna
Minister of SSSE and Minister of Youth Affairs and Sports
Government of Rajasthan
Foreword

There is never any point in the life of a person when he can sit back and say, “There is nothing more to learn, I can relax with the comforting thought that the universe around me is an open book. I know it all”.

Skilling is not only about the courses conducted at training centres and is not restricted to gathering certificates. It is a lifelong exercise that can be exciting if only we wish to jump onto the train of experience and take a trip to every conceivable place on earth.

We train and skill students to match the advancement in technology and processes, developing them as professionals for tomorrow. Placement and livelihood ensured have further strengthened the belief in our vision.

The RSLDC aims to train and equip students and prepare them for the times to come. The COVID-19 situation has led to reverse migration of labour into our state and has increased the demand for skilled manpower to meet industry requirements. With the strong support of our training partners (TPs), we are confident that the requirement of these industries will be met soon.

To form an actionable roadmap, it is essential to remember the definition of skill development, which is to develop skills (mostly new or better) to add value to the work done and achieve success at an individual, organisational, society and country level.

With an eye on this definition, the publication primarily focuses on the following:

- Incubation centres to promote entrepreneurship culture
- Soft skills and personality development trainings
- E-content repository that systematically captures, organises and categorises knowledge-based information
- Overseas placement bureau to facilitate better placement opportunities
- Recognition of Prior Learning to encourage lifelong learning and create a competent and adaptable workforce
- Mukhya Mantri Yuva Kaushal Yojana which integrates mainstream and vocational education to make graduates employable
- Placement portal and online examinations to enhance employment opportunities of skilled resources

The above key transformations have been identified after careful consideration of the key issues and challenges of each sector along with a review of the existing policies. I believe this publication would be of immense use and significance to all those engaged in various aspects of skill development.

Dr. Niraj K. Pawan
Secretary to Government
Labour, Employment, Skills and Entrepreneurship
and Chairman, RSLDC

Skill is no longer a matter of choice. It has become mandatory to be skilled for a better future in the professional world.

Skill development is critical for economic growth and social development. The demographic transition of India makes it imperative to ensure employment opportunities for more than 12 million youth entering the working age annually. To enable employment-ready workforce for the future, the youth need to be equipped with the necessary skills and education.

My message to our stakeholders, and most importantly, our trainees, alumni and eligible youth, is that our vision is to dedicately serve you all with improved quality and standards of training. We are focusing on providing you the best training infrastructure and facilities and jobs at the state, country and international levels. It is indeed a win-win cycle that empowers youth, eases social tensions and improves the standard of living. India has a great opportunity to meet the future skill demand of the world. We can become the worldwide sourcing hub for a skilled workforce.

The RSLDC has been continuously engaged in creating an enabling policy structure to increase livelihood opportunities in the state. The policy structure is driven by the belief that a healthy livelihood sector would not only promote social and economic equality but would strengthen the competencies of job seekers as well as young entrepreneurs.

The state government has been exploring all possibilities for drawing up strategies to facilitate the creation of employment opportunities in different sectors within and outside the state. Providing sustainable livelihood to every citizen of the state is a daunting task for the government. It requires a multipronged strategy that is not only area-specific but also cost-effective and innovative.

The key elements covered in the publication are:

- Enhancing capabilities and competitiveness among youth and young entrepreneurs
- Promoting equitable growth covering all sections across the state
- Promoting entrepreneurship culture through skilling
- Promoting innovation to further strengthen the competitiveness in various sectors
- Enhancing employment opportunities for trained resources
- Facilitating placement opportunities in the overseas market

The way forward is to initiate new steps to realise this comprehensive near-term vision. It is essential to focus on designing and implementing strategies in order to achieve these goals.

Bishnu Charan Mallick
Managing Director
RSFLD, Government of Rajasthan
Introduction

Message from Grant Thornton

The RSLDC has been at the forefront of skill development and pioneered the skill landscape of the country. Having been associated with the organisation in several capacities over the years, it gives me immense pleasure to see it growing from strength to strength.

The organisation is well poised to launch itself to the next level of skill development. This vision document defines the road that the RSLDC should take in the next three years.

The publication has taken into account the technological changes that shall impact the skill sector and also technologies that shall support skill training. While the pandemic has impacted training and hampered the plans, it is but a temporary setback. In fact, the pandemic now forces us to adopt technology faster than before. The e-content repository, placement portal and online examinations referred to in the document offer such adoptions. Online theory and practical training will improve access and extend the reach of training to the remotest parts of the state.

Some very pertinent aspects related to the objective of skill development (employment and livelihood) have been addressed by way of overseas placements, incubation centres and the integration of the placement portal with the industry. This shall ensure that the entire life cycle of skill development is addressed. MMYKY was a novel experiment launched last year and we look forward to it gaining momentum once the pandemic subsides.

Grant Thornton in India has had a fruitful and enriching partnership with the RSLDC and we be fortunate to have been a part of its growth story and new initiatives. We shall endeavour to set up a strong and sustainable implementation mechanism towards fulfilling the goals of the vision enshrined here as well as continue to contribute to the larger goal of socio-economic progress through skilling.

Ravinder Reddy
Partner, Public Sector
Grant Thornton India LLP

Abhinav Sisodia
Director, Public Sector
Grant Thornton India LLP

Grant Thornton in India has been associated with the RSLDC as the project management consulting agency since August 2018. The relationship has been fruitful, and over the years, the association has reached many new heights in the field of skilling and employability. In a fast-changing economic and technological world, individuals will need a broad range of skills to contribute to the economy and for their success in life – stagnated skills and learning are becoming a big hindrance to societal development. Different types of skills, such as workforce, life, people and soft, are gaining importance. Efforts for fostering innovations and entrepreneurship is also the need of the hour and its linkage with the state’s Skill Development Mission will prove extremely fruitful. In line with these principles, our association has led to innovations, identification of best practices, etc.

The insights in this publication focus on identifying and implementing measures that enable expansion and efficient delivery of skills. This document also focuses on the principal issues that require attention for inclusive growth led by skill development, training and placement.

I am thankful to the RSLDC for giving us the opportunity to work and render our service.

Abhinav Sisodia
Director, Public Sector
Grant Thornton India LLP
Over the last 10 years, the RSLDC has achieved considerable success in skill training and a phenomenal growth in the skilling ecosystem.

The world has undergone significant change over the last decade. There were no sustainable development goals (SDGs) when we started out. Realising the immense need for skilled individuals, the state government set up Rajasthan Mission on Livelihoods (RMOL) in 2004 to conduct skills and livelihoods trainings. RMOL initiated trainings with the budgetary support of Government of Rajasthan and pilot projects on livelihoods initiatives with the help of United Nations Development Programme (UNDP) in 2005. This was a precursor to the National Skills Policy of 2009. In 2012, RMOL was converted into the RSLDC, a fully owned corporation of the state government.

Over the decade, the RSLDC has enabled more than 400,000 youth to become skilled through its holistic trainings encompassing technical skills and soft/IT skills. It has built partnerships across 33 districts of Rajasthan and signed memorandum of understanding (MOU) with several training partners.

The state has never looked back in its endeavour to expand the benefits of skilling, with accruing advantages to the underprivileged and marginalised community.

Incremental progress could be seen in three important parameters. There has been considerable expansion in establishment of new Skill Development Centers (SDCs) across the state and more than 150 new SDCs have been made operational. Similarly, the number of under-training youth has almost doubled in this period. So far more than 52,000 youth have been trained, which is by all account a meaningful achievement.

Every stakeholder counts

400,000+
Total youth trained

350,000+
No. of youth under training

30,191+
No. of youth certified

152,000+
Total no. of youth placed

560+
No. of training partners
Purpose

India’s population is expanding at a rate of 17% and integrating rapidly into the global economy. The country is one of the ‘young’ countries in the world, with the proportion of the workforce in the age group of 15-59 years increasing steadily. However, only 2% of the total workforce in India has undergone skills training so far. Reduction in poverty can be attributed to an increase in non-farm wage employment (especially in manufacturing and construction), greater rural-urban integration and higher rural wage growth.

Scale of challenges

Over the past decade, growth and diversification of the Indian economy has resulted in major shifts in the labour force across sectors. Most of the new jobs are being created in the non-farm sector, and, for the first time since independence, less than 50% of the total workforce is employed in agriculture. The shift from agriculture to other sectors of the economy has affected the skill mix required by the labour market, reducing the demand for unskilled workers.

However, ‘inadequate workforce’, i.e. low skill level, is cited as one of the key constraints by the enterprises in India. As the economy goes through structural changes from an agro-based to a manufacturing-and service-based one, the need for a higher-skilled labour force will increase. Compared with the availability of the skilled workforce in developed nations, India is yet to catch up despite having the right population mix.

Training the future

In the last 10 years, the population of Rajasthan has grown at an alarming rate - by about seven times compared with five times for India during the same period. The decadal growth rate of Rajasthan’s population at 21.44%, is higher than that of India at 17.64%, between 2001 and 2011. A study by the National Skill Development Corporation stated that in terms of workforce participation and investment patterns, the state would require an additional 3.23 lakh of skilled and 20.04 lakh semi-skilled workers by 2017.

Therefore, to address and minimise the skill gap, the RSLDC is forging partnerships with industries and identifying skills needed for a more demand-based approach. The RSLDC is also taking cognizance of the district level skill gap to ascertain and find local employment opportunities that can be catered through suitable courses and programmes.

The RSLDC’s ambitious vision is based on skilling, reskilling and upskilling of individuals to participate in the global knowledge economy driven by emerging technologies. It is also considered to be a central pillar of employability, employment of workers and sustainable enterprise development.

Approach - The power of skill

Join forces with likeminded training partners to deliver the goal of skilling the eligible and providing them with dignified employment opportunities. During 2010-20, RSLDC collaborated with 506 partners across Rajasthan.

Interact with eligible candidates and create an enabling environment in their areas or localities. It is aimed at raising awareness, dissemination of information regarding skills and employment opportunities.

Deliver a transformative capacity building learning/training around soft and technical skills required in professional jobs. Such a learning programme not only helps trainees to gain professional skills but also empowers them.

Ensure employment safety and remunerative employment options. The model enables transition from training and learning to gainful employment. Retaining trainees into employment is important as well as a mandatory aspect.

Engage with policymakers, influencers, corporate leaders and civil society players at all levels (local to global) to ensure informed discussions are made based on learnings gained from work done with trainees and communities.
Commitment

The RSLDC covers all segments of the society across Rajasthan under its skill development programmes. The training partners are encouraged to open skill development in all the districts. In FY 2019-20, the SDCs were present in all the 296 blocks in the state.

The RSLDC is constantly evolving its approach to train youth from all backgrounds. It has adopted measures to have a focussed approach towards different sections of society so that issues specific to such groups can be addressed. Some of the important targeted projects with specific segments of the society are:

01. Persons with Special Ability (PSAs or Divyangs)
- This segment has been largely left out from the skill training due to the complexities involved in the skill process and varying results coming out of its execution. The initiative to train jail inmates has been conducted in collaboration with the jail management, which has shown tremendous zeal in counselling and mobilisation of inmates. For jail inmates and juvenile homes, the RSLDC has forged an effective partnership and conducts training in sectors such as agriculture and horticulture, bridal jewellery, garment, Indian sweets and snacks, paper mache, electrical, candle making, jute diversified products and beauty culture and hair dressing.

02. Jail inmates
- DSEE has joined hands with the Tribal Area Development Department (TADD), Rajasthan, to provide training to the youth of the tribal areas from the state under its convergence initiative. Training is being provided to those below poverty line along with families from above poverty line with an annual income of not more than INR 2.5 lakh.

03. Tribal youth
- The Regular Skill Training Programmes (RSTP) is specially focused on skill training in order to enable them for wages/self-employment. It includes sectors such as, beauty and culture, yoga, security, arts and crafts, jewellery designing, bridal make-up artist and garment making. Age relaxation for women up to 10 years was given under the scheme and women aged 16-46 years could participate in the trainings. Dedicated training centres for women have been initiated in ITIs in the state.

04. Women
- The Western part of Rajasthan covers four districts - Barmer, Jaisalmer, Bikaner and part of Ganganagar. The Indo-Pak border has an old history of cross-border smuggling, despite fencing. Hence, skill intervention was realised to ensure that they have alternate livelihood opportunities. The RSLDC department has entered into a convergence initiative with the RSLPC to promote skill training in sensitive border areas.

05. Youth in border areas
- The RSLDC has decided to set up dedicated SDCs in the specific locations of higher concentration of these youth with the support of Dar-ul-Uloom, Deoband and Minority Department, Government of Rajasthan, with courses that will convert their learning into earning ventures.

06. Board of Construction Worker (BoCW)
- Providing training to the family members of 14 lakh construction workers aged 18-35 years and interested in finding employment/job opportunity through employable skill training is a new initiative of the RSLDC. The funds for training of these youth have been by the BoCW, Government of Rajasthan. The board has also approved the Recognition of Prior Learning (RPL) and certification of existing registered labour force of the state through RSLDC. SDCs for skill training of BoCW families are taken up in areas with higher concentration of registered workers.

07. Minorities communities
- On the initiative of the Rajasthan Transgender Welfare Board (RTWB), under the aegis of Social Justice & Empowerment Department, the RSLDC has been implementing skill training for the transgender community in the state to provide them with an alternative livelihoods opportunity. Style and Scissors, the training partner of the RSLDC and a branded beauty salon of Jaipur has trained 16 persons from the community. One of them has been retained by the salon as a beauty therapist.

08. Transgender community
- The RSLDC has forged an effective partnership with the Tribal Area Development Department (TADD), Rajasthan, to provide training to the youth of the tribal areas from the state under its convergence initiative. Training is being provided to those below poverty line along with families from above poverty line with an annual income of not more than INR 2.5 lakh.

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State schemes

2015

Regular Skill Training Programme (RSTP)
It started in 2005-06 under RMoL. The scheme was revamped and implemented in 2015 with revised guidelines with an aim to provide livelihood opportunities through self-employment to minimum 50% of beneficiaries. The beneficiaries include youth, women, persons with special abilities (PSA), inmates of jails, juvenile homes and nari nikelans.
The scheme is primarily focussed on self-employment.

2012

Employment-linked Skill Training Programme
It was launched with an objective to link skill training programme with employment. In the scheme, economic sectors with job opportunities have been identified and courses pertaining to these sectors are being run by the RSLDC.
The focus area of the is to provide wage employment with a 70% mandatory placement to unemployed rural and urban youth of Rajasthan.

2019

Mukhya Mantri Yuva Kaushal Yojana
It was launched in September 2019. The aim was to make college students industry-ready by imparting necessary vocational skills at the college premises.
The beneficiaries of the scheme included any person between the age of 17-30 who had a valid Aadhaar number and enrolled as a regular student in the selected institution/college for higher education. Students of various graduate programmes can develop right set of skills along with the knowledge in a specific domain.

Central schemes

2016

Pradhan Mantri Kaushal Vikas Yojana (PMKVY)
As a part of this initiative, in this, trainees are offered a financial reward and a government certification on successful completion of training and assessment, which helps them in securing a job.
In Rajasthan, the RSLDC is a nodal agency to implement the programme. The training providers have to register on the SMART portal before participating in this scheme. The candidates would be trained in soft skills, personal grooming, behavioural change for cleanliness and good work ethics. The Sector Skill Councils (SSCs) and the state government monitors the skill training.

2014

Deen Dayal Upadhyaya Grameen Kaushalga Yojana (DDU-GKY)
It was launched in May 20th. Rajasthan was the first Annual Action Plan (AAP) state of MoRDi, with the funding ratio of 60:40 (central:state).
DDU-GKY is the placement-led skill training that invests in training of a job-ready skilled workforce, transforming poor rural youth into skilled productive employees, to empower industry with the right manpower for success and growth.

IT initiatives

2017

Aadhaar-enabled Biometric Attendance System (AEBAS) and IP cameras
The RSLDC adopted and implemented real-time (AEBAS) 21 March, 2017 , to ensure better transparency and efficiency in attendance monitoring. RSLDC has continuously been upgrading with latest technologies for transparency in attendance system. It has now moved from running Scanner-based (Type-0) AEBAS device to tablet-based wall-mounted AEBAS device that has features like geo fencing, photo capturing, real-time authentication etc.
IP camera-based monitoring system: Live monitoring of classes at Skill Development Centres (SDCs) across state has been established. This has been done in a bid to check fraudulent attendance of trainees and trainers, maintain quality training and transparency and help in reducing the time, effort and cost involved in visit by RSLDC officials at centres across the state.

2016

ISMS (MIS)
To move from manual to automation system, RSLDC has developed and adopted the ISMS for more transparency, effectiveness and accountability in its work.
ISMS is divided into five parts, which are EoI management module, registration and training management module, assessment and certification (A&C) module, placement initiation and monitoring module and finance module.

2019

RSLDC mobile app
In order to increase accessibility and reach of services, the RSLDC has developed and implemented a user-friendly mobile App. The app can be downloaded by youth, officials, TPs and other users from google play store. Online inspection of SDCs can be done through this app and a report can be generated.
Supporting cells

The RSLDC has always endeavoured to adopt modern technology to enhance performance and improve training quality for the aspirants under various schemes managed by it.
A placement verification cell was created with a team of tele-callers to manage and verify placement details through tele-callings, submitted by training partners. In the initial stages, there were not many documents in support of placement claims, so tele-calling was the only way to verify the placement by contacting the placed youth and their employers.

With a view to increase the quality of placement and placement verification, changes were made in the schemes and new innovations were carried out. Currently, instead of tele-calling, placements are verified according to the documents mentioned in the guidelines of the concerned schemes.

A separate cell inspection and vigilance has been established for supervision and monitoring of skilling activities and promote fair practices. The team does sudden visits, continuous monitoring of SDCs, placement verifications and OJT verifications and support in improving the efficacy of skill training.

Creation of overseas placement bureau under the aegis of RSLDC is a unique initiative taken by the state government in 2010-11 to create safe pathway for skilled youth of Rajasthan so that eligible candidates could be placed in overseas company through safe and legal channel. To function as registered recruiting agent, RSLDC registered with Ministry of External Affairs as a state agency.

Taking this initiative ahead to states for creating awareness on safe migration, Ministry of External Affairs assigned RSLDC - Jaipur to impart one day (8 hours) PDOT as designated centre in Rajasthan. More than 3,000 emigrant workers of Rajasthan origin got benefited during 2019-20 from three PDOT centres at Jaipur, Sikar and Nagaur districts established by RSLDC- Jaipur.
Having a vision is an important aspect for any organisation as it gives a sense of direction and creates a roadmap for growth. It provides actionable items an organisation can adopt to meet its desired objectives. This near-term vision has been designed keeping in view certain important targets that the RLSDC would like to pursue in the coming three years.

Need for a near-term vision document

Being the state’s nodal agency for implementation of various national and state-funded skill development schemes, the RLSDC has always been one of the best skill missions in the country.

The RLSDC operates by employing multipronged strategies to engage stakeholders from industries, training institutes, education sector associations and government bodies with various active skill development centres. In today’s environment, innovation and getting new ideas on table and its proper execution are probably the most important aspects defining success.

The skill arena needs to constantly innovate and within itself should skill, un-skill and re-skill. Countries with higher levels of education and highly skilled citizens are not only more competitive in the global economy, but can also quickly respond to challenges and seize opportunities. To build a framework and ensure that reform happens, there is a lot that needs to be done - we need to develop strategies (short- and long-term), people and innovations. It is also very important to note that having too many things to do also creates undue pressure and sometimes the end goal gets lost.

With a focus on inclusion of innovative things which in turn will strengthen the foundational skills, employability skills and entrepreneurial skills of the youth, the following activities have been envisaged to be accomplished in near term.

<table>
<thead>
<tr>
<th>Soft skill and personality development</th>
<th>Mukhya Mantri Yuva Kaushal Yojana</th>
<th>Integrated portal</th>
<th>Examination module and content e-repository</th>
<th>Incubation hub</th>
<th>Overseas Placement Bureau</th>
<th>Recognition of Prior Learning</th>
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<tbody>
<tr>
<td>• Focus on personality development and life skills</td>
<td>• Scheme for college students with focus on imparting various vocational trainings</td>
<td>• Single portal for students to apply for various jobs</td>
<td>• Will help in making examination easier and faster</td>
<td>• Targeted for encouraging blue-collar entrepreneurship in the state</td>
<td>• Will help many job seekers during placements abroad</td>
<td>• Tracking mechanism for candidates post obtaining of job (on annual basis) and suggest additional courses for talent enhancement</td>
</tr>
<tr>
<td>• Intended for 21st century job market</td>
<td>• Helps in making students more industry ready</td>
<td>• Portal for information exchange between training partner and prospective employers</td>
<td>• Availability of e-content makes the content available in real-time</td>
<td>• Will enable beneficiaries to materialise their entrepreneurship dreams by giving them access to facilities, mentorship and proper linkages</td>
<td>• Conduct a skill gap analysis and skill upgradation, specifically considering jobs availability in international markets and talent availability in Rajasthan</td>
<td>• Integration with the existing state education portal to obtain master list of candidates and dropouts in both higher and secondary education</td>
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</table>
The industry needs are expanding significantly, from mere functional skills to a fine addition of soft skills especially, communication including verbal, non-verbal and paralinguistic. Today, employers across sectors are increasingly looking for youth who are flexible, adaptable, proactive, creative and collaborative. Apart from various domain knowledge, youth need soft skills, attitude, behaviour and personal qualities that enable them to effectively navigate their environment, work with others, perform well and achieve their goals.

Various schemes currently run under the RSLDC have substantial component of soft skills, personality development etc.; however, it has been strongly felt that a separate course focusing on the following is required:

• Develop effective communication skills (spoken and written)
• Build up effective presentation skills and equip students/youths for effective business correspondence and prepare reports
• Develop inter-personal skills, team management skills and leadership skills
• Make the student/youth competent with respect to current job requirements by expanding their skill set.

The RSLDC, therefore, has decided to launch major programmes to skill its youth in a mission mode manner statewide. Under these programmes, the state government is committed to help the youth in enhancing their employability and self-employability by developing various competencies within them. These programmes will have special emphasis on those who have passed either class 10 or class 12 examinations (i.e. 10+2) and for students studying in various colleges. It will primarily focus on helping youth attain higher levels of productivity, efficiency, quality and develop an entrepreneurial mindset at their work places across domains.

In the coming years, RSLDC intends to have a standalone course on soft skills and personality development delivered through various SDCs, ITIs, colleges etc. It plans to launch a unique skill-training programme by the name of Job Readiness Programme (JRP) that would enhance youth’s soft skills as well as develop other competencies.

The importance of soft skills and personality training in today’s dynamic market cannot be undermined. Language proficiency and IT skills need to be complemented with knowledge of skills, such as presentation, negotiation, teamwork and collaboration. Personality development is an essential element to enhance the employability and long-term sustainability of the job.

### Industry-focused skill development

The industry needs are expanding significantly, from mere functional skills to a fine addition of soft skills especially, communication including verbal, non-verbal and paralinguistic. Today, employers across sectors are increasingly looking for youth who are flexible, adaptable, proactive, creative and collaborative. Apart from various domain knowledge, youth need soft skills, attitude, behaviour and personal qualities that enable them to effectively navigate their environment, work with others, perform well and achieve their goals.

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### Key focus areas

**Life skills**

Psychosocial abilities for adaptive and positive behaviour that enable individuals to deal effectively with the demands and challenges of everyday life. Soft skills and life skills for work place readiness i.e., personality development scheme (PDS)

**Communication skills**

English and Hindi communication skills i.e., learning and communication skills (LCS)

**Basic computer literacy**

Information technology awareness and IT literacy skills (in Hindi and English)

### Training methodology

- Instructor-led training
- E-learning
- Audio/visual clips
- Role play
- Group activity
- Training assessment
- Central monitoring
- Training certification
- Sequential learning
Promoting blue-collar entrepreneurialships

**Idea**
Set-up incubation/entrepreneurship centres for the youth who is not much-learned but has an entrepreneurship idea and doesn’t know where to go

**Objective**
- To promote blue-collar entrepreneurialships in the state specifically for the beneficiaries associated with RSLDC and ITIs etc.
- Intent is to use the existing facilities across various departments/institutes etc. and act as a facilitator to convert the entrepreneurship idea into a reality

**Beneficiaries**
- Students studying at various SDCs, ITIs, and any other government institutes (departments, schools and colleges etc.)
- Anybody in the state with an idea and who requires support

**Platform**
To provide platform for conceiving, realising, promoting and nurturing knowledge-based innovation and entrepreneurship. A panel of experts will be formed that will provide guidance at various steps of the entrepreneurship journey

**Journey**
The RSLDC will help in providing end-to-end solution through its access to various institutions, incubation facilities, government department and provide necessary handholding for carrying an entrepreneurship/incubation journey forward. Integrating with current incubation system, the RSLDC intends to leverage its vast access to SDCs, ITIs, students, its associations with industries, various government departments, etc.

**Ecosystem**
There are a number of institutions working on different facets of entrepreneurship, such as incubation centres, funding agencies (VCs, PEs, banks etc.), individuals as mentors and some industries that facilitate entrepreneurship. RSLDC and ITIs provide training to youth enabling them for a livelihood. These youth form a large potential source for entrepreneurship. By providing these potential entrepreneurs with the appropriate linkages to various facets of entrepreneurship, the RSLDC can become the hub in fostering a vibrant and viable entrepreneurship ecosystem in the state. The RSLDC intends to provide platform for conceiving, realising, promoting and nurturing knowledge-based innovation and entrepreneurship. The department also intends to formulate various committees of various experts and associations to catalyse blue-collar entrepreneurship further.

**Steps to be taken by the RSLDC are:**
- Several institutions have operational incubation centers for promoting startups. The RSLDC will enter into an MOU with some of these in order to utilise the incubation facilities established by them.
- Industry experts could be requested for mentorship as and when required at these centres.
- Tie-ups with banks, government institutes and industry houses for funding, logistics, mentorships, sharing of infrastructure facilities, etc.
- Legal, compliance and taxation support for budding entrepreneurs who do not have any knowledge of legal and regulatory compliances and other aspects of corporate law, IP, etc.
- Association with industry bodies such as CII, FICCI, gems and jewellery association. As and when ideas are received by the RSLDC, the industry body shall facilitate the aforesaid support through its member firms.

**Addressing the skill gap for higher employability**
An alarming fact for India is that the unemployment rate among graduates and postgraduates is three times higher than the national average for unemployment among people of all educational levels. Having the right degree, in a relevant subject, with good grades, might help a candidate to get shortlisted for a job but getting the job usually means having the right skillset. There has been several discussions over the years about a perceived skills gap, a difference (or gap) between the skills employers want and the skills that young people develop whilst in education. Most Indian graduates hold degrees yet possess low levels of professional skills. In a country like India, which is supposed to yield high demographic dividend with huge young working age population, the current education system is leading to redundancies. It provides students with only theoretical knowledge of a subject thus leading to the skill deficit. A learning culture with skill-based learning is the antidote to problem of skill deficit.

Therefore, skill development holds an important place in both education and job market as a key to higher employability. Skill-based learning needs to be introduced in the schools and colleges to bridge the gap between formal educational qualifications (degrees/diplomas) and job requirements (practical knowledge and skills).

Professional skills are used to describe skills that complement the disciplinary knowledge and disciplinary technical skills which are most sought after by the industry.

Internationally, there have been initiatives to implement a dual system of learning wherein 70% of the time of the student is being spent in experiential learning either at industry site, laboratories or field work and only 30% time is spent on learning through lectures. The dual system prepares students with higher level of knowledge and skills to make them job/industry ready. This leads to reduction in the skill gap and improvement in the employability of graduating students.

**Rajasthan skill development mission**
Rajasthan was amongst the first states in India to identify the need for a mission to address livelihood. RMOL was launched in September 2004 and it subsequently evolved to the RSLDC. The mission aims to create a conducive ecosystem for holistic development of students and youth to become highly employable. Skill development missions across the globe suggest that convergence and integration of mainstream education and vocational education is the key to success of any livelihood mission.

In Rajasthan, the Commissionerate of College Education (CCE) was set up in 1958 for the administration and development of higher education in the state. There are 252 government colleges, 1877 unaided private colleges and 90+ B.E. colleges (including five government colleges). A significant role is being played by the department in bringing about quantitative and qualitative improvement in the higher education in the state.

The graduates from these colleges have been faced with the universal problem of skill gap and are rendered unemployable.

A convergence of colleges and skill development is the need of the hour. College students can be made industry-ready by imparting necessary vocational skills at the college premise itself. With this vision, the MMKY was born at RSLDC in September 2019. The MMKY is a state-level scheme designed to take forward the convergence of skill development with higher education. The beneficiaries for the scheme include any person between the age of 17-30 who has a valid Aadhaar number and has enrolled as a regular student in the selected institution/college for higher education. This scheme will help students of various graduate programs develop the right set of skills along with the knowledge in a specific domain.

The vision of the MMKY is to create a pool of highly employable and skilled workforce amongst the graduates from various colleges. Value-added skill development courses have been planned in relevant domains to make students industry-ready. In order to ensure maximum enrolment and impact of the scheme, training centres will be located within the college premises. In case an industry partner is involved
in the training process, some training will be imparted to students on the job at the industry premise. It is envisaged that every student will have additional diploma/certificate and skills when they graduate from the college.

Around 40 courses have been identified under the scheme. These skill development courses will complement the courses run under the mainstream graduate programmes. The curriculum of the courses is designed in collaboration with industry associations, such as Sector Skill Council (SSC), to customise them for specific industries. Each course has a significant component of soft and digital skills to prepare the students for industry 4.0.

Benefits to colleges and students

Currently, shortage across sectors is accompanied by high levels of graduate unemployment, highlighting the need to include employment-linked modules in courses. This new scheme will be more aligned to the skill and manpower needs and will make students more industry ready.

Getting industry ready

• Students while pursuing their college degrees can enrol themselves in such courses
• Being co-located in the same premise as that of the college, students can directly avail of the benefits offered by these courses
• Training labs will have state-of-the-art facilities, in-line with industry standards
• Students will also be trained on soft-skills for increasing employability

Enabling placements

• In addition to job-related skills, graduates are often reported to be lacking adequate soft skills such as communication and interpersonal skills
• Placement services in many universities are limited, resulting in a lack of co-ordination between employment seeking graduates and prospective employers
• Support initiatives such as employment readiness counselling, soft skills training, computer literacy, group discussion, personality improvement skills and resume preparation guidance will also be conducted to achieve maximum results and impact the employability of the graduates

Research, innovation and entrepreneurship development

• The scheme, over time, will mature to provide support for innovation and entrepreneurship development programmes

Integrated portal

A common and centralised platform to provide a range of services

Rationale

One of the most important parameters to gauge the skilling output is placement of trained youths. Enhancing employment opportunities for skill resources is one of the main objectives of any skill mission. Many skilled resources (refer as job seekers) have the necessary knowledge and skills for the job but they are not able to get job in absence of information about opportunities. Similarly, many companies/firms (refer as job providers) that want to employ skilled resources are not able to get as per their requirement/skills. In the absence of a common platform, the job seeker, despite possessing the requisite qualification, skill and experience, is not able to get a suitable job and prospective employers are unable to contact such trained/under-training youth in the absence of a suitable channel.

To fill this gap, there is a need for a common portal which will act as a common and centralised platform to provide a range of services.

In version 2.0, the RSLDC intends to simplify placements through an online platform, which will be an integrated portal for students, prospective employers and training partners. Past and current trained/under training students across Skill Development Centres (SDCs), ITIs, etc. can be brought under the purview of this portal, wherein employers, training partners (TPs) and students can come together for mutual benefits. The proposed portal for the RSLDC is envisaged to improve the employability of trained candidates and support job providers to on-board right candidates for the right positions across Rajasthan.

Key benefits

• Industries/placement providers: Employers can register at the RSLDC, show interest in recruitment and identify right candidates across trades, districts, etc.
• Students/trained youths: Certified candidate can search job opportunities through employer name, location, sector, job role, etc.

How it will help stakeholders

• Training partners (TPs): They will have more options for placement of trainees if they have access to state-wide database of interested companies. Often, it is seen that once the training is completed, TPs finds it difficult to provide 100% placement to the trained youth. A portal will help the TPs to look for industries across regions, see job requirements, directly interact with industries/placement providers, etc., with an intent to provide better job opportunities.
Other major IT initiatives

E-content repository
The basic objective of this initiative is to develop high-quality online database that systematically captures, organises and categorises knowledge-based information for students, youth and teachers. Currently, because of unavailability of a centralised electronic content repository in Rajasthan, there is lot of incoherence between the content being taught across sectors/domains. E-learning offers many benefits including ease of access, availability, re-usability and rich learning resources. With advances in technology, learning methods and objects have evolved from conventional text-based content to multimedia, interactive knowledge objects and can be useful for tutors and learners.

Salient features
Browse and search content
Upload/download content
Create new training modules
Training module repository
Audio-visual repository

Examination module
In its next version, the RSLDC intends to move towards having an online examination system. This module will be designed with a clear objective of conducting online examination of trainees.

The old traditional process of manual examination involves utilisation of manpower, consumable resources and time, results in overall delay. Hence, using IT through a dedicated learning management system will not only support in online examinations or mock tests but also integrate it with e-library, e-content, online trainings, surveys, feedback, etc.

An in-house examination system will allow users and other stakeholders to have better control on examination, results and will help students to continuously evaluate themselves on real-time basis.

Recognition of Prior Learning

Training and certifying people from the informal labour sector, the Recognition of Prior Learning (RPL) is the flagship skills certification programme undertaken by the RSLDC. This supports in professionalising traditional skill set previously unrecognised and elevates their value, thereby allowing to formalise a large portion of the informal sector. The programme aims to benefit both individual and the industry. In Version 2.0, it is envisaged that the RPL will be further strengthened by stronger monitoring mechanism and use of information technology.

Focus on traditional skill set

In a widespread demography, situations arise where students who would have shown promise in their early years of education are forced to drop out either to support their family or due to financial crisis. This lack of formal qualification ends in hindering overall growth in their lives.

The need for recognition and certification of knowledge and skills are to improve productivity, earn better wages and rise up the socio-economic ladder.

In such a scenario, it mandates the need to have a framework where prior skills/knowledge/skillsets are given due consideration. Therefore, we need an assessment process that can be used to evaluate a person’s existing skillsets, knowledge and experience gained either by formal or informal learning, hence the RPL is essential.

Training and certifying people from the informal labour sector, the RPL is the flagship skills certification programme for the public sector. This professionalises traditional skillsets previously unrecognised and elevates their value, thereby allowing to formalise a large portion of the informal sector.

The outcome of this is to benefit both individual and industry. The RPL certification resulted in positive changes to the candidates’ confidence and business skills, which in turn fostered feelings of independence and pride from the recognition society bestowed on their hard work and dignity.

Current gaps
Mobilisation of candidates (unskilled/semi-skilled/dropout) is not based on a single unique repository of authentic data
Lack of bifurcation among the uneducated and semi-educated candidates for mapping of skill training
No difference in the overall socio-economic status of un-skilled and semi-skilled candidates who have undertaken training
Way forward

1. Create a nodal RPL officer district-wise to oversee the enrollment
2. Identify needy candidates based on organising awareness camps etc. for enrolling candidates in the programme
3. Integrate with the existing state education portal to obtain master list of actual needy candidates and dropouts in both higher education and secondary education
4. Bring more industry interface on the lines of skills
5. Track candidates post job obtainment (on an annual basis) and suggest additional courses for candidates’ future enhancement

Centralised facility

The RSLDC is already running an Overseas Placement Bureau (OPB), the main work of which is to provide assistance to the number of Indian workers, experienced and freshers, who travel to foreign shores every year for employment. Each year, a number of students approach this OPB cell for necessary assistance with jobs abroad.

In the next three year horizon, the RSLDC will aim to:

- Facilitate trainings and certifications benchmarked to international standards to facilitate overseas mobility of Indian workforce for jobs
- Orient potential migrant workers with language, culture, dos and don’ts in the destination country, the emigration process and welfare measures, pre-departure orientation training (PDOT) programme that has already been launched will be further strengthened
- Provide a centralised facility for assisting candidates searching jobs abroad
- Provide better facility to disseminate information to interested persons regarding overseas employment opportunities, academic courses, passport, visa etc.
- Conduct a skill gap analysis and upgradation specifically considering jobs availability in markets abroad and talent availability in Rajasthan

Pre-placement assistance

- Centralised database of candidates
- Opportunity mapping for jobs
- Opportunity mapping for jobs
- Opportunity mapping for jobs
- Tie-up and coordinate with institutions and agencies

Post-placement assistance

- Visa assistance
- Travel and consulate formalities
- Medical check-up
- Orientation session
Various training initiatives across skill development programmes are being conducted to make the youth of Rajasthan employment ready. Skill training is imparted with a view that post training these skilled worked forces will be immediately absorbed by manufacturing or services sector industries. However, it has been observed that most of these industries/employers again impart in-house skill training to these candidates as per specific job requirement and unique processes, even though they are trained in National Skills Qualification Framework (NSQF). Thus, several candidates go through training twice, once funded by government and again funded by industries/employers. This leads to repetitive/redundant skill training, resulting in duplication of training cost and time.

The RTD model projects will have the provision of recruiting the candidates and providing the offer letters upfront and then providing industry-relevant training candidates are deployed at their work locations. The offer letters will be conditional subject to passing of the final assessment and completion of other formalities by the candidate. The underlying objective is to provide such a training that meets specific job requirements of industries/organisations having demand for skilled manpower for their business operations in India or overseas. The training will have to be imparted in courses, either prescribed by the SSCs or any other course/s (customised course/s that will suit the specific needs of employing organisations) that may be proposed by the applicant and approved by the RSLDC.

The following methodology is proposed:
- Launch of new initiative under the existing ELSTP scheme on RTD model
- TPs to tie-up with reputed employers in India and abroad for placement
- After selecting candidate for training, private partners need to give a conditional offer letter stating an assured placement after successful completion of training

Traditionally, the RSLDC has followed a mechanism of inviting Expression of Interests (EoI) from eligible TPs for meeting the need of the Skill Development Mission in the state. In several cases, several large industry houses/federations/ universities have approached the RSLDC for being TPs. However, in the absence of a mechanism to directly empanel such large entities, industry houses fail to form a partnership with the RSLDC.

To encourage partnerships with such entities, it is essential that a model is created wherein, based on certain parameters and proposed value additions, such large corporates/associations can be directly empaneled with the RSLDC.

Any such proposal received at the RSLDC or invited with efforts of the RSLDC will be examined by the project appraisal committee in terms of eligibility and proposed courses, and after recommendation, decision shall be taken accordingly.
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### Corporate social responsibility

The main objective is to lead advocacy to solicit funds from public sector and private enterprises to contribute towards skill development under CSR activities. Such activities are aimed to be carried out with industry associations, foundations and other intermediary organisations that can reach out for various CSR activities.

1. A dedicated cell establishment at the RSLDC, wherein industry associations, foundations and other intermediary organisations can reach out for various CSR activities.
2. An establishment of the Rajasthan Skill Development Fund (RSDF) to mobilise funds through industry partnerships/CSR contributions, etc.
3. Following are the broad areas where industries/corporates can help in CSR:
   - **a Funds**
     - Contribute funds directly to the RSDF/dedicated account of the RSLDC to meet and fulfill CSR commitments under the Companies (Corporate Social Responsibility) Rules, 2013.
     - Sponsor candidates for skilling programmes in operational areas/regions of company’s choice and in priority areas/sectors (programmes focused on livelihoods, persons with disabilities, minorities, special areas, etc.)
     - Operationlise project through a tripartite agreement between company, the RSDF and the RSLDC.
     - Offer existing facilities and machinery for on-the-job training wherever available.
     - Implement the project through the RSLDC TP with project management support from the RSLDC at nominal cost.
     - Align all skill development programmes with NSQF, leading to certification from the SSCs.
     - Option to co-branded certificates.
   - **b Setting-up corporate skill centres of excellence**
     - Set up state-of-the-art centres with focus on Make in India.
     - Earmark own facilities or set up new facility with focus on specialised skilling programmes in the sector/region, including Training of Trainer (ToT) programmes.
     - Undertake productivity enhancement and upskilling programmes for contract workers, suppliers, MSMEs and community-at-large.
     - Focus on overseas collaboration and joint international programmes where possible.
     - Operationlise on your own or through a RSLDC TP.
     - Undertake joint mobilisation/awareness campaigns in the local communities under Skill India.
   - **c Donate land, building and machinery**
     - Provide right of usage to an appropriate facility to be used a skill development centre.
     - Support existing programmes through basic set up costs and equipment donation to offset expensive training programmes.
     - Provision land usage for specific programmes such as driver training centres and construction-related trades, with high employment potential.
     - Operate through a RSLDC TP.

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