



## Newsletter from Tata Institute of Social Sciences

### *School of Vocational Education*



Given the demographic dividend in India, our youth needs to have adequate skills so as to contribute productively to the development of the country. This helps an individual to become more focused in life and also have the capability to deal with all the challenges. In this regard, the contribution of TISS-SVE is noteworthy.

TISS - School of Vocational Education has grown exponentially since its inception. It has created significant opportunities for thousands of students by offering a variety of vocational courses.

Being a member of the steering committee, I am happy to say that the SVE team has done a commendable job right from meticulous planning to smooth execution. The programs have become successful due to consistent efforts put in by the partners pan India. As on today, there are 182 courses and 3432 students studying in various TISS-SVE courses.

The seventh edition of our Newsletter will show new events at SVE, some success stories, latest hub locations and SVE's progress. I congratulate all in the SVE team for their success and wish them good luck for all their endeavours.

Regards,  
Prof. S. Siva Raju  
Steering Committee Member

## NEWS BUZZ OF THE QUARTER

### 1<sup>st</sup> Convocation Ceremony At Dr. Reddy's Laboratories – 14<sup>th</sup> April'16



The 1<sup>st</sup> Convocation ceremony was organized on 14<sup>th</sup> April, 2016 at Volga, Leadership Academy – Dr. Reddy's Lab, Hyderabad. 1<sup>st</sup> year Diploma Certificates of B.Voc in Manufacturing Technology [Pharmaceutical Chemistry] were awarded by Prof. Neela Dabir – Dean (TISS SVE) to Hyderabad and Nalagonda students.





A group of DRL students from Batch 1 along with Mr. Chakardhar V, HR from DRL attended the TISS convocation ceremony held on 7<sup>th</sup> May 2016 at Tata Institute of Social Sciences, Mumbai.



### Hub Meet – Child Care & Geriatric Care – 18<sup>th</sup> & 19<sup>th</sup> May'16



All India Hub meet of Child Care and Geriatric Care was held on 18<sup>th</sup> and 19<sup>th</sup> May 2016 at TISS, Mumbai. Nearly 34 members from various hubs participated in the meet.

Prof. Parasuraman (Director-TISS) graced the occasion by giving a brief about his experiences and motivating hub partners to bring more students for the vocational courses as future India needs more skilled manpower.

## Student Success Stories

***“Work Integrated Training Program has transformed me from a carefree lass to a goal oriented, competitive person – Ekta Goyal”***



Ekta Goyal, wanted to pursue BBA from a renowned Institution, but could not pursue the same due to financial constraint. It was at this juncture that she met the counselors of Apar India who educated her about the B.Voc Degree, which is a Work Integrated Training Program, being provided by the prestigious TISS-SVE. Under this Work Integrated Training Program she was told that she would be placed for internship right from the first semester itself and not in the final year as usually is the case.

She took admission at the Training Hub Partner, Apar India (Hub partner for MEPS vertical) located at Sector 8, Rohini. During her practical training, she was placed with an International Brand, Marks & Spencer as Customer Service Assistant.

In the very first month at Marks & Spencer, she was awarded the “Certificate of Appreciation” for giving exceptional customer service. And the icing on the cake was that she was the first girl to get this laurel in the organization in that section.

Today, she feels proud to not only earn and start contributing towards family expenditure but also to pursue her course on her own account. She has become confident and a financially independent person.



Srilekha V R Godavarthi, a student from Visakhapatnam who successfully completed the Certificate Program in BFSI from Stratadigm Education & Training Pvt. Ltd., has also found a suitable placement with the United Health Group in the insurance domain. She has to say the following about the program:

“The course really helped me to get deep insights into the practical aspects and the workings of the BFSI industry. Now I know exactly what happens when I swipe my ATM or Credit Card. I am looking forward to taking up other programs shortly in Hyderabad.”



Bangi Sajid Manzoor is doing certificate course in Inbound Outbound Tour Operations from Costa Training Institute, Mumbai. Under this WITP offered by TISS-SVE, he got placement assistance for getting a good job. While undergoing his practical training, he could foresee the wider scope and better career opportunity of the courses under Travel & Tourism. He developed interest and is willing to join the Bachelors program in Travel & Tourism.



Sujeesh.S. is doing B.Voc in Industrial Tool Manufacturing (ITM) from Coimbatore. “I wanted to increase my knowledge in Manufacturing due to my interest in this sector. After learning about a similar course run by TISS-SVE, I was prompted to apply for it and get a professional degree in Manufacturing sector. It will help me grow professionally and personally in my life.”



## TISS-SVE's Tie-up with Navy Wives Welfare Association (NWWA) for Child Care Vertical – 9<sup>th</sup> May'16



A workshop was conducted on 2<sup>nd</sup> May 2016 at Navy Nagar, Colaba (Mumbai) about B.Voc in Early Child Development course run by TISS-SVE. There was an overwhelming response for the program which was attended by the Naval dignitaries, Officers, Sailors, and their wives.

The President NWWA, Mrs Reena Lanba gave an inaugural speech declaring 50% fee sponsorship for the program. A presentation was given by Prof. Dabir on the objectives and features of the B.Voc in Early Child Development program. It was followed by a round of Question and Answer session by the audience. There were 28 registrations on the spot by the aspirants.



A MOU between TISS-SVE and NWWA was signed by Prof. Dabir, Dean (TISS-SVE) and Mrs. Reena Lanba of Navy Wives Welfare Association (NWWA) on 9<sup>th</sup> May 2016. B.Voc in Early Child Development would be launched from July 2016 for Wives of Navy Officers and Sailors.

## NEW HUB OPENING

### 1) Horizon Infotek, Indore – Hub Opening/ Press Release – 13<sup>th</sup> June'16



On 13<sup>th</sup> June 2016, a hub partner, Horizon Infotek, collaborated with TISS-SVE to offer B.Voc & other Programs in Media & Entertainment Vertical. Dean of TISS-SVE Prof. Neela Dabir, Vertical Manager Ms. Sonia Pinto & Mr. Anindya Mitra from Whistling Woods International, graced the occasion of centre launch. It was attended by over 100 students and invitees. Later in the day Horizon Infotek had arranged a student session at Maa Anandmai auditorium in Indore which was attended by prospective students. A meet of prospective skill knowledge partners and press interaction was also organized during post-lunch hours which were attended by over 30 prospective SKPs & more than 35 print, electronic & radio media houses of Indore. Horizon Infotek team, CFO Mrs. Aekta Khimesara, CEO Mr. Sanjay Khimesara, centre co-ordinator Ms. Vinita Mandpe & centre academic head Mr. Rajkumar Patidar were also present during the occasion.



## 2. PBK Placements & Training Academy Darjeeling Hub Opening/ Press Release - 20<sup>th</sup> June'16



**PBK Placements and Training Academy (Darjeeling)** conducted a small inauguration seminar on 20th June 2016. The response was amazing. Many students turned up for admission and inquiries. It was attended by Col Retd R. Alley - Deputy Chief Executive, Gorkhaland Territorial Administration, Sri SB Biswakarma - Vice Chairman, Darjeeling Municipality and Sri D K Pradhan Ex MLA / Ex Chairman Darjeeling Municipality.



## Tiksna Anniversary Program- 18<sup>th</sup> May '16



1<sup>st</sup> Anniversary of Tiksna Mission Trust was celebrated on 18<sup>th</sup> May 2016 held at Godrej Memorial Hospital, Mumbai. The students had organized a cultural program which was attended by the batch of DMLT course under TISS-SVE, staff of SVE and members of Tiksna Mission Trust & Godrej Memorial Hospital.

**CII Meet At Vasco, Goa – 17<sup>th</sup> June'16**

A CII meet was organized by Source People [MEPS Hub partner] at Goa on 17<sup>th</sup> June, 2016. Besides MEPS, there was representation from other sectors such as Pharmaceuticals, Automotive etc. Invitees included Chairman and President of CII, Goa Chapter, President of MES [Murgaoon Education Society], President of the Association & some members of Verna Industrial Estate.





## TRAINING AT HUB PARTNERS - PAN INDIA

### 1) Frontedge Academy Pvt. Ltd., Bengaluru



Frontedge Academy Pvt. Ltd is a Bengaluru based Hospitality Vertical Anchor and Hub partner of TISS-SVE. Frontedge Human Capital Pvt. Ltd., a leading “last mile” business solutions company has partnered with Megabite Food Services, a leading corporate catering company with operations in Bengaluru and Mumbai to offer courses under Food & Beverage Services and Hotel Management.

### 2 ) Funfirst Global Skillers Pvt. Ltd., Noida



Funfirst is another Hub of TISS-SVE based at NOIDA. It is offering B.Voc in Electronic Manufacturing Services – Mobile Phones. This course is specifically designed for students to gain skills & knowledge of Electronic Manufacturing Services.



### 3) St. Pauls Institute of Communications, Mumbai

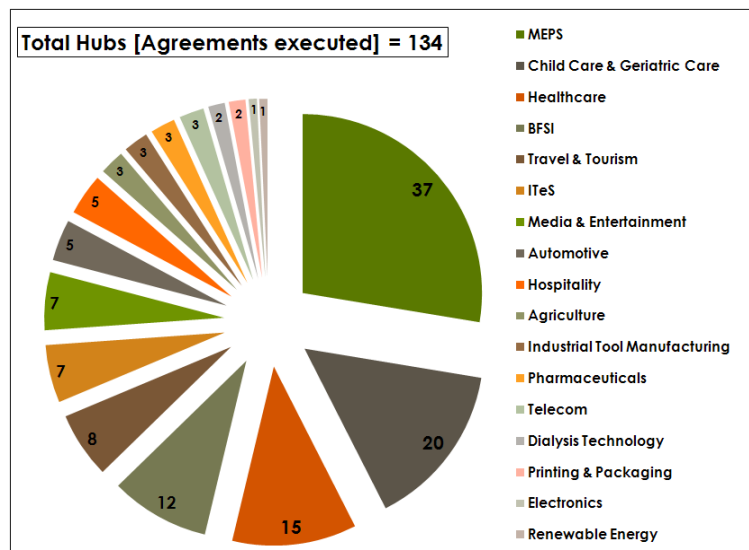


St. Pauls Institute of Communications located at Bandra, Mumbai, is the hub training partner for Media & Entertainment. Currently it is offering PG Diploma courses in Journalism and Certificate courses in Events, Advertising and Videography.

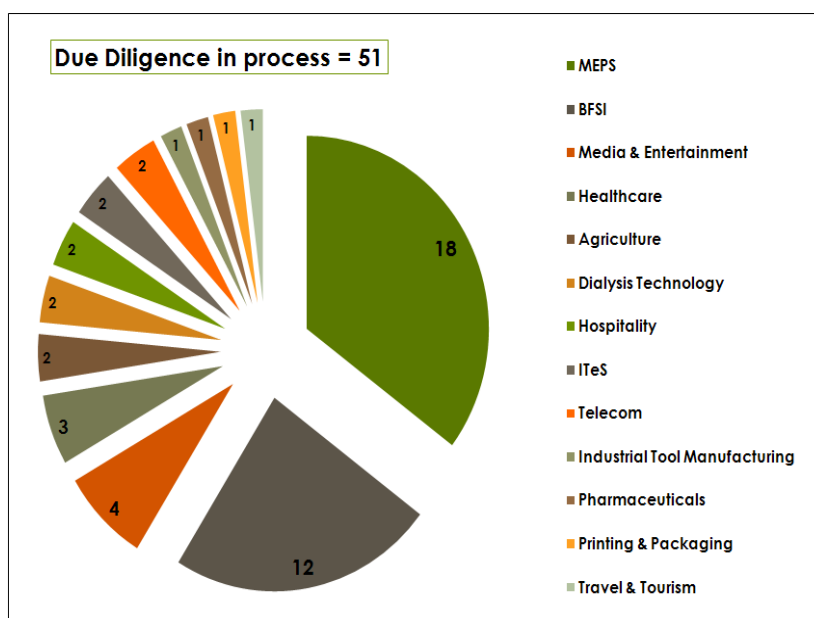


## SVE PROGRESS UPDATE

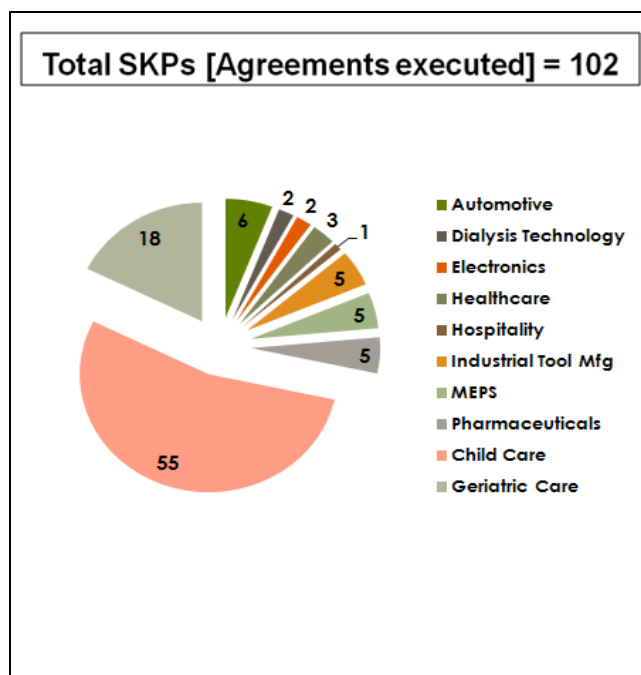
We have our presence in form of the training hubs in 40 plus cities. Currently there are a total of 134 hubs as our partners. Below graph gives a glimpse of vertical-wise spread of our hubs in India.



We are expecting 51 more partners to join us as training hubs in various verticals. The due diligence of these prospects is in process.



We had started off with a SKP count of nine in the year 2015 pan India, and currently we have 102 SKPs in different verticals on pan India level.



### Examination Report

	TOTAL STUDENTS APPEARED	PASS	DROPOUT	NOT COMPLETED	PASS RATE (%)
All Vertical	1,309	1,091	37	124	83.3%

VERTICAL	TOTAL NO. OF STUDENTS	LEVEL COMPLETED
PRINTING TECHNOLOGY	21	DEGREE COMPLETED
DIALYSIS TECHNOLOGY	10	ADVANCED DIPLOMA COMPLETED
DIALYSIS TECHNOLOGY	38	DIPLOMA COMPLETED
PHARMACEUTICAL	261	DIPLOMA COMPLETED
INDUSTRIAL TOOL MANUFACTURING	6	DIPLOMA COMPLETED
REFRIGERATION	18	DIPLOMA COMPLETED
AUTOMOTIVE	8	DIPLOMA COMPLETED
Total	362	



# PR ACTIVITIES: MEDIA OUTREACH ACROSS BUSINESS, CONSUMER, TRADE

lia.com/paper/11-21-20@06@2016-1001.html

## NOTICE BOARD

### ADMISSION

#### MAHINDRA

What is it: Mahindra Skills Centre (MSC) is inviting applications for its four-year bachelor of technology programme at its Hyderabad campus.

Who can apply: Students who have passed Plus Two Central board or equivalent.

Contact: [www.mahindraeducation.edu](http://www.mahindraeducation.edu)

Last date: July 7

#### PETROLEUM

What is it: Rajiv Gandhi Institute of Petroleum Technology (RGPT), Raebareilly, is inviting applications for its two-year master of technology programme in petroleum engineering and chemical engineering.

Who can apply: Students with a degree in bachelor of technology.

Contact: [www.rgpt.ac.in](http://www.rgpt.ac.in)

Last date: June 30

#### SCHOLARSHIP

#### NEWCASTLE

What is it: Newcastle University, UK, is announcing scholarship awards for Indian students who are applying for postgraduate master's degree programmes at Newcastle University.

Who can apply: Graduates in discipline.

Contact: [www.ncl.ac.uk/postgraduate/scholarship](http://www.ncl.ac.uk/postgraduate/scholarship)

Last date: June 30

#### TOEFL

What is it: Test of English as a Foreign

## Skilling India 2.0

Mission skills training for India's youth took off eight years ago. In its new avatar, it seeks to provide students with jobs, reports Manasi Shah

Samarjit Samal speaks English fluently — short, crisp sentences, grammar in place; she can also switch accents, she is told. Looking at this 22-year-old girl, one can easily believe her to be a corporate employee. But in reality, she is a student at the National Skill Development Corporation (NSDC) training centre in Bhubaneswar, Odisha. She is one of the 12 billion working-age Indians who will be less than 25 years old by 2020. NSDC has chosen to train students in skills that range from food processing, logistics and hospitality to beauty and wellness.

Samal is one among the growing number of young people in the country who have joined the skilling revolution. She is one of the 12 billion working-age Indians who will be less than 25 years old by 2020. NSDC has chosen to train students in skills that range from food processing, logistics and hospitality to beauty and wellness.



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## टीआईएसएस एसवीई ने वोकेशनल कोर्सेस के आवेदन बुलाए

इंदौर, टाटा इंस्टीट्यूट ऑफ सोशल साइंसेज, स्कूल ऑफ वोकेशनल एजुकेशन ने 2015 में मिले जबर्दस्त रिस्पांस के बाद जुलाई 2016 बैच के लिए आवेदन की घोषणा की है। सभी कोर्सेस के लिए इंदौर, मुंबई, पुणे, दिल्ली, पश्चिम बंगाल, नोएडा, चेन्नई और बेंगलूर आदि जैसे शहरों सहित देश भर से आवेदन आमंत्रित किये गये हैं। इंस्टीट्यूट द्वारा एग्रीफार्म मैनेजमेंट, एग्रीबिजनेस और एग्रीकल्चरल फाइनेंस, जीरियाट्रिक केयर, एग्रीकल्चर, अल्टी चाइल्ड डेवलपमेंट, सॉफ्टवेयर डेवलपमेंट इत्यादि के क्षेत्रों में बैचलर डिग्री और डिप्लोमा की पेशकश की जायेगी।

टाटा की डीन नीला डाबर ने कहा, टाटा इंस्टीट्यूट ऑफ सोशल साइंसेज ने उचित वोकेशनल ट्रेनिंग प्रोग्राम्स के माध्यम से वंचित एवं गरीब युवाओं की ज़िंदगी सुधारने के लिए तात्कालिक एवं निश्चित हस्तक्षेप मुहैया कराने हेतु स्कूल ऑफ वोकेशनल एजुकेशन (एसवीई) की स्थापना की थी। एसवीई का विजन ऐसे पारिवारिक निर्माण करना है जोकि काम के बेहतर क्षेत्रों में मजदूरों की गरिमा को वापस लौटाए और देश में गरीब युवाओं के लिए आय के स्थायी स्रोत भी मुहैया कराये जा सकें। एजीसी ने नई डिग्री-बैचलर ऑफ वोकेशनल की पेशकश की है और यह विभिन्न वोकेशनल क्षेत्रों में किया जा सकता है। यह एच.एससी के बाद एक तीन-वर्षीय कोर्स है जिसमें विभिन्न एंटी एवं एग्रेग्रेट की संभावना है। पहला वर्ष पूरी करने पर विद्यार्थी को डिप्लोमा सर्टिफिकेट मिलता है, दूसरे वर्ष के बाद उसे एडवांस्ड डिप्लोमा सर्टिफिकेट और तीन वर्ष पूरी होने पर बी.बी.सी. डिग्री प्रदान की जाती है। सभी कोर्सेस को वर्क इंटीग्रेटेड ट्रेनिंग मोड में पेश किया गया है जहां अधिकतर व्यक्तियों को उनके द्वारा किये गये काम के लिए बजीफ प्राप्त होच है। इसलिए यह अनिवार्य यू.एन. (सीने) के दौरान कमाने में मदद है। कक्षाओं में पढ़ाई (40 प्रतिशत) की तुलना में व्यावहारिक प्रशिक्षण (60 प्रतिशत) पर अधिक जोर दिया जाता है। लागत दक्ष माडल क्योंकि इसमें आधारभूत संरचना, उपकरणों, लैब आदि में कोई निवेश नहीं किया जाता। विद्यार्थी उद्योगों के उपकरणों पर सीखते हैं।

## टाटा इंस्टीट्यूट ऑफ सोशल साइंसेज, स्कूल ऑफ वोकेशनल एजुकेशन में प्रवेश हेतु आवेदन शुरू

पटना। 2016-2015 में मिले भारी प्रतिसाद के बाद, टाटा इंस्टीट्यूट ऑफ सोशल साइंसेज, स्कूल ऑफ वोकेशनल एजुकेशन जुन 2016 के लिए प्रवेश हेतु आवेदन की घोषणा करता है। कोर्सेस में प्रवेश हेतु आवेदन भारत भर में विभिन्न शहरों जैसे, मुंबई, पुणे, दिल्ली, पश्चिम बंगाल, नोएडा, चेन्नई और बेंगलूर आदि में शुरू किए जाएंगे। इंस्टीट्यूट बैचलर डिग्री और मेडिकल लैब टेक्नोलॉजी, अल्टी चाइल्ड डेवलपमेंट, चाइल्ड प्रोटेक्शन, एग्रीफार्म एडवेंचर टेक्नोलॉजी, फूड एंड बेवरेज सर्विस, होटल मैनेजमेंट, पेसेंट केयर मैनेजमेंट, सेल्स एंड मार्केटिंग आदि में डिप्लोमा कोर्सेस की पेशकश करता है।

टाटा इंस्टीट्यूट ऑफ सोशल साइंसेज द्वारा उचित व्यावसायिक

पाठ्यक्रमों को वंचित और हारिष पर रखे गए युवा विशेष रूप से जिन्हें औपचारिक स्कूल शिक्षा प्रणाली से बाहर रखा गया है, के जीवन में सुधार लाने हेतु एक निश्चित दृष्टिकोण से डिजाइन किया गया है। टीआईएसएस एसवीई को एक पारिस्थितिकी तंत्र बनाने के लिये स्थापित किया गया है जो बच्चे कोलर स्ट्रीम वर्क के लिये तैयार की गई है। टीआईएसएस एसवीई को एक पारिस्थितिकी तंत्र बनाने के लिये स्थापित किया गया है जो बच्चे कोलर स्ट्रीम वर्क के लिये तैयार की गई है। टीआईएसएस एसवीई को एक पारिस्थितिकी तंत्र बनाने के लिये स्थापित किया गया है जो बच्चे कोलर स्ट्रीम वर्क के लिये तैयार की गई है।

पर वे एडवांस्ड डिप्लोमा सर्टिफिकेट प्राप्त करते हैं तथा तीन वर्ष पूर्ण होने पर उन्हें बैचलर डिग्री प्रदान की जाती है।

## टीआईएसएस, स्कूल ऑफ वोकेशनल एजुकेशन ने किए आवेदन आमंत्रित

इंदौर। टाटा इंस्टीट्यूट ऑफ सोशल साइंसेज, स्कूल ऑफ वोकेशनल एजुकेशन ने 2015 में मिले जबर्दस्त रिस्पांस के बाद जुलाई 2016 बैच के लिए आवेदन की घोषणा की है। सभी कोर्सेस के लिए इंदौर, मुंबई, पुणे, दिल्ली, पश्चिम बंगाल, नोएडा, चेन्नई और बेंगलूर आदि जैसे शहरों सहित देशभर से आवेदन आमंत्रित किए गए हैं। इंस्टीट्यूट द्वारा एग्रीफार्म मैनेजमेंट, एग्रीबिजनेस और एग्रीकल्चरल फाइनेंस, जीरियाट्रिक केयर, इत्यादि के क्षेत्रों में बैचलर डिग्री और डिप्लोमा की पेशकश की जाएगी।

## Caring for the aged

Senior citizens

Senior citizens are the backbone of our society. They have lived through the highs and lows of life, and their experiences are a treasure trove of wisdom. It is our duty to care for them and ensure they live with dignity and comfort.



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## Have a heart for the elderly?

In conversation with Neelam Dubey, dean at Tata Institute of Social Sciences School of Vocational Education.

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# Farmers return home after temporary stay at shelter

Some Shift Back To Mum Ground To Earn, Support Kin

Fenny Fernandes  
@timesgroup.com

**Thane:** Farmers from drought-affected villages at Mukhed in Nanded returned home on Sunday after living at the shelter provided for them at Wagde Estate for two months. A few of them stayed back to earn a living as the conditions in the villages are still grim. However, they are living at Ghatkopar's Bhatwadi area, provided to them as shelter prior to Wagde Estate.

Over 300 families had settled in various open grounds at Bhatwadi where they were harassed by local goons for a share of the money they earned by doing menial jobs.

Thane guardian minister Eknath Shinde then facilitated them with a shelter at Wagde Estate where they were given basic amenities.

"We were not only given a place to live, but also grains, lentils, water and toilet facilities. Volunteers also helped us find work. However, as we have two acres of unyielding land and a house back home, my brother has left for the village to handle pre-monsoon repairs. We will continue to work here and send him money to buy the necessities from nearby villages," said Narayan Jadhav, a farmer.



**TIME TO SAY GOODBYE:** Buses were arranged for the return of drought-hit farmers to their villages at Mukhed in Nanded

Another farmer, Pravin Raut, said, "I came here with my family as there was no chance for survival back home. I sent my mother, brother and sister back to the village in the vehicle arranged for us. But I chose to move back to Bhatwadi ground with my wife and children to continue to earn some money for survival. I appreciate the facilities which were provided to us."

But I cannot afford to leave as the farms are still barren and the cattle still dry as there are no rains."

Researchers, however, said that the government should focus on long term solutions in addition to these time-limit relief projects.

In distress situations such as these, providing basic facilities is a priority. However, the government should also focus on how to sustain such projects till the need is eliminated. They should also find a way to train villagers to adopt water conservation and other agriculture-related activities to avoid such instances in the coming years," said Neela Dabir, Dean, Tata Institute of Social Sciences School of Vocational Education.

# You name it, institutes in city have a course for it

**hindustan times**  
campus calling  
BACHELOR OF VOCATION

Musab Qazi

**MUMBAI:** If you are an activist who wants to understand the working of our judicial system or a finance executive who wants to explore new avenues, you can study such courses in the coming academic year.

The Tata Institute of Social Sciences' School of Vocational Education (TISS-SVE), for example, has introduced six Bachelor of Vocation (BVoC) courses in the city to develop skills in the areas as varied as telecom service management and early child development.

The institute's three-year BVoC in dialysis technology programme, launched last year in collaboration with Rotary Club of Bombay Metropolitan and Apex Kidney Care, has attracted \$45,000 in international grants, making the course affordable to students.

"There's a severe shortage of trained professionals who can operate a dialysis machine. As a result, many people die of kidney ailments in the country. The

**THE TISS SCHOOL OF VOCATIONAL EDUCATION HAS INTRODUCED SIX BACHELOR OF VOCATION COURSES TO DEVELOP SKILLS IN THE AREAS AS VARIED AS TELECOM SERVICE MANAGEMENT AND EARLY CHILD DEVELOPMENT**

course will address the issue to some extent," said Neela Dabir, dean of TISS-SVE.

The University of Mumbai (MU) has also launched courses to meet the demand of trained professionals in some key areas. MU, in collaboration with Brihanmumbai Municipal Corporation (BMC), is planning to offer an MBA in disaster management.

"While there are institutes offering certificate courses in fire safety and other such areas, the MBA will be a comprehensive programme to prepare management professionals who can deal with natural and man-made calamities," said Anil Karnik, incharge director, MU's Garware Institute of Career Education Development (GICED).

The university will conduct the lectures and practical train-

ing will be given at BMC's disaster control room.

The course is yet to be approved by the university's academic council.

The university and some other colleges have also introduced short-term diploma and certificate courses in different disciplines.

Rizvi Institute of Management Study and Research, for example, will offer a certificate course in alternative finance.

The course will include modules in new financial practices such as crowd funding, peer-to-peer finance and Islamic finance.

Many business schools have started certificate as well as full-time programmes in business analytics, a popular area of work.

The university has launched a one-year diploma course and a six-month certificate course in clinical legal education and advocacy skills.

The course has been designed for activists, journalists, civil servants, politicians and others who want to acquire basic knowledge about the law.

"The course will focus on practical aspects of criminal and civil and will seek to expand access to justice in the country," said Ashok Yadav, director of University National Law School.

# It's all a question of skill

VOCATIONAL EDUCATION HAS THE POTENTIAL TO PROVIDE A REAL FILLUP TO THE COUNTRY'S EMPLOYMENT SCENE AND THE TATA INSTITUTE OF SOCIAL SCIENCES IS STRIVING TO DO SO THROUGH ITS VARIOUS PROGRAMMES, WRITES ABHIRAJ GANGULI

With all its wind and wavy pulling out all the stops to make Three Minutes Towards Skill India initiative a success, it warrants recall that people in the education sector and a few organisations have already been striving to impart quality vocational training for the best part of the years now.

One such notable name is the Tata Institute of Social Sciences who launched their School of

Vocational Education in December 2011. It offers a plethora of courses for individuals who wish to earn while they learn and such programmes provide knowledge on the standardising and service industries and even the government sector.

With an aim to make significant improvements to the country's employment scene, the TISS-SVE's model of providing skill training

includes quite a few others. Neela Dabir, dean of TISS-SVE, elaborates on the courses offered, the structure and the model through which it is delivered. Excerpts from an interview:

**What are the most important features of the TISS model of vocational education?**

This established a School of Vocational Education in December 2011 and since then, it has designed a robust model of imparting relevant vocational courses in 10 different areas. The major feature of the TISS-SVE model is that it emphasises on practical training in a factory or a company where students learn by working for five days a week. While they get industry exposure, they also get a stipend of Rs 12,000 a month. In most cases, students get a stipend for their work. Thus, it also allows them to "earn while they learn" model.

TISS-SVE offers three types of vocational training programmes—degree (Bachelor's or Master's), postgraduate diploma and short-term certificate courses.

The courses are offered through a "lab and shop" model. We have three types of partners involved in the process of implementation of the programme. First, the vocational courses with a focus on the sector design the course that have potential for building a job. Second, the lab or the implementation partners, offering the very classes in their training centres and come along with Skill Knowledge Providers when practical training is provided. We have more than 100 lab partners and they are located in more than 100 cities across India. More than 100,000 are involved in the practical training of students.

The SVE does for overall management and monitoring of implementation of the vocational courses—its standardised curriculum and provide the certification as well.

**Can people who haven't had a formal education, enroll for the courses?** Are they eligible for all of the TISS's courses? Is there a minimum age limit?

For Institute of vocational education, we have higher secondary or the equivalent as the minimum qualification. For the postgraduate diploma, graduates can be admitted and for certificate courses, the eligibility criteria may vary from one course to another. There is no upper age limit for admission. So, people are eligible at all of our complete range for the diploma and certificate courses but are offered from the TISS-Government college along

with other learners.

**When do applications begin and what is the fee structure?**

There are two admission cycles for the Bachelor's courses—July and January. For others, the courses can start at any time during the year. However, a high job for a 30 to 35 students. The Bachelor's courses, the fee structure varies from Rs 1,00,000 to Rs 1,50,000 a year. For continued or short-term courses, the fee differs according to the course.

**After completing a Bachelor's of vocational education programme, how industry-ready will a student be?**

By the time a student graduates with a Bachelor's degree, he/she has work experience of five years. Some of them may get absorbed in the same industry where they got their practical training and others can find a job in a similar industry. TISS-SVE offers a different Bachelor's courses and many more in the pipeline. They cover both manufacturing as well as service sector industries.

**What about the certificate programmes? What are the specific skills that the short-term certificate courses have?**

There is a variety of short-term certificate programmes in each sector and the duration can vary from one week to one semester. Many of the skill enhancement courses for employed people. They can be customised according to the need of the industry company and even set up employment agencies. For example, the skills training, training in office management, sales and marketing, digital marketing, leadership, sales and other media related courses. TISS-SVE offers more than 100 short-term courses.

**Can vocational training and skill enhancement truly change the face of India's employment scene?**

We need many more initiatives and organisations to impart quality vocational skill training for the millions of young people in the country but it has to be planned and sustained effort. The employment scene cannot change overnight but if we really offer vocational courses based on the skill gap analysis and to solve industries in their planning and implementation, then, I feel we can expect improvements.

We have a long way to go. We need to reach a stage of imparting skill training that can enable women in the age group of 16 to 20 years. This means we are neglecting a large group of women who are homemakers

# From homemaker to a professional career

Skill development courses must be made available to homemakers for making them job-ready or ready for self-employment

Neela Dabir

**S**kill India is one of the most important national agendas. In addition to its core focus areas, the Skill India initiative must also focus on skilling women for different job roles, if we want to achieve gender equality in economic participation. Over the past few years, the number of women entering the job market has been consistently growing. An increasing number of women, especially from metro cities, wish to get back to their jobs after maternity leave. Current country statistics show that women are at an all-time high. In rural areas too, vocational education initiatives are ensuring women can have a career of their choice.

However, there are a lot of challenges, such as literacy rate. According to 2011 Census, there is wide gender incompletion in literacy rate in India. 62.14% for men and 56.36% for women. Further, the 2011 McKinsey Global Institute report called "The Power of Parity" highlighted a strong link between gender parity at work. Gender disparity at work is a universal phenomenon. But the degree of disparity varies from region to region. According to this report, women are half the world's working-age population. India generates only 37% of the GDP. India's scenario is quite dismal, as the share of regional output generated by women is only 17%.

There are many reasons for gender inequality in society and, along with other measures, it is imperative to take corrective steps to improve economic participation of women in a big way. Such a change cannot happen overnight. While it is important to have proper policies in place to increase women's economic participation, it is also necessary to open up new and diverse opportunities for women in different sectors to make them job-ready.

One of the root causes for dismal growth in women's education is the attitude of parents towards them, along with poverty. However, the good news is that this is changing by the day. As compared to a decade ago, women participate in, we organised manufacturing labour force has increased. Likewise, in the fields of service and other employment work has led to the creation of thousands of jobs for women.

Now, skill development initiatives at the grassroots level are helping young women in the age group of 16 to 20 years. This means we are neglecting a large group of women who are homemakers



**Skill development initiatives at the moment focus more on young women in the age group of 16 to 20 years. This means we are neglecting a large group of women who are homemakers and who may be keen to enter the world of work. They can be brought into active workforce with appropriate skills training**

and who may be keen to enter the world of work. They can be brought into active workforce with appropriate skills training. Many women choose to be homemakers because of the responsibility of taking care of young children. But they cross that stage when children grow up and are relatively independent. At this stage, because they get married at a young age, they are still quite young, may be in their thirties, and cannot start working. Their need to stay at home decreases substantially. However, at this stage, the confidence to start working is generally low; such women may also lack the skills that are needed in an ever-changing job market. Depending upon their basic qualifications, a variety of skill development courses of appropriate duration can be made available to make them job-ready or ready for self-employment.

The University Grants Commission (UGC) has launched a degree course in a vocational stream. It is called Bachelor of Vocation. The Tata Institute of Social Sciences School of Vocational Education (TISS-SVE) has designed a work-integrated training model to offer a variety of vocational courses. The duration of training varies from course to course. It can be a certificate course of a few months, Bachelor of Vocation course of three years' duration, or a PG diploma of one year's duration. The TISS-SVE initiative to offer skill training programmes in different sectors in partnership with industry can serve as a model for companies interested in improving gender parity in workforce. Depending upon the need of the industry for workforce, and their skilling needs, it is possible to design and offer customised courses. For example, the basket of courses offered by TISS-SVE contains certificate, diploma, degree,

PG diploma and customised courses as per the need of the industry. In fact, the existing skills training courses of TISS-SVE can be offered or customised courses can be designed if companies decide to promote women's participation and meet with homemakers who are a bit older than the fresh students. It is possible to offer similar work-integrated training programmes for them, and the gap between the skills needed and the skills available can be bridged to a large extent. For the companies, one of the advantages of recruiting fresh graduates is that they come with more maturity and life experience. They may also be able to contribute better to their work since they are over with the critical period of child bearing and childcare. A judicious mix of youngsters along with homemakers in a batch can be beneficial.

The industry partnership with skills training institutes can go a long way in developing the skill manpower in general and in increasing women's economic participation in particular. If we use the right kind of approach to tackle the issue.

The author is dean, School of Vocational Education, Tata Institute of Social Sciences

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