Gram Tarang Employability Training Services
Skills for employability & entrepreneurship
Gram Tarang at a glance

We impart skill training & provide employment opportunities to young people, especially from disadvantaged areas of East India, and provide workforce solutions to the industry.

- **Joint skill development programs:**
  - Ashok Leyland, Café Coffee Day, Godrej & Boyce, LANCO
- **50+ recruiters:** Honda, Renault Nissan, TVS Sundaram, TATA Motors, Aegis, Aditya Birla Group,

- **Automotive:** Service Technicians
- **Manufacturing:** Machinists, Fitters, Welders, Electricians, CNC Operators
- **Apparel:** Sewing Machine Operators
- **Retail & Hospitality** associates
- **ITES:** Data Entry Operators

- **CAGR of 72% over past 5 years**
- **40,000 youth trained since 2006**
- **10,499 Trained in FY 13-14**
- **Placement Record: Averaging 84%**

- **Our Customers**
- **Our Programs**
- **Our Track Record**
- **Our Presence**

- **Odisha:** 8 centers
  - Andhra Pradesh: 4 centers
  - Himachal Pradesh: 4 districts
  - Jharkhand: 1 center
  - Assam: 2 centers
The Skilling Ecosystem @ Gram Tarang

NSDC, true to its mandate of promoting skill development by catalyzing creation of organizations involved in vocational training, provides funding as well as support through quality assurance, information systems and Sector Skill Council linkages.

Centurion University, a Private State University of Odisha, through its School of Vocational Education & Training provides knowledge & infrastructure support and is the accreditation body for all skill training certifications. Centurion Vocational Education Qualifications Framework provides career pathing opportunities through credit accumulation towards higher qualifications (Associate Diploma/ Diploma/Degree).

An entrepreneurial outreach of Centurion University is the implementation arm for skill training. GTETS offers University accredited Certificate, Diploma & degree programs across various sectors for enhanced employability of youth in partnership with NSDC.

Shaping Lives ... Empowering Communities Through Skill Training
The Gram Tarang Journey

- Hyderabad centre inaugurated
- Finalist at Worldbank development Forum
- Partnerships signed with EGMM & MEPMA (Govt. of AP), SC/ST Dept. (Govt. of Odisha),
- 4,000 BCs trained through Indian Institute of Banking & Finance;
- Joint Programs launched with Ashok Leyland;

2006-07

- CUTM partners with MSME Tool Room to launch the first vocational program of 64 school dropouts as machine tool operators

2010

- Gram Tarang Incorporated & signed MoA with NSDC to train 45,000 youth over 10 yrs
- MoRD project sanctioned for training of 10,000 BPL youth
- 4 centres setup in Rayagada, Balangir, Koraput, Vizag in addition to 2 mother centers

2011

- IIInd Proposal approved by board & agreement with NSDC to train 2,50,000 youth over next 10 years
- Joint programs launched with Godrej, Tata Motors, Jindal & Lanco & won contract for setup & management of Lanco ITI

2012

- Winner of Best Overall Performer at NSDC Partner Summit;
- Skills Champion Award at FICCI Global Skills summit
- Best PPP Model in Vocational Training at eIndia Awards
- Partnered with Café Coffee Day;
- Empaneled by Odisha State Employment Mission

2013
## Track Record: Enrolments across key sectors

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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>1 ITI (1-2 Year Course)</td>
<td>120</td>
<td>302</td>
<td>333</td>
<td>377</td>
<td>779</td>
<td>859</td>
<td>901</td>
<td>778</td>
<td>80%</td>
</tr>
<tr>
<td>2 Short Term Manufacturing Sector</td>
<td>143</td>
<td>187</td>
<td>385</td>
<td>352</td>
<td>1,800</td>
<td>3,248</td>
<td>3,826</td>
<td>5,495</td>
<td>76%</td>
</tr>
<tr>
<td>3 Sewing Machine Operator</td>
<td>-</td>
<td>-</td>
<td>124</td>
<td>970</td>
<td>1,200</td>
<td>2,339</td>
<td>3,266</td>
<td>2,005</td>
<td>88%</td>
</tr>
<tr>
<td>4 Short Term Services Sector</td>
<td>-</td>
<td>98</td>
<td>666</td>
<td>1,338</td>
<td>535</td>
<td>827</td>
<td>772</td>
<td>1,433</td>
<td>78%</td>
</tr>
<tr>
<td>5 Banking Correspondents</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>763</td>
<td>1,600</td>
<td>1,414</td>
<td>788</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>263</strong></td>
<td><strong>587</strong></td>
<td><strong>1,508</strong></td>
<td><strong>3,037</strong></td>
<td><strong>5,077</strong></td>
<td><strong>8,873</strong></td>
<td><strong>10,179</strong></td>
<td><strong>10,499</strong></td>
<td><strong>81%</strong></td>
</tr>
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</table>

### Sectoral split of FY13-14 enrolments

- **Manufacturing** [NCVT ITI & Short Term Certificate Courses] - 54%
- **Apparel & Textile** [Short Term Certificate Courses – Sewing Machine Operator] - 21%
- **Retail & Hospitality** - 11%
- **BFSI** - 2%
- **IT/ITeS** - 7%
Geographies of Operation

- **Mother Campus**
- **Satellite Centre**
- **Planned Satellite Centre**
### What: Skill Programs

<table>
<thead>
<tr>
<th>NCVT ITI &amp; Diploma Engg. (2-3 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Streams/Trades:</strong> Mechanical, Electrical, Automotive, Fitter, Welder, Electrician, Plumber, Computer Operator, Hardware Mechanic</td>
</tr>
<tr>
<td><strong>Recruitment Partners:</strong> Samsung, Graziano, Renault Nissan, Tata Motors, Ashok Leyland, Graziano, TATA ASAL</td>
</tr>
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</table>

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<tr>
<th>Industry Sponsored Programs (3-4 months)</th>
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<tbody>
<tr>
<td><strong>Joint skill development programs:</strong> Ashok Leyland, Café Coffee Day, Godrej</td>
</tr>
<tr>
<td><strong>CSR Projects:</strong> Training of project displaced families for Jindal (JSPL), Utkal Alumina (Aditya Birla Group), LANCO</td>
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</tbody>
</table>

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<tr>
<th>Govt. Aided Programs (2 months)</th>
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<tbody>
<tr>
<td><strong>Odisha:</strong> Aajeevika Skill Development Program, SC/ST Dept, Odisha State Employment Mission</td>
</tr>
<tr>
<td><strong>AP State funded schemes:</strong> EGMM, MEPMA, Department of Technical Education</td>
</tr>
<tr>
<td><strong>Himachal Pradesh:</strong> NVEQF implementation for automotive trades across 17 schools</td>
</tr>
<tr>
<td><strong>Govt. of Jharkand:</strong> SJSRY Program @ Jamshedpur</td>
</tr>
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</table>
Joint skill development program with Ashok Leyland

Infrastructure:
- GTET: Workshop & Classrooms
- Ashok Leyland: Equipment & training aggregates

Courses:
- Technician Motor Vehicle: Four month training programme on mechanical aspect of a motor vehicle
- Technician Auto Electrical: Four month training programme on electrical aspects of a motor vehicle

Training Content: Ashok Leyland curriculum

Mobilization: ITI graduate trainees recruited across India

Trainers: ITI/diploma holders with experience, Ex servicemen from Armed Engineering Services,

Training of Trainers: 1 Month at the AL in Chennai.

Training Duration: 6 months (4 + 2) Residential + OJT

Placement: confirmed as HLF service technicians & deployed at dealership

Training Fee: Free of Cost for candidate provided they serve a 2 Year term with AL [AL reimburses costs to GTET]

536 service technicians trained & 97% placed to date
Café Coffee Day training & internship program

- **Infrastructure**: Simulated Café designed by CCD, basic infra provided by GTET & CCD provided machines, kitchen equipment & tools, cutlery & furniture

- **Courses**: CCD developed Brew Master, Customer Services, F&B, English Communication, Life Skills, IT & POS

- **Trainees**: Mobilized through GTET field network across East India, 50 per month

- **Faculty**: Trainers are typically ex CCD employees with experience, ex and trained by CCD at Bangalore

- **Program Flow**:
  - **Phase I**: 3 months fully residential program in Bhubaneswar, Free of Cost for trainee; fully funded by CCD
  - **Phase II**: 9 months internship & On-The-Job training in Café across India; monthly stipend of Rs. 5,500

- **Certificate in Retail Management** awarded by Centurion University after successful completion of 12 months

- **Course completion**: Post internship, trainees will be hired as permanent employees of CCD and would be eligible for promotion, incentives as per company growth path.

### FY 13-14 Summary

<table>
<thead>
<tr>
<th></th>
<th>Female</th>
<th>Male</th>
<th>Grand Total</th>
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</thead>
<tbody>
<tr>
<td># Enrolled</td>
<td>88</td>
<td>367</td>
<td>455</td>
</tr>
<tr>
<td># Trained</td>
<td>70</td>
<td>279</td>
<td>349</td>
</tr>
<tr>
<td># Deployed</td>
<td>60</td>
<td>225</td>
<td>285</td>
</tr>
</tbody>
</table>
Sewing Machine Operator Training

**Infrastructure:** NSDC funded workshops with industry standard equipment

**Curriculum:** Developed in partnership with Triburg Centre of Learning & NIFT graduates

**Sourcing:** Beneficiaries mobilized mostly from Naxal Affected districts & remote tribal areas of Odisha by GTET field agents with support from local district administration.

**Trainers:** Tailors & Operators with 10+ years experience at garment export units (Odisha Expat workers)

**Duration** of the training is 2+1 months. 2 months fully residential training + 1 m OJT in Bangalore

**Placement** guarantee given at garment export units in Chennai, Bangalore

**Post placement** migration support & relocation (including travel & accommodation provision) done by dedicated onsite team in Bangalore office

**Certificate** Centurion University & NSDC

6,000+ trainees placed in Bangalore, Chennai & Tirupur since 2010
Industrial Fitters, Machinists & CNC Operators

Duration of the training is 2 + 1 months. 2 months fully residential training + 1 m OJT in Noida

Placement guarantee given at garment export units in Chennai, Pune, Noida

Certificate Centurion University

8,000+ trained & 80% placed in since 2006

Infrastructure: NSDC funded workshops with high end equipment (Conventional machines, CNC, Shapers, Grinders etc)

Curriculum: Developed by Centurion University in partnership with MSME Tool Room, Godrej

Sourcing: Beneficiaries mobilized mostly from Naxal Affected districts & remote tribal areas of Odisha by GTET field agents with support from local district administration.

Trainers: ITI/Diploma graduates with 5 + years experience in manufacturing
Joint skill programs in partnership with Godrej & Boyce

G&B Appliances
- RAC Mechanic – Lab setup in CUTM Bhubaneswar campus & 3 faculty underwent ToT @ Mumbai
- 200+ ITI electricians enrolled for skill upgradation

G&B Interio
- Interio Lab setup in CUTM Bhubaneswar campus
- 2 batches of 50 fitters completed training & certification

G&B Locks
- Placement Opportunities identified with Locks factories in Gujrat and Goa
- Self employment opportunities identified for lock installation

G&B Material Handling
- Forklift Service Technician Training modules developed, ToT conducted for 2 trainers @ Mumbai
- Learning Lab with forklift & other training aggregates used as zonal training centre for G&B Dealer staff

G&B Process Equipment
- Process Equipment Division has helped co-develop curriculum for Fitters & CNC Operators
- Industry expert travelled to Odisha and transferred Assessment methodology for certification of trainees
## Key Government Partnerships & Projects

<table>
<thead>
<tr>
<th><strong>NSDC</strong></th>
<th>Partner for Skill Development &amp; Vocational Training across all trades of Manufacturing &amp; Service Sector <strong>45,000 Trainees by 2020</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ministry of Rural Development</strong></td>
<td>Employment linked Skill Training for BPL youth under SGSY in Fitter, Machine Operator, Welder, Sewing Machine Operator, Data Entry Operator, Retail Salesperson <strong>10,000 Beneficiaries by 2012</strong></td>
</tr>
<tr>
<td><strong>Gajapati District, Govt. of Odisha</strong></td>
<td>Sanctioned a 4 Crore grant to setup Mini Tool Room in Paralakhemundi</td>
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<tr>
<td><strong>Ministry of Labour, DGE&amp;T</strong></td>
<td>5 NCVT Affiliated ITCs</td>
</tr>
<tr>
<td><strong>Government of Andhra Pradesh</strong></td>
<td>Partner of RYK, Employment Generation &amp; Marketing Mission, Dept of Rural Development &amp; MEPMA for training, placement, entrepreneurship creation &amp; Operation of employment exchanges</td>
</tr>
<tr>
<td><strong>Govt. of Himachal Pradesh</strong></td>
<td>Vocational Training partner for Dept. of Higher education for implementing NVEQF in 30 schools across HP</td>
</tr>
<tr>
<td><strong>Govt.</strong></td>
<td>Training partner of CRPF to provide skill training &amp; entrepreneurship development programs for tribal youth across Orissa</td>
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</tbody>
</table>
### Key Industry Programs & Recruitment Partners

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<tr>
<th>Company</th>
<th>Programs &amp; Partnerships</th>
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</table>
| Ashok Leyland         | • Training and incubation centre exclusively for service engineers for Ashok Leyland dealerships  
                        | • Capacity of 1200 trainees per annum                                                                                                                  |
| Café Coffee Day       | • Training partner for Hospitality Associates, Pilot batch of 100 trainees on board, target to reach 1,000 trainees per annum                           |
| Godrej Industries     | • Training partner of Godrej Industries to run joint skill development programs for RAC mechanics, Fitters & Welders; Equipment, curriculum & assessment provided by Godrej |
| TATA ASAL, Honda      | • Tata subsidiary requirement of sheet metal workers, welders  
                        | • Honda as recruitment partner of ITI graduates                                                                                                       |
| Renault Nissan        | • Partner for recruitment of ITI Graduates & short term vocational trainees for manufacturing plant  
                        | • Training partner for CNC Operator with TVS                                                                                                         |
| Lanco Babandh         | • Partner for turnkey execution of new Lanco ITI at Mahakalpada, Orissa including NCVT affiliation, setup of machine equipment & training delivery   |
| JSPL                  | • MoU for meeting their manpower requirements for skilled workers in construction and engineering, Training partner for project displaced families  
                        | • Trained and deployed 500+ workers to date                                                                                                           |
| Apparel Export Units  | • Shahi Exports, Cotton Blossom, K Mohan, Texport among the many export houses recruiting regularly, 2,400 trainees to date                           |

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Testimonials

• Gram Tarang Employability Training Services adjudged ‘Overall Best Performer’ during FY 11-12.
  • Independent Jury comprised of representatives of Accenture, American India Foundation (AIF), and Michael and Susan Dell Foundation (MSDF). Evaluation criteria built on the basis of a scorecard, specifically prepared by consulting firm McKinsey.
• Special Mention in UN Secretary General Report on Right to Education.
• Awarded Best Skills Project in Rural Community at UK India Skills Forum Awards conducted by FICCI & UK-India Business council in 2010.
• Awarded “Honour Roll - Skills Champion: Emerging Warrior” at FICCI Global skills summit in FY 11-12.
• Awarded “Skills Champion of India Award” & at FICCI Global Skills Summit in FY 12-13.
Media coverage

Ministry of Rural Development, Govt. of India coverage of GTET’s work – short film made at GTET centers

www.youtube.com/watch?v=lHuoLTpxHw8

Documentary film made by English film maker (Chloe Ruthven)

http://youtu.be/Bt7LrpwyEAs
To reach a capacity of training 100,000 youth per annum

- Current capacity is 10k per annum
- Aim to replicate the existing Odisha/ AP cluster and create 5X training capacity in 10 years
- Geographies of focus: Assam & North East, Bihar, Jharkand/Chattisgarh, UP, Madhya Pradesh, Himachal Pradesh, Haryana, Rajasthan, Punjab/Haryana
- Work integrated training & continuous education through implementation of NSQF (National Skills Qualifications Framework) by launching diploma courses in work integrated training modules at industrial hubs
- Work Integrated training hubs in industrial belts of India