



CASE STUDY - U.P. SKILL DEVELOPMENT MISSION (UPSDM)

I. INTRODUCTION:

Headed by Honorable Chief Minister, the UP Skill Development mission came into existence in 2013 after the National skill development policy was launched in 2009. The national policy aims at skilling 500 million persons by 2022. UPSDM that was established in 2013, in collaboration with various State departments is trying to achieve the goal.

The various departments involved in the mission are Rural Development, Urban Development, Labor, Minority Welfare, Social Welfare, etc. It partners with Private Training Partners and to Government Training Partners for conducting skill development trainings.

II. EXISTING RUNNING SCHEMES

UPSDM works in a unique way by giving importance to the weaker section of the society or the part of the society which has the potential but gets very less exposure to opportunities. This includes minority, women, BPL candidates & scheduled castes. Also, the target age group is the working population aged between 14-35 years.

However, an overall coverage of 20% candidates from minorities and 30% women candidates is mandated, taken all the schemes together. The overall objective of the mission is to have minimum 70% of the certified candidates employable.

UPSDM has integrated 6 schemes and they all are working in a cohesive way to achieve results. The 6 schemes are:

1. **Skill Development Initiative (SDI)**: Scheme of Ministry of Skill Development and Entrepreneurship, Government of India for skilling all.
2. **Special Central Assistance to Scheduled-Caste Sub-Plan (SCA to SCSP)**: Scheme of Ministry of Social Justice and Empowerment, GoI for skilling youth from SC/ST community.
3. **Multi-Sectoral Development Programme (MSDP)**: Scheme of Ministry of Minority Affairs, GoI for skilling Minority Youth
4. **Border Area Development Programme (BADP): Scheme of Ministry of Home Affairs**, GoI for skilling Border Area Blocks resident youths
5. **Building & Other Construction Workers' Scheme (BOCW)**: Scheme under Labour Department, GoUP for skilling youth of Construction workers families through Labour Welfare Cess
6. **State Skill Development Fund (SSDF)**: It is at top-up fund created to meet additional fund requirements for different integrated schemes and to be used for training purpose under specific conditions & for non-priority category of candidates.



III. PARTNERS

There are numerous training institutes and government and private training partners involved with the whole mission:

1. **Private Training Partners (PTP):** A total of 138 training partners are associated with UPSDM.
2. **Flexi MOU partners** - 19 esteemed industrial groups like Raymond, Coffee Day Global Limited, Maruti India Ltd., Larsen & Toubro, G4S Secure Solutions India Pvt. Ltd, Future Sharp Skills Limited etc. have been brought on board as training partners through Flexi MOU.
3. **Government Training Partners (GTPs)** - Government Training Partners (GTPs) includes Government Industrial Training Institute, Polytechnics, PSUs, Corporations, prestigious Institutes of State and Central Government. More than 219 GTPs are involved.

IV. CHALLENGES FACED:

With the benevolent aim, UPSDM is trying hard to meet the targets that it has set itself to employ 4 million youths, but there are bottlenecks which are hampering the speed at which the mission is supposed to progress. Few of the challenges are mentioned below:

- Lesser Employment opportunities for the skilled/ trained people of the state: Lack of companies that are on-board in the placement process to employ the candidates, even though the candidates are talented enough.
- Trained and skilled employees are being offered wages similar to the wage offered to unskilled employees. Hence, the wages offered are the minimum wages mandated by the government which is forcing candidates to drop the course in mid-way and return to their home towns as they are not able to sustain a living in other states. The skilled workers find it hard to survive due to the meagre salary offered.
- Many candidates especially women, either due to family responsibilities, restriction from their families or other reasons, don't wish to go to migrate to other states for employment
- Majority of the companies are hiring people to fulfill the obligations of labor laws and avail tax exemption facilities. Because of this, once the contract period of 3 months ends, these newly recruited people are fired from the organizations and hence they become unemployed again
- The salary increment generally happens after an 11-month period. However, these candidates do not have a long term view and drop-out mid-way before completing the 11 month tenure due to current low level of salaries obtained.

Hence, the challenge lies in how to make these people stay for more time, encourage companies to increase the wages and retain them, break the cultural barrier for women and overall how to increase the employment opportunities so that these skilled candidates can find a satisfying job and earn a decent living.



V. DELIVERABLES BY THE PARTICIPANTS

ROUND 1 DETAILS:

There are 2 deliverables by the participants to be submitted in a one page document:

- a) Perform secondary research to do a comparative analysis with the other similar organizations in different states of India and suggest steps that similar institutions have taken for the problems faced.
- b) Kindly make your submissions at <https://www.dropbox.com/request/dvmfq6Wq7xccXELXBmqR>
- c) Suggest 2 or more solutions to each of the 5 stated problems described above backed with proper explanation.

ROUND 2 DETAILS

On-campus round. A maximum of 15 slides to be made.

During this round, participants will be allotted a mentor/ employee from the organization. Teams can talk with the employee for a duration of maximum 2 hours in total before the submission deadline.

Top 8 selected teams have to elaborate their solutions and make a 15 slide ppt, which will be presented in the Campus.

VI. Submission Guidelines:

Round 1: A one-page document describing the deliverables of Round 1 as stated above.

Round 2: A 10-15 slide presentation to be made as stated above

Sample Solutions for the problems listed:

S.No	Problems	Sample Solutions (Elaboration on these have to be done)
1	Low Employment opportunities	- Find more companies that can come to hire the people <What companies, why only those and how they can be contacted should also be included in the solution>
2	Non improvement in wage levels	- Evaluative tests must be conducted by the companies. People who clear the cutoff should be paid higher than basic pay scale & other recruits can be paid basic wages - An observation window of 15 days for the new recruits. Tests can be conducted to these people and decide wages accordingly



Uttar Pradesh Skill Development Mission
DEPARTMENT OF VOCATIONAL EDUCATION AND SKILL DEVELOPMENT



VII. INSTRUCTIONS/ EVALUATION CRITERIA:

The submissions will be evaluated on the following parameters:

- Exhaustive understanding of the case scenario and context
- Novelty, feasibility and practicality of ideas proposed
- Utilization of all the available channels & detailing of strategy proposed
- Structure of presentation & clarity of ideas conveyed
- Completeness / comprehensiveness of the solution

Note: For more details on the case, you can visit UPSDM website upsdm.gov.in