



Join us in  
powering the  
**Skills Revolution**







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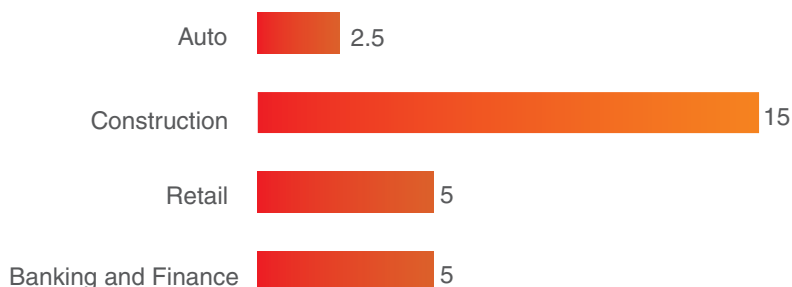
# Skilled people are the backbone of a growing economy

The Indian economy is growing at a fast pace. Service sectors such as retail, hospitality, banking and industries, such as auto and construction are witnessing rapid growth. This growth has spurred a huge demand for skilled manpower, right from entry to specialised levels. The National Skills Development Commission has estimated the need for about 3 crore trained manpower over the next five years.

For the Indian economy to grow at a steady pace, the nation's skills development programme needs to be at par with the projected requirement. The shortfall of skilled manpower in service and operations has resulted in lowered business productivity. This has also led to business complexity and higher acquisition costs by poaching and in-house training. Of the new jobs being created across industries, 75% will require skills training in order to be employable. The disproportionate statistics in skills development programme has led to importing of labour.

The Indian government, understanding the criticality and need for skills training, has commenced key initiatives in this area to fill the enormous need gap.

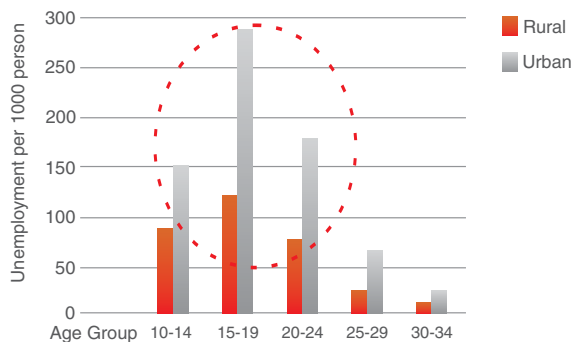
Demand for Skilled Labour by 2015 (in Millions)



# The current education system in India is inadequate

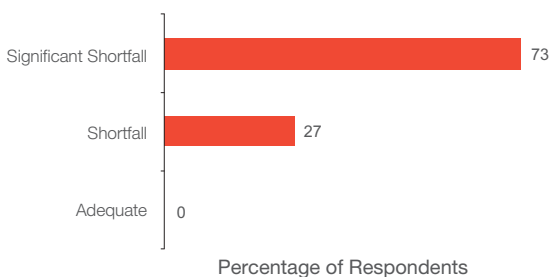
The current system of education lacks focus on creating and building employability. This has resulted in huge numbers of unemployment, escalating dropout rates, graduates being unemployed and employed youth being unproductive. The vocational training arena which is strong in developed countries (as high as 85% of students do vocational training) is very nascent in India (less than 5% of students undergo vocational training). The need of the hour is quality skills training from industry recognised players.

A large number of youth in the 16-24 age bracket are either unemployed or underemployed.

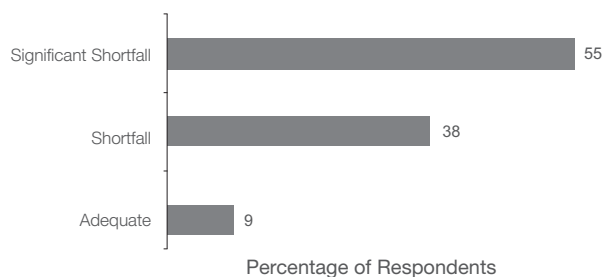


A survey done by KPMG with managers in the retail industry highlights the lack of skilled resources as a bottleneck for growth:

Availability of Store Level Skillsets in India



Availability of Retail Managerial Skillsets in India

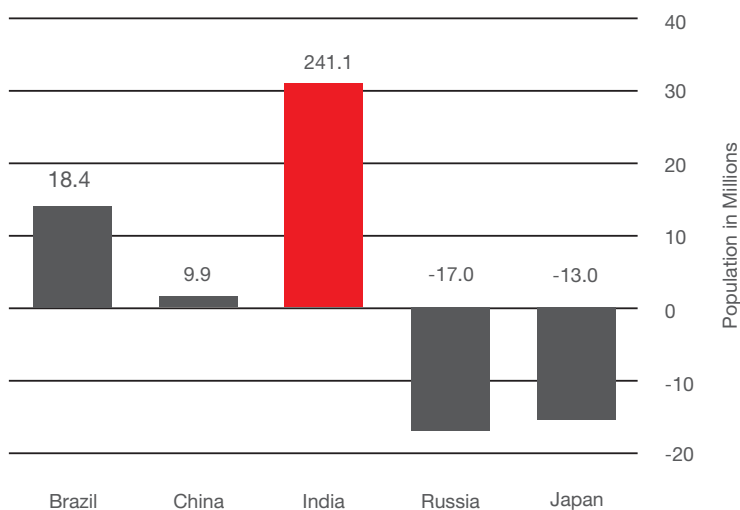




# India will be the skills capital of the world

Here are some interesting facts: 64% of India's population would be in the working age of 15-64 years by 2026. As the world population ages, India will have the advantage of a younger demographic. This means that India would have one of the largest and youngest working populations in the world. In the face of global shortages in skilled labour, India could be poised to supply skills to the world. And here lies another opportunity waiting to be tapped.

Change in Working Population of World from 2010-2030





# Partner with IndiaSkills to seize the opportunity

IndiaSkills aims to provide world-class skills training, leading to an empowered youth workforce with pride and proficiency in their vocation. IndiaSkills offers a wide range of qualifications across different industry verticals such as Retail, Hospitality, BFSI (Banking, Financial Services and Insurance), Security, Spoken English, Hair and Beauty, Auto and Construction.

Starting out with entry level programmes, we aim to provide multiple levels of qualifications at entry, supervisory and managerial levels, thus opening up opportunities for lifelong learning and growth. For the industry, this translates to a job-ready workforce with 'first day first hour' productivity. A national footprint of learning centres will give widespread access to learners and enhance the impact that IndiaSkills has on the workforce, industry and society.





# The IndiaSkills pedigree

IndiaSkills is a joint venture between Manipal Education, India's leading education service provider and City & Guilds, world leader in skills training and certification.



With over six decades of experience, Manipal Education is one of India's foremost academic and education service provider. With a global presence spanning the entire spectrum of education from schools to skills training to university campuses in India and abroad, the group provides a wide variety of educational opportunities with world class curriculum supported by the finest teaching methods. Over 3 lakh students across 20 countries stand testament to their leadership.

- Six Decades of Quality Education • 3 Universities and 9 Campuses • 30 Professional Colleges
- 13 Professional Streams • Presence in 20 Countries Across the Globe • 170 Courses and 180,000 Students



In over 130 years of leadership, City & Guilds has evolved to become the global leader in skills training and certification. Rooted in the needs of the industry, City & Guilds offers 600+ qualifications across 30 sectors, ranging from agriculture to engineering, hair-dressing to motor vehicle maintenance and IT to tourism. City & Guilds certifies more than 18 lakh learners annually.

- 130+ Years of Leadership in Vocational Education • 600 + Qualifications in 30 Sectors
- 81 Countries • 8500 Centers • 1.8 million Certifications Every Year • Over 30 Million Successful Students

# Vocational Training Centres

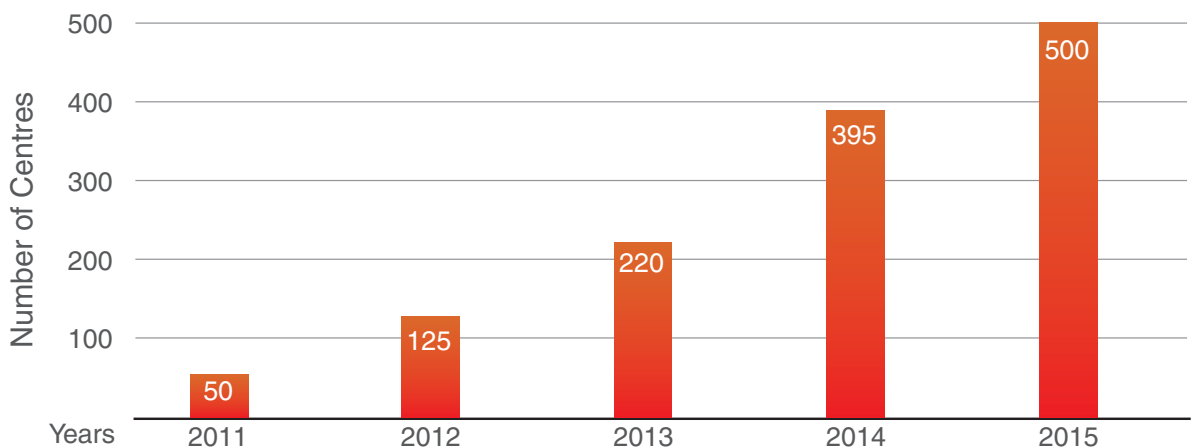
## The IndiaSkills way!

IndiaSkills Vocational Training Centres (VTCs) are the hubs that will provide specialised job-oriented training to millions of Indians. As a VTC, you can expect our absolute support and commitment in helping you succeed. Our qualifications are designed, developed and endorsed by industry, ensuring that what is taught is always relevant while also helping with employability. We are there to assist you at every step of the way, from brand building to infrastructure planning, from learner acquisition to business development. From Train-the-Trainer programmes for developing quality trainers at each centre, to well-detailed course plan and workbook to learners, the entire qualification delivery will be process supported for maximum efficiency. Our network of External Verifiers and Assessment Managers will further strengthen the quality of skills training through a standardised assessment and certification process.

## The advantage of scale

When you partner with IndiaSkills, you stand to benefit by being a part of a large network. Well-planned marketing and brand-building campaigns will be carried out to establish IndiaSkills as a household brand of repute. Irrespective of location, as a partner, your centre would gain awareness and credibility resulting in more enquiries that translate into business conversion. IndiaSkills will establish centres across India in a phased manner, with an aim to make skills training accessible to people even in the far reaches of the country.

### IndiaSkills' Expansion Plans



# A wide range of course certifications

IndiaSkills offers a wide array of courses to meet the needs of industry in India and the world. These sectors are identified after a detailed market research. Leading players from industry in each sector participate in developing and accrediting our courses.

## Sectors



### Banking, Financial Service and Insurance

The demand for skilled labour in the BFSI sector would reach 5 million by 2015. Wealth management, financial planning and product sales are the areas requiring a bulk of this demand.



### Retail

The retail industry would have a demand of 5 million skilled labour by 2015. Not just in terms of numbers, but also in terms of geographic reach, retail creates pan India employment opportunities for skilled workforce. The changing formats, customer service quality and competition, all put a huge onus on having well trained workforce for success.



### Hospitality

With over 3 million skilled workforce required by companies, hospitality is one of the biggest service sectors in terms of employment opportunities. Front office, food preparation and housekeeping are the areas with biggest demand.



### Hair and Beauty

One of the fastest growing sectors in India. The large numbers of spas, beauty parlours, and salons have ensured that gaining skills in this sector is an attractive and empowering opportunity.



### Sales

From telecom to retail, from publishing to medicine, there is a huge demand in terms of tens of millions for frontline sales personnel; what the industry calls 'Feet on Street' sales.



### English Language Training

Widely considered the passport to any service job, English language training as a sector enjoys a huge demand. IndiaSkills offers spoken English qualifications from the City & Guilds stable, bringing along recognition by Common European Framework (CEF) and is also recognised in over 100 countries.



### Construction

The booming construction industry will require 15 million skilled personnel by 2015. The growth is on three fronts: Government impetus on infrastructure, domestic housing and industrial buildings. And the demand is the most at the entry levels!



### Supply Chain Management

With a requirement of about 5 million at entry level, the supply chain's value chain needs skilled workforce at all points, from warehousing to logistics. A booming economy will further increase this demand to several millions.



# Business potential

To be in a space that empowers people and the nation through the path of skilling is in itself highly rewarding. Over and above it, the huge demand numbers, the impetus from government and industry and the huge youth population, all point toward the same direction, of an exciting and empowering growth opportunity.

A vocational training centre can expect business from three channels:

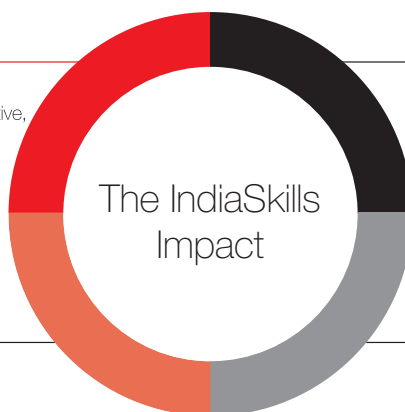
- (i) Our B2C channel, where we acquire learners directly through marketing and activation inputs
- (ii) The B2B channel, where we get training, certification orders to skill existing employees of companies
- (iii) Our B2G channel, where we get training contracts from government bodies to skill, train and certify. To augment business from all the channels, IndiaSkills has separate channel, corporate and Government teams that will work towards increasing engagement at each level. The centre is both, expected and empowered to get business from all the three channels through its own initiatives.

## Industry

- Reduced training costs
- First-Day-First-Hour (FDFH) Productive, Hands-on
- Soft Skill Ready

## Policy Makers

- Higher Employment
- Lower Poverty



## Students

- Legitimacy
- Respectable Employment
- Accessible and Affordable Training

## Delivery Centers

- Opportunity to Expand into New Business
- Self-sustaining Financially Vibrant Business Entity

# Committed support

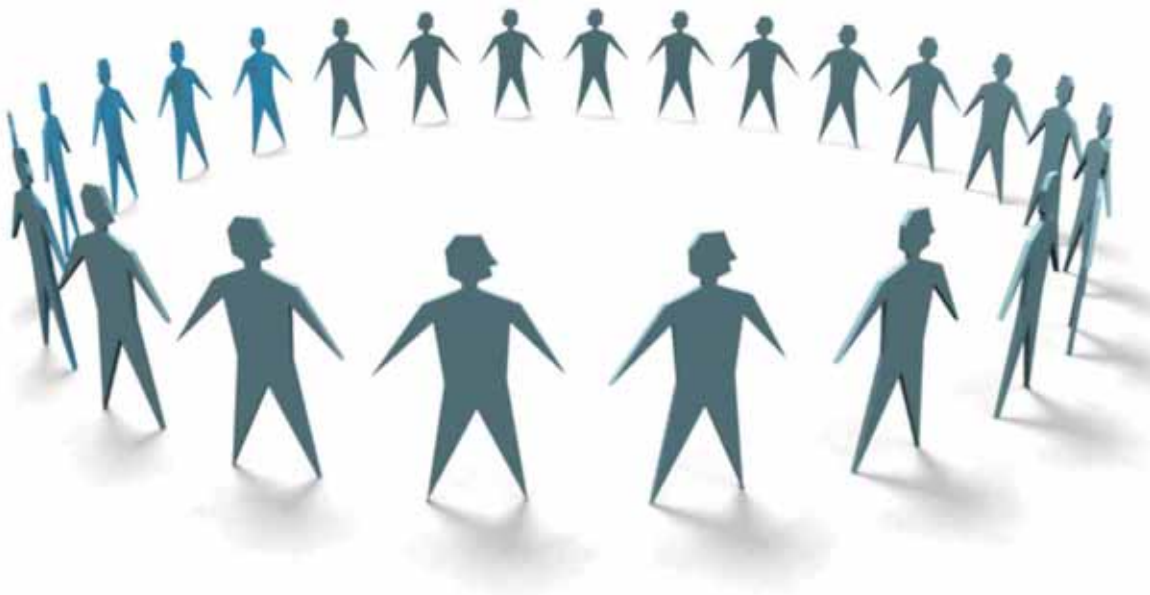
Our process-driven partnering platform will offer an organised system of delivery allowing you to concentrate on becoming the best that you can. When you partner with us, you tap into a wealth of knowledge and experience. You won't have to spend time and money developing systems and processes for yourself, and will have the opportunity to introduce new developments that enhance your operations easily. At the IndiaSkills VTC, you can expect support in four different areas:

Product and Training

Operations and Delivery

Sales and Marketing

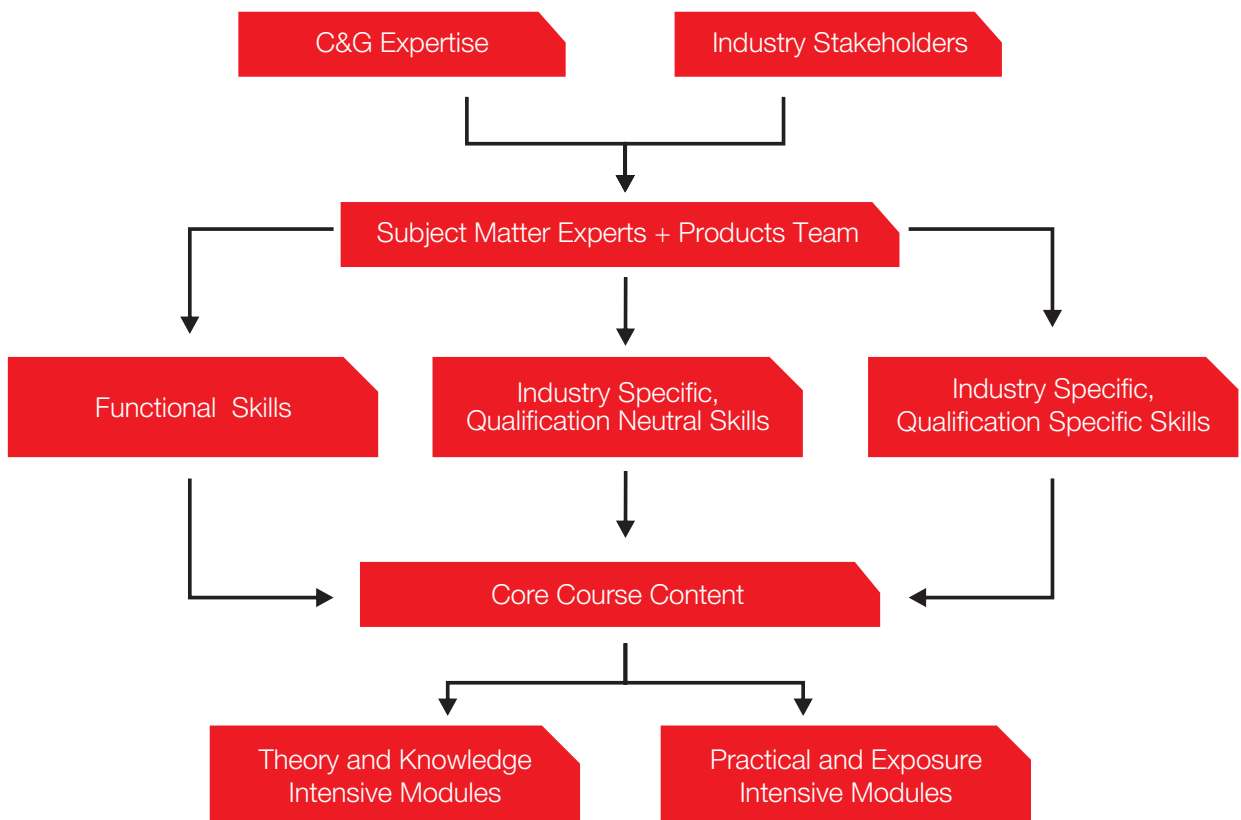
Quality and Process



# Product and training delivery support

The product or the courseware is the most vital part of every learning programme. This is where we are particularly strong, based on the inherent strengths of our principals Manipal Education and City & Guilds. IndiaSkills courseware is designed using an eight-phase process that has been developed and honed by City & Guilds over a period of 130+ years, resulting in a high-quality industry-endorsed product.

## The Proprietary Eight Phase Qualification Process





Personality Development

# Train-the-Trainer programme

## Who will be trained?

Trainers delivering an IndiaSkills qualification at any of our vocational training centres would be required to be certified by IndiaSkills before the delivery takes place.

## Duration of the programme

The Train-the-Trainer programme will be a six-day quality programme, with each day consisting of 6-8 hours of training sessions.

## Certification

A trainer seeking certification will need to attend all days of training and successfully complete all assessment criteria before being certified by IndiaSkills.



# Operations and delivery support

Our operation processes have been formulated to provide seamless and effective support to all the centres, learners and other stake holders across various stages of their interactions with IndiaSkills. Our stress is on executing the processes, through the effective use of cost-efficient technology wherever possible.

## People, Process and Systems

People, we understand, are the key factors behind efficient and economic delivery. Keeping this in mind, we have developed an organisation structure for employees at centre level, clearly mapping roles, responsibilities and result areas.

Process ensures that best practices are repeated, time and again. IndiaSkills has an excellent set of processes right from approving centres to providing logistic support of course-ware to the delivery of specific qualifications from assessments to certification.

Systems are the backbone to ensure processes are followed across geographies and sectors. The I-SIS (IndiaSkills Student Information System) is an excellent enabler in this direction. The system will also help in inventory management, wherein the course-wares will be replenished on a regular basis.

# Sales and Marketing support

Comprehensive and continual support will be provided in terms of sales and marketing towards business development.

## Brand Building

We understand that a strong and powerful brand will be the biggest driver for students.

To build a powerful brand, IndiaSkills has devised a systematic programme at National and Regional levels through:

- Print, Radio and TV (national and regional) supported by strong and focused PR

## Business Development Support

Our highly qualified Corporate Sales team will provide maximum support toward fulfilling your business objectives by:

- Working continuously towards getting industry accreditations for our products from key players in each vertical
- Securing detailed student placement mandates from industry players in each vertical
- Focusing on government projects to get national/regional tie-ups for projects

## Student Acquisition

Student acquisition is the backbone of the business and we focus our efforts strongly in that direction. IndiaSkills will help in a coherent marketing effort at regional level through:

- Combination of local media (print, radio)
- Orchestrated activation support and guidance as required
- Digital marketing efforts to generate student leads, to route them to respective regions

## Executorial Support

Quarterly marketing template, will be shared to leverage best practices and synergise Head Office and VTC spends.

## Business Partner's Role

- We expect our partners to feel as brand owners and invest time and efforts toward building a strong and credible brand at a regional level
- Towards student enrolment, our partners should actively involve in local advertising, activation and tie-ups with schools, tutorials and colleges
- We expect our partners to work towards project sourcing with city level corporate firms towards placements and tie-ups
- In all these activities, the partner will be supported and guided by our regional sales team whenever required

# Executional support for partners

Press, TV and Radio



VTC Brand Manual

A detailed manual on usage of logos, colours and brand in communications and collaterals.

Business Collaterals

Signages, Letterheads and Business Cards are important business collaterals for a partner.

Printable files for the same will be shared to ensure ease and standardisation of use.

Communication Collaterals

Student acquisition and brand-building drives need powerful collaterals.

Such collaterals will be centrally designed, developed and shared periodically.

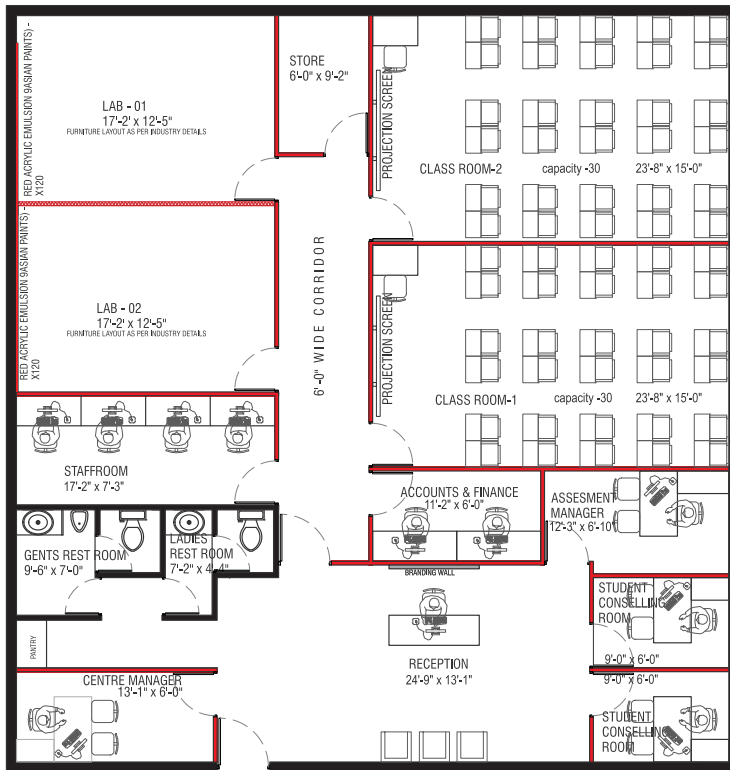
Centre Design Manual

A comprehensive Centre Design manual that helps a partner develop an IndiaSkills centre from ground up.

Communication Collaterals:  
Standeers, Banners and Posters



# Centre Design, interiors and accessories



Furniture Layout Plan

## Centre Design

- Partition
- Sliding folding partition
- Wall



View - Makeover of the classrooms  
(for existing training centres)



View - Makeover of the reception  
(for existing training centres)



View - Makeover of the reception  
(for existing training centres)



View - Reception  
(for existing training centres)

# Quality and Process support

IndiaSkills has partnered with City & Guilds to introduce a globally recognised system of quality assurance for vocational training.

## Established system

- Tailored solution to dovetail with IndiaSkills product design
- End-to-end support and monitoring will ensure validity and standardisation
- IndiaSkills quality team aims to work in partnership with VTCs
- VTC staff development programme to build internal quality assurance skills
- Network of verified venues for written examinations to ensure standardised assessment results across the country

## Support from regional quality teams

- Quality processes developed and honed by City & Guilds over 130+ years of operations
- Regional IndiaSkills quality staff and External Verifiers (EV) to help towards adherence and commitment to quality standards
- Training packages for assessors and internal Verifiers
- Regular visits by IndiaSkills EV to:
  - Monitor qualification delivery
  - Monitor and verify outcomes of practical assessment
  - Receive daily telephone support and feedback
  - Manage solutions for written examinations

## Assessment methodology

A well-developed assessment methodology has been developed by IndiaSkills to ensure the smooth running of the programme.

### Key components of assessment:

- A clear statement of the standards of performance expectation of the successful candidates
- Assessment instruments gathering sufficient valid and reliable evidence of the ability to perform to the identified standards
- A quality control system ensuring consistent application of standards and assessments over time, and at an appropriate place
- An administrative system supporting smooth running of the programme



# IndiaSkills and You

## The spirit of partnering

### Our expectations from our partners

- Commitment to the training business
- Facilities which meet infrastructure requirements
- High-quality faculty and counsellors
- Focus on quality service to students
- Planning and execution of local learner acquisition activities
- Improvement through ongoing monitoring and feedback

### What our partners can expect from us

- A high-quality product
- Train-the-Trainer programme
- Industry endorsement and mandates
- National and regional marketing support
- Ongoing support
- Commitment to innovation
- Comprehensive and intensive training
- Industry approved and well-designed course material

# Students Speak



**Name:** Priyanka Vishwakarma  
**Educational Qualification:** Graduate  
**IndiaSkills Qualification:** Certificate in Retail Skills  
**Placement Details:** Café Coffee Day Team Member

"I am thankful to IndiaSkills for providing me with theoretical and practical knowledge in the field of retail. IndiaSkills has given me the confidence to rebuild my career as well as helped me polish my presentation skills. Without their help, it would have been impossible to reach this level."



**Name:** Vishal Verma  
**Educational Qualification:** Graduate  
**IndiaSkills Qualification:** Certificate in Retail Skills  
**Placement Details:** Pantaloons

"I have learnt a lot about the retail industry under the supervision of the capable faculty at IndiaSkills. The simulating atmosphere has been immensely helpful in helping to gain practical knowledge. After 125 hours of extensive training, I have attended 4 interviews conducted by Khadim's Group, Café Coffee Day, Madura Garments and Pantaloons, out of which I have been selected by 3 organisations. I am very thankful to the centre head Mr. Amitabh Dixit, the faculty, and supporting staff for all their help."



**Name:** Sachin Nigam  
**Educational Qualification:** Intermediate and Pursuing Graduation  
**IndiaSkills Qualification:** Certificate in Retail Skills  
**Placement Details:** Big Bazaar

"I have completed 125 hours of training for certification in retail skills, and I can proudly say that IndiaSkills is the best institute to help you work towards a career in the retail industry. The company's trainer, Mr. Abhishek Srivastava, at the Kanpur center is a well qualified and experienced professional. Mr. Amitabh Dixit, the Assistant Manager and Channel Operator, is friendly and always willing to share his knowledge and experience with the students here. Now, I have both a career in retail and an international class certification."



[www.indiaskills.com](http://www.indiaskills.com)

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