

FY- 2021-22

Prepared By- District Skill Committee, Dehradun

ACKNOWLEDGEMENT

Extending profound gratitude to all the District Skill Committee (DSC) members for their valuable inputs, the line departments for providing all sorts of data available with them, and MGN Fellow for drafting the District Skill Development Plan (2021-22) for the Dehradun.

S.No.	Name	Designation
1	Dr. R. Rajesh Kumar, IAS	District Magistrate/Chairperson, DSC
1	Nitika Khandelwal, IAS	Chief Development Officer/ Vice-Chairperson, DSC
2	Ajay Singh	Regional Employment Officer
3	Anil Singh Gusain	Principal Nodal, ITI
4	Dr. Alka Pandey	District Village Industries Officer, Khadi Board
5	A.K. Saxena	Principal, Nodal Government Polytechnic
6	Rajesh Kumar	District Economics & Statistics Officer
7	Bhaskar Singh Kulyal	DIO,NIC
8	Shikhar Saxena	GM,DIC
9	Suresh Chandra Arya	Assistant Labor Commissioner
10	Chandra Singh Martoliya	District Lead Bank Manager
11	Gaurav Madhav Sharma	Industries Representative
12	Girdhar Rawat	Regional Manager SIDCUL, Selaqui
13	Satpal Singh Sahni	Principal, Government PG College
14	Dr. Mukul Kumar Sati	Chief Education Officer
15	Bijay Singh Tomar	Industries Representative
16	Vinod Kumar Yadav	Assistant Director, Fisheries
17	Vijay Deorari	Chief Agriculture Officer
18	S.B. Pandey	Chief Veterinary Officer (Animal Husbandry)
19	Meenakshi Joshi	Chief Horticulture Officer
20	Jaspal Chauhan	District Tourism Officer
21	Bhagwati Prasad Trivedi	Assistant Minority Welfare Officer
22	Anurag Mishra	Assistant Director, Dairy
23	Naresh Kumar	Assistant Director, Sericulture
24	Sanjay Kamal	District Mushroom Officer
25	Poonam Sinha	Regional Director, NIESBUD
26	Ajay Kumar Soni	District Development Manager, NABARD
27	Anil Goyal	RSETI
28	Praveen Chandra Goswami	Employment Officer
29	Bhawna Vaishnav	Mahatma Gandhi National Fellow

Sub-Committees

Name	Members
Tourism Sector	<ul style="list-style-type: none"> • Regional Tourism Officer (Head) • Assistant Regional Transport Officer • Food Security Officer.
Information Technology Sector	<ul style="list-style-type: none"> • DIO, NIC (Head) • Regional Employment Officer • Principal, Nodal ITI • Principal, Nodal Government Polytechnic • Regional Manager, SIDCUL • Regional employment officer
Minority, Social welfare and PWD	<ul style="list-style-type: none"> • Assistant Minority Welfare Officer (Head) • District Social welfare Officer, • District Village Industries Officer • Principal ,Nodal ITI
Education and Related Fields	<ul style="list-style-type: none"> • Chief Education Officer (Head) • Principal, Government College • Principal, Nodal ITI • Principal, Nodal Government Polytechnic.
Industries	<ul style="list-style-type: none"> • General Manager, District Industries Centre (Head) • Industry Representatives • Regional employment Officer • Principal, Nodal ITI.
Trade Associations	<ul style="list-style-type: none"> • Assistant Labor Commissioner (Head) • Regional Employment Officer • Assistant Commissioner, GST • Heads of Trade Associations
Agriculture and its Allied activities and Rural Businesses	Chief Agriculture Officer(Head) , Chief Horticulture Officer, Chief Veterinary Officer, District mushroom Officer, Assistant Director(Dairy), Assistant Director(Sericulture) ,Assistant Director(Fisheries) and District Village Industries Officer .

SUMMARY

Dehradun is the administrative and economic hub of Uttarakhand. The district is renowned for its natural resources, educational institutions and tourist places. It is the second most populated district of Uttarakhand as per census 2011. It shares boundary with Uttarkashi in the north-east, Tehri Garhwal in the east, Himachal Pradesh in the west, Haridwar and Saharanpur districts of Uttarakhand and Uttar Pradesh respectively in the south.

Economy- Dehradun accounted for second-highest contribution in the state economy for 2016-17, contributing 21% to the GDP of the state. Tertiary sector makes the highest contribution to the District Domestic product, followed by secondary sector and primary sector respectively. Also, majority of the workforce of the district is engaged in tertiary sector for its livelihood. Major crops grown in the district include Wheat, Maize, Rice, Mango, Apple, Litchi, Rajma, Potato, Sugarcane, etc. Tourism & Hospitality, IT, Education, Logistics, etc. are some of the major players in the service sector. Other potential sectors in the district include Pharmaceutical, Food Processing, Electronics, Construction, etc.

Skilling Ecosystem- The district has 7 government and 20 Private ITIs. Electrician, welder, Fitter, Plumber, Draughtsman and carpenter are some of the major courses that are taught in government ITIs. Courses in government polytechnics include Civil Engineering, Mechanical Engineering, Electrical engineering, etc.

District Skill Committee- The District Skill Committee was formed in August, 2020 as per the Government Order. The first meeting was held in September and the last meeting was held in December, 2020. The DSC has been involved in various activities including identification of potential sectors for PMKVY 3.0, formation of sub-committees, mobilization and demand aggregation for training in healthcare sector, etc.

Skill Gap Report- Agriculture, Tourism & Hospitality, IT-ITeS, Handicrafts, BFSI, Retail, Beauty & Wellness, Healthcare, Capital Goods, Apparel, Automotive, Electronics, Food Processing, Life Sciences, Textile have been identified as the potential sectors of the district.

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CHAPTER-1

DISTRICT PROFILE



DISTRICT PROFILE

Dehradun is made up of two words: “Dehra”, which is derived from word dera (a camp or temporary settlement) and "doon" which means a valley. Dehradun, the capital city of Uttarakhand, is located 236 km north of national capital. It is being developed as a “Counter magnet” of the National Capital region (NCR) so as to solve the problem of migration and population explosion in the Delhi Metropolitan area. The district is renowned for its natural resources and educational institutions. Some of the country’s best boarding schools and training institutions are located in the district. Some of the best national institutions like Survey Of India, Forest Research Institute, Wildlife Institute of India are also located in the district.

A. Location and Geography

Dehradun forms part of the Garhwal region and is located on the foothills of Himalayas. It is well connected and in proximity to popular Himalayan tourist destinations such as Mussoorie, Nainital, Auli and the Hindu holy cities of Haridwar and Rishikesh along with the Himalayan pilgrimage circuit of Char Dham. The district has different type of physical geography from Himalayan Mountains to Plains.

The district contains Rajaji National Park, which is home to several hills and lesser Himalayan range containing hill stations such as Mussoorie and Chakrata. The district is bordered by the Himalayas in the north, the Shivalik Hills in the south, the river Ganges in the east, and the Yamuna River in the west.

This district is divided into two major parts, the main city Dehradun surrounded by Shivalik and the Himalayas, and Jaunsar Bavar, which is located in the foothills of Himalayas.

The district covers an area of 3088 sq. km, which is approximately 5.77% of the total area of the state. It lays between 29°57' N and 31°2'N Latitudes and 77°35' E and 79°20'E Longitudes. It shares boundary with Uttarkashi in the north-east, Tehri Garhwal in the east, Himachal Pradesh in the west, Haridwar and Saharanpur districts of Uttarakhand and Uttar Pradesh respectively in the south. It is very well connected by rail and regular bus services to all the major cities of India.



B.Culture

Since Dehradun is a part of Garhwal region, there has been a great influence of the local customs of Garhwali people on the culture of the district. Main languages spoken here are Hindi, Garhwali, Punjabi, English, Nepali and Kumaoni. People of different religions live in the district and many fairs and festivals are celebrated throughout the year. These fairs and festivals include Jhanda Mela, Tapkeshwar Mela, Laxman Sidhha Mela, Bissu Fair, Mahasu Devta Fair, etc. Famous dishes of the district include raita, sani hui muli, nimbu, kanalee ka saag, singodi, kaafli, arsa, bal mithai, kulath phanu, gulgual, rus, chicken korma, kesar halwa, sei, bhatt, Tibetan momos and various milk products. Also, the district is known for its basmati rice, chakrata rajma, khukris (Traditional knives), hand woven shawls, sweaters, cardigans, stoles, scarves, crafts and furniture made from bamboo, artifacts made out of wood, local paintings, ornaments, carpets, etc.

C.Administrative Set-up

Tehsils-6	Kalsi, Chakrata, Tyuni, Vikasnagar, Rishikesh and Dehradun
Community Development Blocks-6	Raipur, Doiwala, Sahaspur, Vikasnagar, Chakrata and Kalsi.
Villages	749

Source: Census Handbook, 2011

D.Forest

Forests cover large area of the district and are chiefly stocked with Sal. Some of the forest products are- Fuel, fodder, bamboos, medicinal plants, honey, lac, gum, resin, catechu, wax, horns and hides. Different types of forests and varying species of shrubs, climbing plants and grasses, depending upon the aspect, altitude and soil condition are found in the district. Sal forest and coniferous forests are predominant in the western part of tehsil Dehradun. Chir is the only coniferous species in the old reserved forests of Dehradun. A few deodar trees can also be seen in the district. Forests play an important part of the economy of the district.

E.Demography

Dehradun is the second most populated district of Uttarakhand. It accounts for 16.79% of the total population of the state. The literacy rate of district stands at 84.2%, higher than the state average of 78.82%. Its urban population rate stands at 55.52%, much higher than the state average of 30.23%

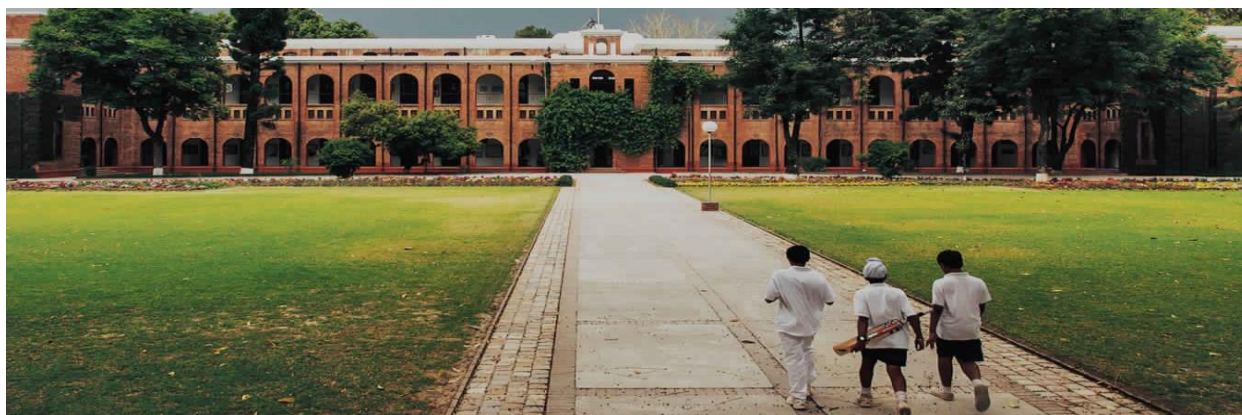
Attributes	Census-2011
Total No. of Blocks	6
Total No. of Gram Panchayats	460
Total No. Villages	749
Total No. of ULBs	22
Total HH	347001

Total Population	1696694
Total Male Population	892199
Total Female Population	804495
Total Population 0-6	201652
Total Male 0-6	106746
Total Female 0-6	94906
Total Population - Scheduled Castes	228901 (13.49%)
Male - Scheduled Castes	120430
Female - Scheduled Castes	108471
Total Population- Schedule Tribe	111663 (6.58%)
Male - Scheduled Tribes	58264
Female - Scheduled Tribes	53399
Decadal population growth	32.33
Population density	549
Sex ratio	902
Sex ratio (0-6)	889
Literacy Rate	84.2%, Male= 89.4%, Female= 78.5%

Source: Statistical Department

F.Education

Dehradun is home to world-class residential schools, which attract students not only from India but also from other countries as well. The Doon School, Welham Boys' School, Welham girls' School, St. Joseph's Academy, Brightlands School, Convent of Jesus and Mary are some of the finest schools in the district. Schools in Dehradun are famous for providing quality education with an emphasis on the overall development of the students. Majority of the top schools here have adopted internationally acclaimed curriculums like International Baccalaureate (IB) and Cambridge Assessment International Examination (CAIE). Many of the top schools here are equipped with modern technologies like smart classes, projectors and computerized classrooms which help in providing a better learning experience to the students. All these reasons make it "The school capital Of India".



The below table gives details about the number of schools, total number of students and drop-out

rate in each of the categories. If we look at the drop-out rate, it is quite high in case of secondary and higher secondary schools.

Number of Schools (All management)	Number of Schools	Total number of students	Drop Out Rate
Primary	1283	69036	0.46%
UPS	742	93733	0.18%
Secondary	148	29563	8.50%
Higher Secondary	370	243629	7.92%
Total	2543	435961	

Source: Education Department

Literacy Rate

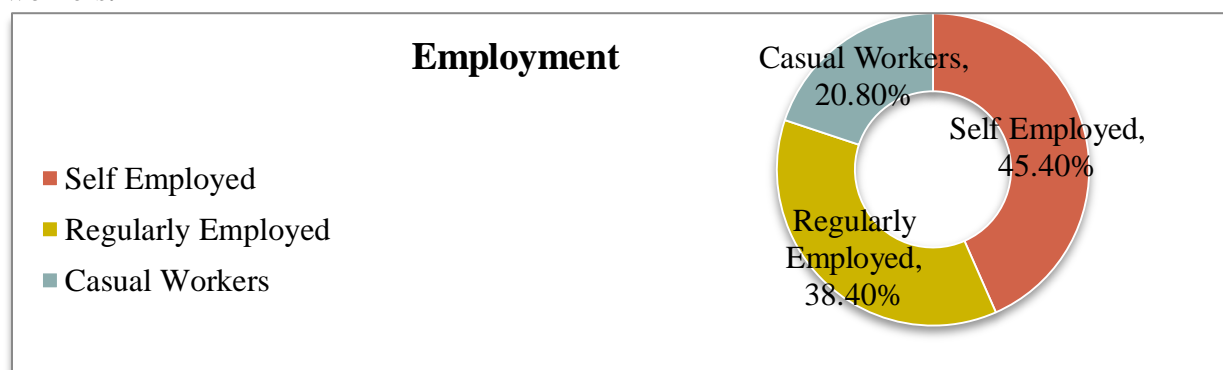
Dehradun has a literacy rate of 84.25%, which is higher than the state average of 78.82%. Urban and rural literacy rates are 88.3% and 79.1% respectively. The male literacy rate is 89.4% and female literacy rate is 78.5%. The female literacy rate of the district is highest among all the districts of the state.

	(2010-11)		
Attributes	Total	Male	Female
Literate population – All	1259506	702216	557290
Literacy rate - All	84.25	89.4	78.54
Literate people - SC	148024	85367	62657
Literacy rate - SC	75.34	82.40	67.45
Literate people - ST	68528	40405	28123
Literacy rate - ST	70.64	79.70	60.73
Youth literacy (15-29)	98.14	98.74	99.01

Source: Census Report, 2011

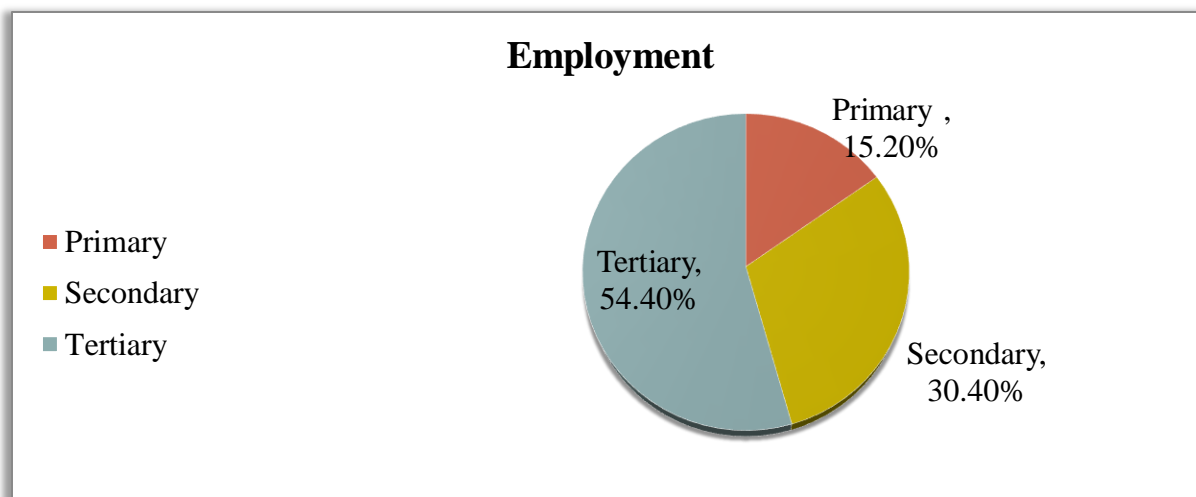
G.EMPLOYMENT PROFILE

According to HDR Report 2017, employment by the type of category shows that 45.4% the workforce is engaged in self employment, 38.4% is regularly employed and 20.8% are casual workers.



Source: HDR Report, 2017

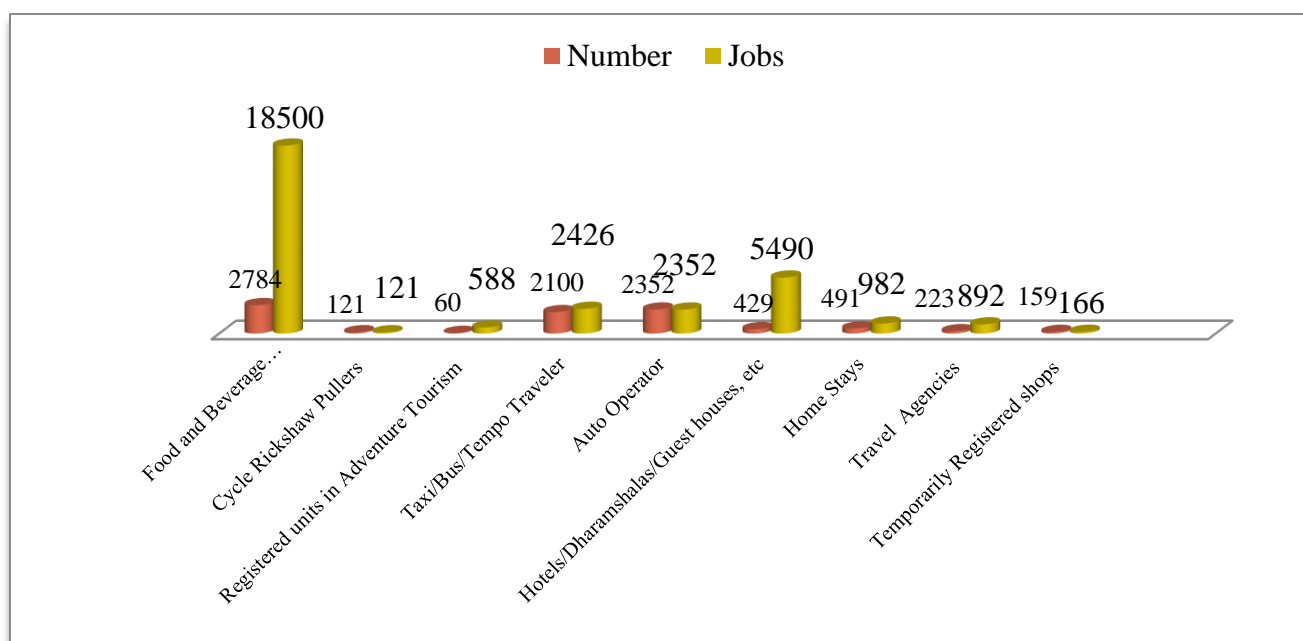
Employment by the type of industry shows that tertiary sector has the highest employment rate of 54.5%, followed by secondary and primary sector respectively.



Source: HDR Report, 2017

Employment in Tourism Sector

Dehradun is a very famous tourist destination, and attracts a large number of tourists round the year. Mussoorie alone attracts millions of tourists throughout the year. Therefore, a lot of people are engaged in a variety of tourism related activities for their livelihood. The below pie chart shows that food and beverage service activities are providing employment to the maximum number of people, followed by Hotels/Dharamshalas/Guest Houses and Taxi/Bus/Tempo Traveler activities respectively.



Source: Sub-Committee, Tourism Sector

1.2 SKILLING PROFILE

1. **Industrial training Institutes-** The district has 7 government and 20 Private ITIs.

Name of Institute	No. Of Institutions	Male	Female	Total Students
Govt. Industrial Training Institute Boy's Dehradun	07	471	45	516
Govt. Industrial Training Institute Women Dehradun		0	122	122
Govt. Industrial Training Institute Rajpur Road, Gujara		120	1	121
Govt. Industrial Training Institute Kalsi		99	12	111
Govt. Industrial Training Institute Mussoorie		19	0	19
Govt. Industrial Training Institute Vikasnagar		96	10	106
Govt. ITI, Tyuni		18	02	20

Source: Nodal ITI

Industrial Training Institute	Sector	Job Role	Annual Intake
Govt. Industrial Training Institute Boy's Dehradun	ELECTRICAL/Mechanical/Non ENGINEERING TRADE	Welder (NSQF)	20
		Plumber (NSQF)	24
		Stenographer & Secretarial Assistant (English) (NSQF)	24
		Stenographer & Secretarial Assistant (Hindi) (NSQF)	24
		Wireman (NSQF)	20
		Painter General (NSQF)	20
		Turner (NSQF)	20
		Draughtsman (Mechanical) (NSQF)	48
		Draughtsman (CIVIL) (NSQF)	24
		Mechanic (Refrigeration and Air-Conditioning) (NSQF)	24
		Instrument Mechanic (NSQF)	48
		Machinist (NSQF)	40
		Mechanic (Motor Vehicle) (NSQF)	48
		Electrician (NSQF)	80
		Fitter (NSQF)	120
Govt. Industrial Training Institute Women Dehradun	ELECTRICAL/Mechanical/Non	Draughtsman (Civil) (NSQF)	24
		Electronics Mechanic (NSQF)	24
		Fashion Design & Technology (NSQF)	40

	ENGINEERING TRADE	Information Communication Technology System Maintenance (NSQF)	24
		Sewing Technology (NSQF)	20
		Stenographer & Secretarial Assistant (English) (NSQF)	24
		Stenographer & Secretarial Assistant (Hindi) (NSQF)	24
		Basic Cosmetology (NSQF)	24
Govt. Industrial Training Institute Rajpur Road Gujara	ELECTRICAL/Mechanical	Carpenter (NSQF)	24
		Welder (NSQF)	20
		Electrician (NSQF)	40
		Mechanic (Motor Vehicle) (NSQF)	48
		Fitter (NSQF)	40
Govt. Industrial Training Institute Kalsi	ELECTRICAL/Mechanical/Non ENGINEERING TRADE	Electrician (NSQF)	20
		Fitter (NSQF)	20
		Electronics Mechanic (NSQF)	24
		Plumber (NSQF)	24
		Welder (NSQF)	20
Govt. Industrial Training Institute, Mussoorie	ELECTRICAL	Sewing Technology (NSQF)	20
		Electrician (NSQF)	20
		Mechanic (Refrigeration and Air-Conditioning) (NSQF)	24
		Fitter (NSQF)	40
		Electrician (NSQF)	40
Govt. Industrial Training Institute Vikasnagar	ELECTRICAL/Mechanical	Draughtsman (Civil) (NSQF)	24
		Fitter (NSQF)	20
Govt. ITI, Tyuni	Mechanical	Fitter (NSQF)	20

Source: Nodal, ITI

2. A. PMKVY-2.0

S.No.	Sector	Trained	Placed	Placement Rate
1	Electronics	259	0	0%
2	Electronics & Hardware	788	246	31.218%
3	Aerospace & Aviation	89	0	0%
4	IT-ITeS	2076	631	30.394%
5	Tourism & Hospitality	1309	179	13.674%
6	Logistics	1267	422	33.30%
7	Leather	177	18	10.169%
8	Retail	778	232	29.82%
9	Telecom	180	105	58.33%
10	Capital Goods	300	0	0%
11	Media & Entertainment	120	69	57.5%
12	Management	70	15	21.42%
13	BFSI	128	2	1.562%
14	Beauty & Wellness	179	18	10.055%
15	Apparel	340	172	50.588%
16	Domestic Worker	120	59	49.167%
17	Automotive	491	141	28.716%
18	Construction	89	0	0%
19	Healthcare	289	51	17.647%
20	Agriculture	467	0	0%
21	Infrastructure Equipment	27	0	0%
22	Life Sciences	120	67	55.833%

Source: Power BI, NSDC

Analysis- The above table shows that maximum number of candidates was trained in IT-ITeS sector with a placement rate of 30.39%, Followed by Tourism & Hospitality sector and Logistics sector respectively. If we look at the placement rate, Telecom, Media & Entertainment, Apparel, and Life Sciences are the only sectors where more than 50% of the students got placed.

B. PMKK –Pradhan Mantri Kaushal Kendra

SECTOR	JOB ROLE
Beauty and wellness	Assistant Beauty Therapist
IT-ITeS	Domestic Data Entry Operator
Tourism and Hospitality	Front Office Associate, Food & Beverage Service Steward
Construction	Assistant Electrician
Apparel & Made-ups	Self Employed Tailor

Source: PMKK

3. Polytechnics

Polytechnic	Branch	Job Role	Annual Intake
Government Polytechnic, Sahiya	Mechanical Engineering	Diploma trainee engineer	40/ Branch
	Electrical Engineering	Diploma trainee engineer	40/ Branch
	Electronics Engineering	Diploma trainee engineer	40/ Branch
	CSE ,MOM & SP,IDD and Electronics Engineering	Diploma trainee engineer and Computer operator	40/ Branch
	Civil Engineering, Mechanical Engineering, Automobile Engineering, Electronics Engineering, I.T, C.S.E., and Pharmacy	Diploma trainee engineer and Pharmacist	40/ Branch
Government Polytechnic, Vikasnagar	Electronics	Diploma trainee engineer	40/ Branch
Government Girls Polytechnic, Dehradun	Electrical Engineering, Mechanical Engineering and Civil Engineering	Diploma trainee engineer	40/ Branch
Government Polytechnic, Dehradun	Electrical Engineering	Diploma trainee engineer	40/ Branch
Government Polytechnic, Aamwala	Electrical Engineering, Mechanical Engineering and Civil Engineering	Diploma trainee engineer	40/ Branch
Government Polytechnic, Ranipokhri	Electrical Engineering	Diploma trainee engineer	40/ Branch
Government Polytechnic, Garishyampur			

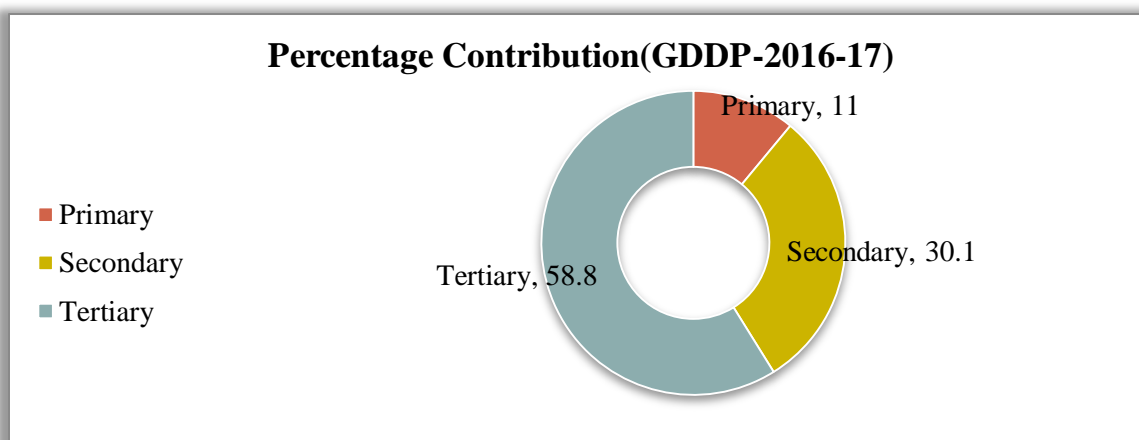
Source: DSC member representing Polytechnics

1.3 ECONOMY

Dehradun accounted for second-highest contribution in the state economy for 2016-17, contributing 21% to the GDP of the state. Its per capita income of Rs. 195925 for 2016-17 was also higher than the state average of Rs.160795¹.

Percentage distribution of three sectors in the Gross District Domestic Product shows that tertiary sector is making the highest contribution, followed by Secondary and Primary Sector respectively.

Source: des.uk.gov.in

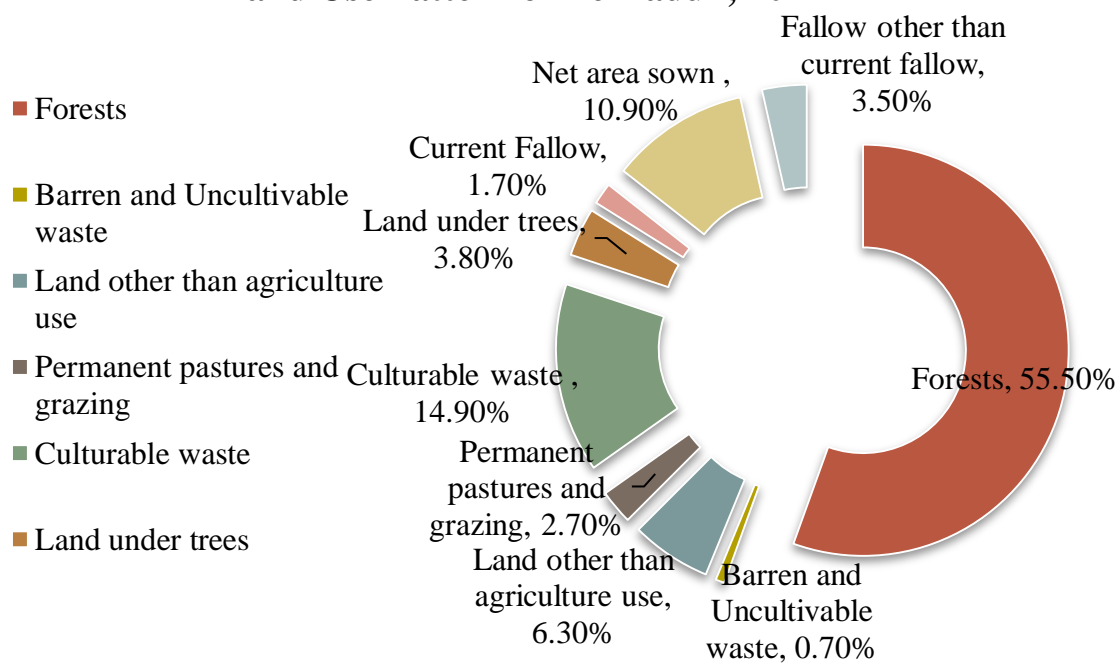


Primary Sector-Agriculture

Dehradun is endowed with varied agro-climatic zones ranging from subtropical to high altitude cold deserts which provide an opportunity for the development of agriculture and its allied sectors. There are two harvests throughout the district; Kharif (autumn crops harvested after the rainy season) is sown in June or little earlier in hills and is reaped in September and October, Rabi (winter crops) is sown in October – November and reaped in March in plains and in April and May in the hills. Major crops grown in the district are paddy, wheat, barley, maize, mandua, sanwa, ramdana, Pulses (Urd, pea, lentil, gram, tur/arhar, kulthi and black soyabean), rapeseed, mustard, seasum, Sugarcane and soyabean. Fruits include apple, guava, litchi, mango, lemon, plum, pear, peach, apricot and amla. Animal husbandry, fisheries, sericulture and horticulture are important allied agricultural activities in the district. The below pie chart shows land use pattern under various categories. The chart shows that net sown are accounts for only 10.90% of the total land under use, while forests account for 55.5% of the land under use.

¹ des.uk.gov.in

Land Use Pattern of Dehradun, 2017



Source: HDR Report, 2017

<i>Major Crops</i>	<i>Production in M.T. (2018-19)</i>
<i>Rice</i>	19920
<i>Wheat</i>	39729
<i>Maize</i>	13978
<i>Potatoes</i>	8459
<i>Mango</i>	10284
<i>Apples</i>	7804
<i>Litchi</i>	6599
<i>Cabbage</i>	3523
<i>Tomatoes</i>	6987
<i>Onions</i>	2944
<i>Raddish</i>	3894
<i>Cauliflower</i>	16701
<i>Ladyfinger</i>	4500
<i>Brinjal</i>	4781
<i>Ginger</i>	6060
<i>Pea</i>	10172
<i>Sugarcane</i>	291302

Source: Agriculture & Horticulture Department

Industrial Sector

Major industries in the district are in the area of Pharmaceutical, Floriculture, Food Processing, Biotechnology, Information Technology and Tourism. The list of large scale industries and number of people employed in them is given below: (Source: District industries Center)

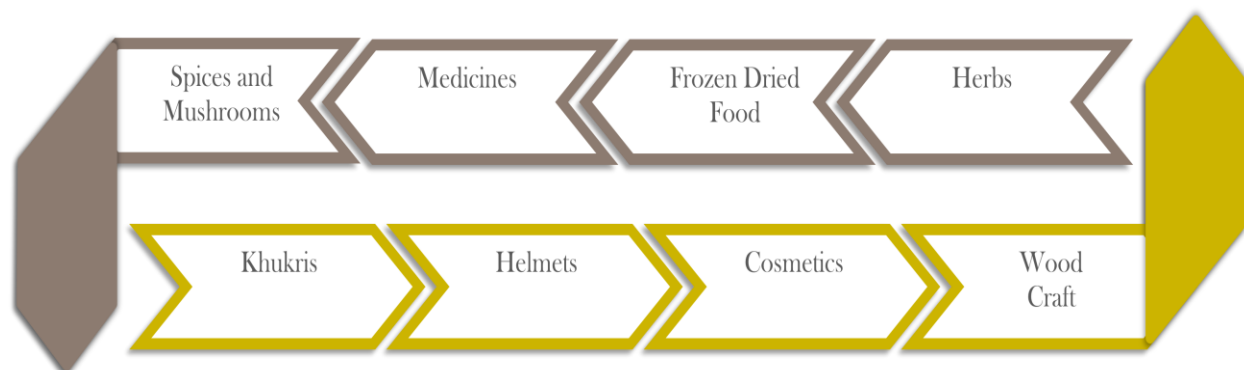
S.No	Name of the Industry	Year of Establishment	Product	Production Capacity(In crores)	Employee -nt
1.	M/S Doiwala Sugar Co. Ltd.	1956	Sugar	250 TGD	595
2.	M/S Flex Foods Ltd.	1991	Freeze & Dried Vegetables	200 M.T.	350
3.	M/S Sara services & Engineers (P) Ltd.	1983	Oil Field Equipment	Rs. 1500 crore	176
4.	M/S Birla Yamaha Ltd	1983	Portable Generator	75000 Units	880
5.	M/S Ovens Brockway (Built) Limited		Glass Bottles	9000 M.T.	665
6.	M/S Eveready Industries(India) Limited	2005	Steel Torch	4 Crore (No.)	73
7.	M/S Videocon Industries Limited	2004	AC, Color TV	10 Crore(No.)	110
8.	M/S Intas Pharmaceuticals	2005-06	Tablets, Capsule	20000 Lakh(No.)	45
9.	M/S Indian Drugs & Pharmaceuticals Ltd.	1962	Life Saving Drugs	16 Crore(No.)	210
10	M/S Ipca Laboratories Limited	2006	Pharmaceuticals Formulation	1100.542 Lakh(No.)	79
11	M/S Troikaa Pharmaceuticals Limited	2006	Pharmaceuticals Formulation	50 Crore(No.)	43
12	M/S Sharon Bio Medicine Limited	2006	Pharmaceuticals Formulation	5 Crore(No.)	83
13	M/S Apache Footwear Pvt. Ltd.	2010	Sports Shoes	84 lakh Pair	280
14	M/S Zircon Technologies (India) Ltd.	2014	Security Document Paper Label	181 Lakh Units	99
15	M/S Dixon Bhurji Moulding private Ltd.	2009	Semi-finished plastic products/Monofilament , etc.	84 Lakh Pair	97
16	M/S Amber Enterprises (India) Private Ltd.	2009	Luminous Products, Dish washer, Washing machine, Telecom/AC/TV/DVD	4746 Sets	97
17	M/S E-Vision	2010	Injection Moulding Goods, AC, Color TV, Induction Cooker, Top Heat Exchanger	477.22 Crore	119
Total					4101

The above table shows that maximum number of people is engaged in M/S Birla Yamaha, followed by M/S Ovens Brockway (Built) Limited and M/S Doiwala Sugar Company Ltd. respectively. Secondly, maximum number of large scale industries is working in Pharmaceutical sector.

Information Technology Park-

Initiative for the establishment of an 'International Quality' IT infrastructure in the district was undertaken by SIDCUL and Department of Information Technology & Industrial Development. This park is located in more than 60 acres at Sahastradhara Road. IT Park offers amenities such as conference hall, training centers, guest houses, travel & Forex service, banks, ATM's and recreational needs of the occupants to support the business. Recreational amenities include a multi-cuisine food court, a health club, sports facilities, etc. This sector is one of the potential sectors of the district and is a source of employment for a lot of people.

Exportable Items-



MSMEs

The top 6 employers in this sector include textile, construction, hotels and restaurants, Membership Organizations, Food Processing sector, and wearing apparel, dressing and dyeing of fur, manufacturing of leather & leather products, manufacturing of paper and paper products, manufacturing of wood. Other major employers include education sector, computer and related activities, manufacturing and wood products, etc.

Type/sector	Activities	No. of units (01-04-2013 beginning- 2020)	Employment (01-04-2013 beginning- 2020)
Primary Sector	Agriculture Hunting & Related Service Activities	5	21

Primary Sector	Forestry, Logging and Related Service Activities	1	08
Primary Sector	Mining of Coal and Lignite, Extraction of Peat	86	402
Primary Sector	Extraction of Crude Petroleum and Natural Gas; Service Activities Incidental to Oil and Gas Extraction, excluding Surveying	4	29
Primary Sector	Mining of Metal Ores	19	159
Primary sector	Other Mining and Quarrying	35	285
Manufacturing	Food Products and Beverages	150	1562
Manufacturing	Tobacco Products	08	21
	Textiles	1290	1015
Manufacturing	Manufacturing of wearing Apparel, Dressing and Dyeing of Fur	120	882
Manufacturing	Manufacturing of Leather and Leather Products	8	470
Manufacturing	Manufacturing of wood and Wood Products	196	560
Manufacturing	Manufacturing of Paper and Paper Products	50	579
	Publishing, Printing & Production of Recorded Media	50	251
Manufacturing	Manufacturing of Coke & Refined Petroleum Products and Nuclear Fuel	6	35
manufacturing	Manufacturing of Chemical and Chemical Products	32	510
Manufacturing	Manufacturing of Rubber and Plastic products	41	303
Manufacturing	Manufacturing of other Non Metallic Mineral Products	11	63
Manufacturing	Manufacturing of Basic Metals	24	211
Manufacturing	Manufacturing of Fabricated Metal Products	70	269
Manufacturing	Machinery and Equipment	13	218
Manufacturing	Manufacturing of Office, accounting and Computer Machinery	3	29
Manufacturing	Manufacturing of Electrical Machinery and Apparatus	27	257
Manufacturing	Manufacture of Radio, Television and Communication Equipment	44	406
Manufacturing	Manufacturing of Medical, Precision and Optical Instruments, Watches and clocks	16	90
Manufacturing	Manufacturing of other transport equipment	6	51

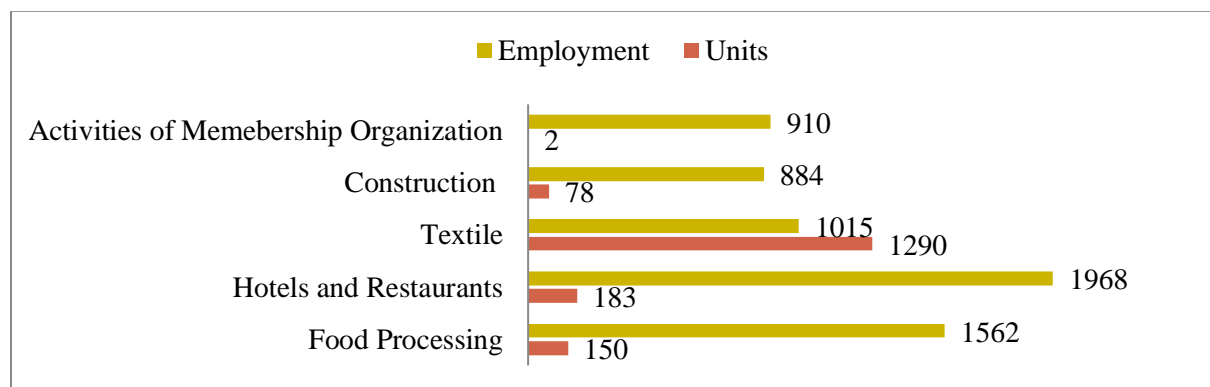
Manufacturing	Manufacturing of furniture	3	5
Service	Recycling	3	6
Service	Collection, Purification and Distribution of Water	5	124
Secondary Sector	Construction	78	884
Service	Repair and Maintenance of Motor Vehicle, Retail Sale of Automotive Fuel	49	303
Service	Wholesale Trade and commission Trade	37	180
Service	Repair and Maintenance of personal and Household Goods	96	310
Service	Hotel and Restaurants	183	1968
Service	Land Transport; Transport via Pipelines	65	317
Service	Water Transport	1	4
Service	Air Transport	16	102
Service	Supporting & Auxiliary Transport and Travel Agents Activities	12	75
Service	Financial Intermediation, Except insurance and pension funding	13	34
Service	Real Estate Activities	12	132
Service	Renting of Machinery & Equipment Without Operator and Personal and Household Goods	5	23
Service	Computer and Related Activities	178	640
Service	Research and Development	3	11
	Other Business Activities	18	104
Service	Public Administration and Defence; Compulsory Social Security	8	47
Service	Education	26	480
Service	Health and Social Work	28	248
Service	Sewage and Refuse Disposal, Sanitation and Similar activities	1	4
Service	Activities of Membership Organization	2	910
Service	Recreational, Cultural and Sporting Activities	3	44
Service	Other Service Activities	861	4835
	Activities of Private Households as employers of domestic staff	7	65
	Undifferentiated Goods- Producing activities of private households for own use	35	208
	Undifferentiated Service- Producing activities of private households for own use	3	16

	Extra Territorial Organizations and Bodies	1	2
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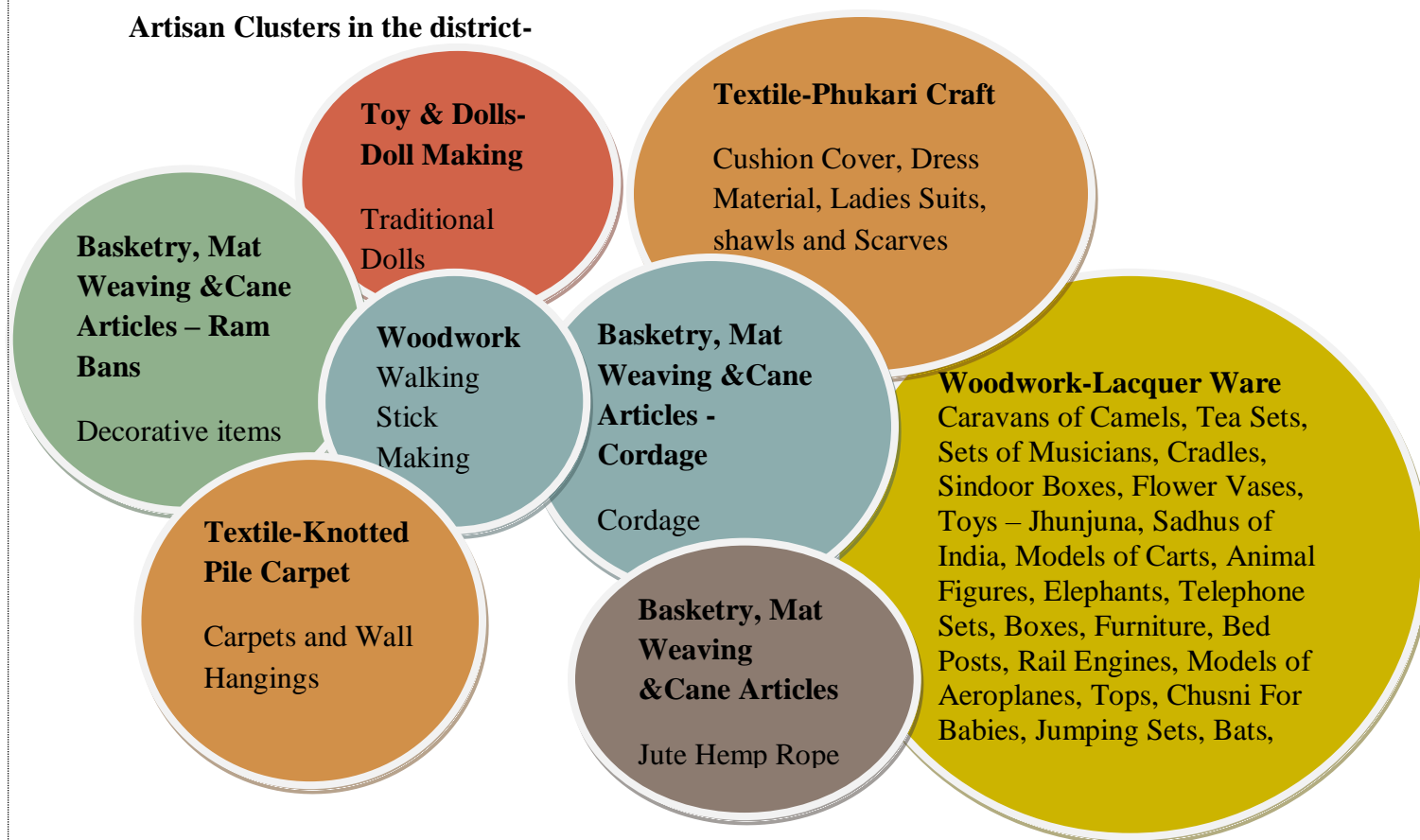
Source: District Industries Centre

A lot of MSMEs are working in service sector and providing employment to a large number of people. Service sector is the major employment provider in the district.

Analysis- The top 5 employers in MSME sector are Hotels and Restaurants, Food Processing, Textile, Activities of membership organization and construction sector respectively.



Artisan Clusters in the district-



1.4 SELF EMPLOYMENT/EMPLOYMENT FOCUSED INTERVENTIONS

Horticulture Department -

Year	Training Unit	Number of people trained
2020-21	Beekeeping	80
	Mushroom Production	141
	Food Processing	957
	IFAD(ILSP)	100
	Total	1278

Source: Horticulture Department

District Industries Centre-

S. No	Scheme name	Centrally/ State Funded	Training Type	Total expenditure on Training	Number of Trainees	Duration	Number of candidates placed/Self Employed
1	Mukhyamantri Rozgaar Yojana	State		2.25 Lakh	244	1 week	244

Source: District Industries Centre

Minority Welfare Department-

S. N O.	Scheme Name	Beneficiaries	Centrally/State Funded	Training Type	Total Expenditure on Training	Number of Trainees	Duration of Training (In Hours)	Number of Candidates placed/ Self Employed
1	Mukhyamantri Hunar Yojana	Saraswati Jan Kalyan Evam Swarozgar Sansthan	State	Handicrafts Trade	1,80,000	30	125	26
2		Grameen Vikas Samiti		Stitching and Knitting	1,35,000	30	125	14
3		Scholars ITech		Computer Software and Hardware	2,70,000	28	250	19
4		Navkiran Social and Welfare Society		Fashion Designing	1,35,000	30	125	21

5	Usha kala Kendra Samiti	Beautician	1,80,000	40	125	28
6	Softronics Social Welfare Society	Sheet Metal and Fabrication	2,43,000	27	250	15
7	Madrasa Maulana Abul Kalam Azaad	Stitching-Knitting and Electrician	2,29,500	51	125	29
8	Lala Raj Ram Siksha Samiti	Computer Accounting with Tally	2,43,000	27	250	11
9	Mahila Evam Bal Utthan Samiti	Beautician	1,30,500	29	125	20
10	Madrasa Jamia Islamia Siksha Evam Grameen Vikas Samiti	Stitching-knitting and Beautician	2,25,000	50	125	50
11	Bhartiya Alpsankhyak Takniki Siksha Samiti	Computer Tally with GST	2,16,000	24	250	

Source: Minority Welfare Department

Tourism Department-

1. **Veer Chandra Singh Garhwali Tourism Self Employment Scheme-** this scheme is applicable for permanent residents of the state. Under this scheme, assistance in the form of bank loan and subsidy is provided to the unemployed youth for setting up enterprises in ten identified activities related to tourism promotion. These activities include Bus/Taxi transport service development, motor garage/workshop construction, establishment of fast-food centers, establishment of yoga and meditation centers, establishment of 8-10 room motel type service/hotel/paying guest, establishment of sales outlets of local symbolic items, purchase of equipments for adventure activities, establishment of tourism information centers, establishment of tentage residential services, etc. subsidy amount varies according to the location of the project. It varies from 25 % up to a maximum of 10 lakhs to 33% up to a maximum of 15 lakhs of the total cost of the project.
2. **Deen Dayal Upadhyay Home Stay Scheme-** Under this scheme, subsidy of 10lakhs is provided for home stays at houses of the local residents living in mountain regions of the state. Tax exemption of up to 15 lakhs on interest for the first five years is also provided. People living in plain areas can also provide home stays at their houses. In case of plain areas, the subsidy amount is 7.5 lakhs. Training to interested candidates in hospitality

management, development of infrastructure facilities by the government in villages where there are more than 6 home stays are some of the benefits of this policy. Houses with minimum 1 room and maximum 6 rooms are eligible to apply for this scheme.



CHAPTER-2

SKILL GAP ANALYSIS

SKILL GAP ANALYSIS

2.1. YOUTH ASPIRATIONAL SURVEY

An online youth aspirational survey was conducted by Regional Employment Office, Dehradun to find out the aspirations of the youth. A total of **1170** responses were received, the result of all the responses received is as follows:

1. Fig 1. Gender distribution shows that maximum number of responses has been received from males, and only 22.10% of the females have participated in the survey.
2. Fig 2 shows that maximum number of respondents belong to 20-25 age group, while second highest number of responses have been received from candidates belonging to 15-20 age group. Therefore, we can say that most of the respondents are the school and college going students.
3. Fig 3 shows that most of the respondents belong to General category, while second highest number of responses has been received from people belonging to OBC category.

Fig.1

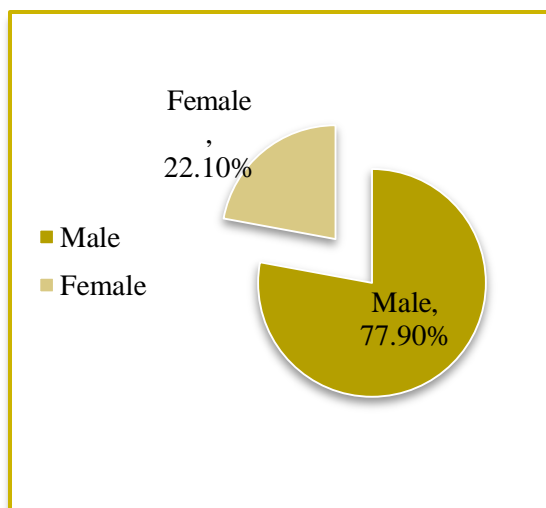
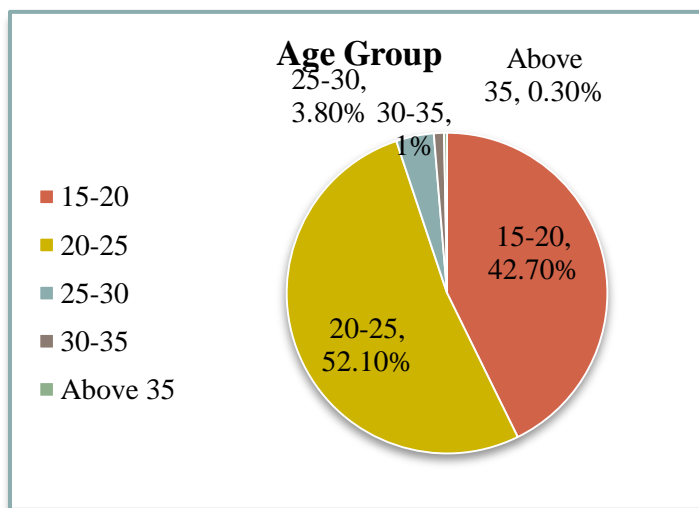


Fig 2



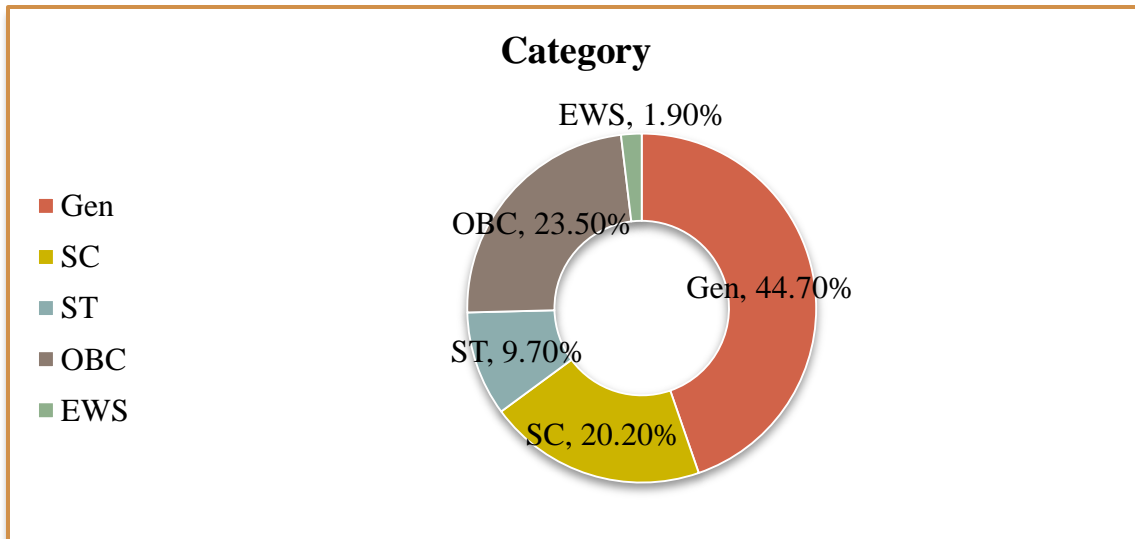


Fig.3

Current Status-

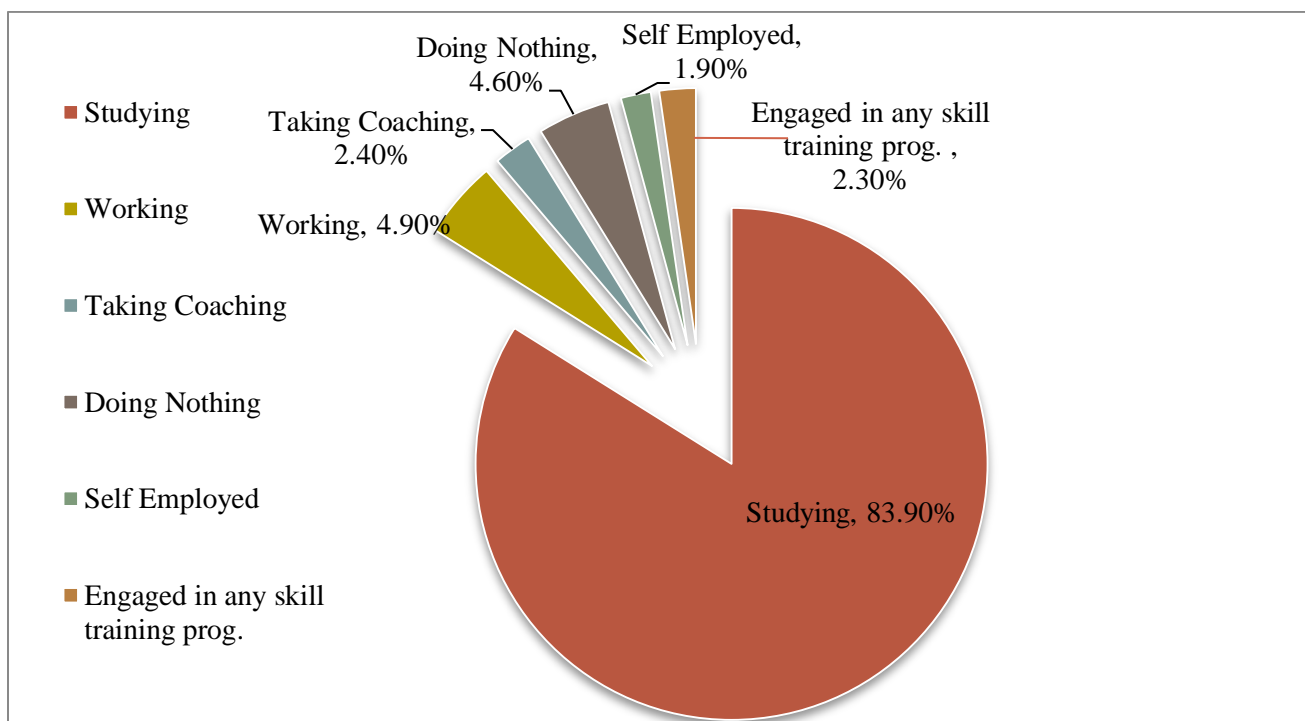


Fig. 4- This pie chart shows that 83.9% of the respondents are currently studying, while only a small percentage of the respondents are working. 4.60% of the respondents are not doing anything, which means that they are currently unemployed.

Career Aspirations-

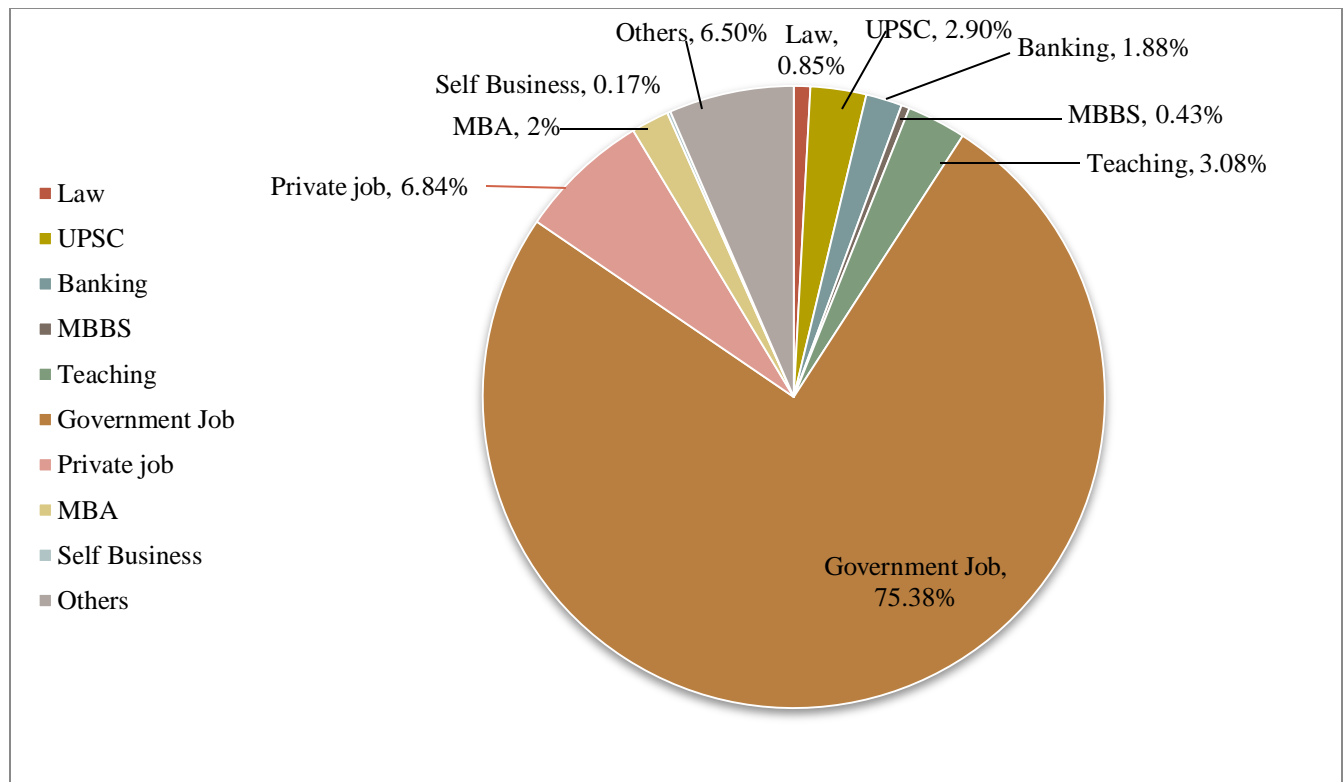


Fig.5

Analysis-

- The above pie chart shows that 75.38% of the respondents aspire for a government job, while only 6.84% of the respondents aspire for private jobs.
- The demand for self employment is very low, only 0.17% of the respondents are aspiring for it.
- Law, Banking Job and MBBS come lower in list if we look at the career aspirations of the Youth.
- Others category occupy 6.50% of the total area of the chart. Other category includes aspirations for ITIs, Defence services, Railways, Sports, Fashion Designing, Engineering, Plumbing, Police, etc.
- The chart shows that demand for skilling is very low. Only a few number of people are interested in ITI, plumbing, electronics or other courses related to skilling.

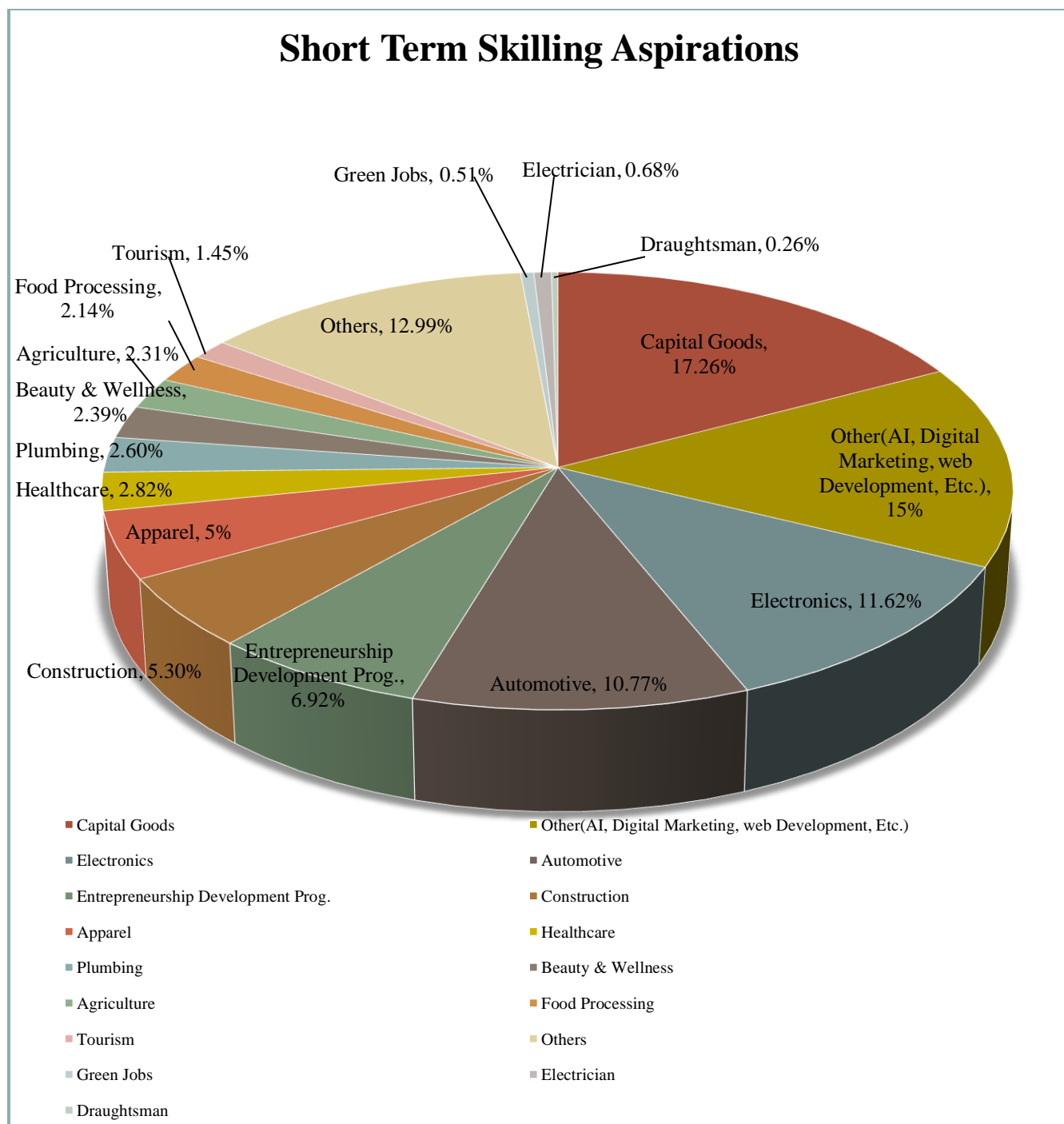


Fig. 6

Analysis- when asked about the short term skilling aspirations, maximum number of respondents opted for capital goods sector, followed by other (Artificial Intelligence, Digital Marketing, Web Development, etc) and Electronics sector respectively. Other category forms 12.99% of the total area, which includes demand for courses like fitter, turner, wireman, accountancy, Mechanic, etc.

Salary Expectations from any job-

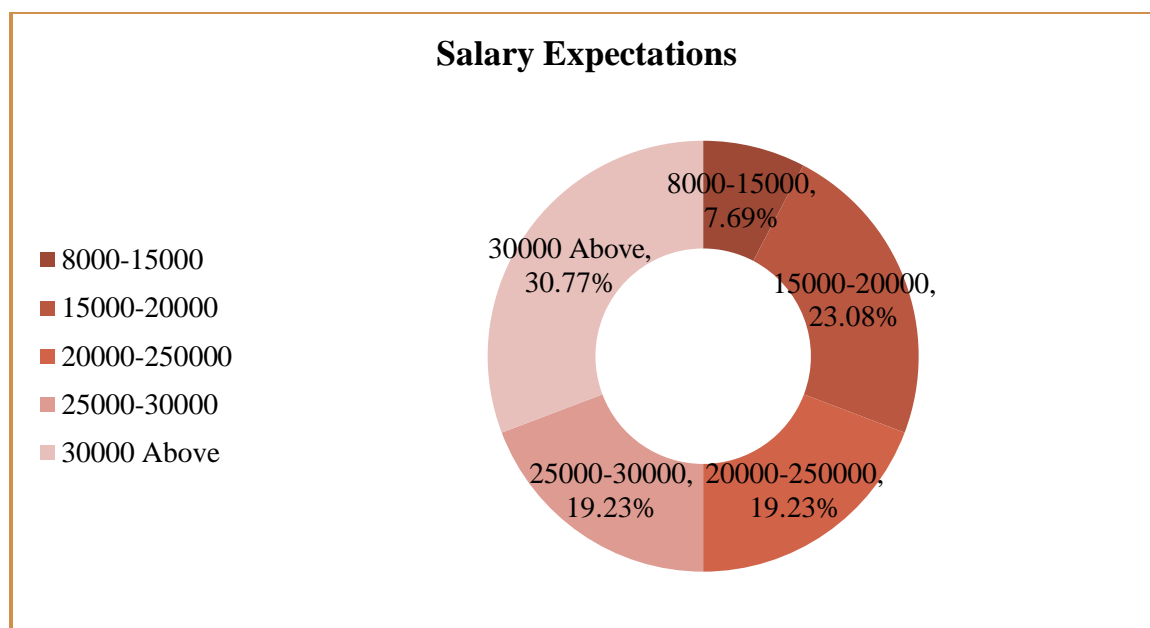
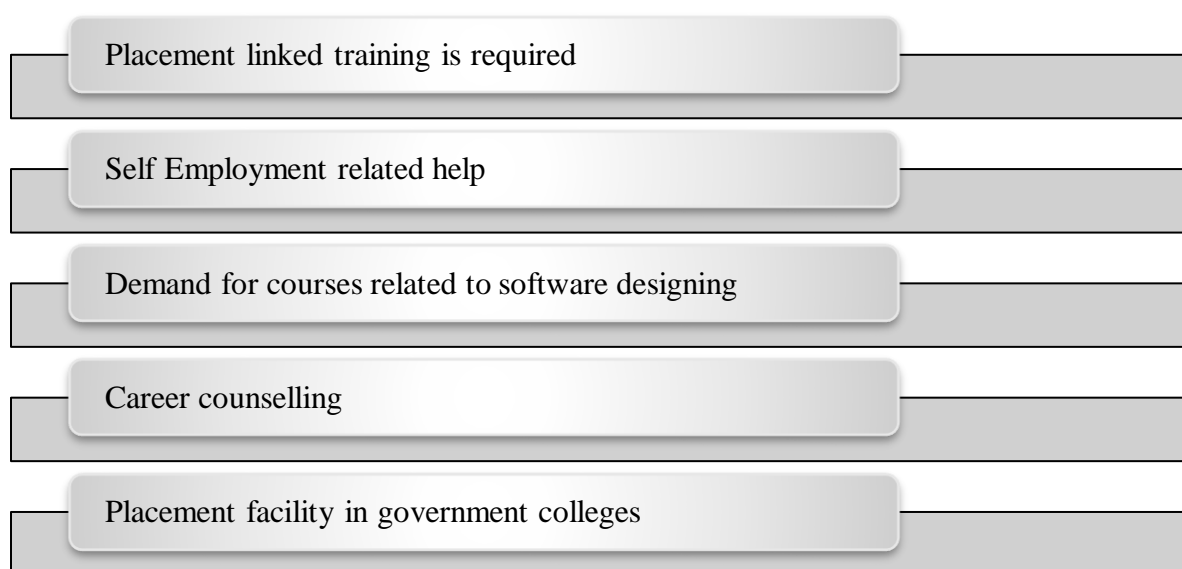


Fig.7-30.77% of the respondents are expecting salary above 30,000, while the percentage of respondents expecting salary between 8000 and 15000 is only 7.69%. This pie chart reflects that **salary expectations of the respondents are very high**. Any company offering salary below 15,000 won't be able to satisfy their expectations.

Problems/Suggestions highlighted by respondents



Findings: Based on the skilling aspirations of the youth, the following top 7 Sectors/Job roles can be recommended for Short-term training under PMKVY:

Sector/Job Role	Interested Candidates
Capital Goods	17.26%
Artificial Intelligence, Digital Marketing, Web Development, etc.	15%
Electronics	11.62%
Automotive	10.77%
Entrepreneurship Development Programme	6.92%
Construction	5.30%
Apparel	5%

2.2.EMPLOYER-EMPLOYEE SURVEY

A survey of employers was conducted by the Regional employment Office, Dehradun with the help of Labor department to identify the Skilled, Semi-Skilled and Unskilled employees working in the companies. A total of 31 companies participated in the survey. The Survey reflects different sectors, major work areas, demand for Short Term Training (STT), Recognition of prior Learning (RPL) and In-House Training.

S.No.	Name of Employer	Sector	Major Work	Total number of employees	Category of employees			Current Job Roles /Work Type	Skilling/Interested in RPL under	If interested in RPL, Whether interested in In-House training
					Unskilled	Semi-Skilled	Skilled			
1.	Campus Active Wear Private Ltd	Footwear	Shoe Manufacturing	1000	755	85	160	Shoe Cementer, Shoe Marker, Shoe Spotter, Shoe Packing.	No	No
2.	Numero UNO Clothing	Textile	Readymade Garments	98	5	7	86	Finishing , Packaging and Stitching of readymade garments	No	No
3.	Pacific Development Corporation Ltd.	Real Estate	Real Estate	108	32	30	46	Housekeeping , Maintenance, Security and Operations	Yes	Yes

4	5	6	7	8	9 (A)	9(B)	10	11
Cooper Pharma Ltd.	Hind Rectifiers Ltd.	Intas Pharmaceuticals Ltd.	M/S Goodwill Plastic Industrial	AERO Club	SOLTEC (Unit 1)	SOLTEC (Unit 2)	QH Talbros Pvt Ltd.	IPCA Laboratories Ltd
Pharmaceuticals	Pharmaceuticals	Pharmaceuticals	Footwear	Footwear	Footwear	Footwear	Automobile	Pharmaceuticals
Manufacturing of Medicines	Traction transformer for Indian railways	Manufacturing of medicines	Footwear	Leather Footwear manufacturing	Shoe Soles, Footwear	Manufacturing of footwear parts of various types of footwear	Manufacturing of automobile parts	Pharmaceutical Products
93	75	494	440	15	585	472	331	262
33	45	140	300	-	369	255	137	-
16	17	-	80	-	169	178	-	-
25	13	354	60	-	47	39	194	-
Administration, Production, Maintenance/Engineering, Store, Quality	Core assembling for transformer, Winding for transformer, Connection, Brazing, Tanking, Assembling and Testing	Manufacturing, quality Control, Quality assurance, Warehouse, Engineering/Ad ministration	Lasting, Grinding, Cutting, Stitching and Designing	General Manger, Accountant, HR, Cutting, Covering, etc.	Mould operator, Trimming, Tumbling, maintain ance, Quality Control	Cutting Operator, Stitching, Grinding, Embossing, Quality control, Assembly Line and Stock Fitting	Supervisor, Operator-CNC, Operator-IHM, Assembly operator and Helper	Supervisor, Technician, Officer, Executive and Manager
Yes	No	No	-	No	Yes	Yes	No	Yes
Yes	Yes	No	-	No	Yes	Yes	No	Yes
Yes	Yes	No	-	No	Yes	Yes	No	Yes

19	Gurlz Shuz	Jai Shree Bala Ji Industries		Ceasefire Industries Pvt. Ltd.	Dixon Technologies	Troika Pharmaceuticals Ltd.	G.B. Spring	Dixon Technologes	Flair Writing India Ltd.
	Footwear	Manufacturing		Manufacturing	Electronics	Pharmaceuticals		Electronics	Manufacturing
	Footwear Manufacturing	Manufacturing of Perfumes, Toiletries and Hand Sanitizers		Manufacturing of Fire Extinguishers	Washing Machine	Pharma Manufacturing	Spring Making	LED Bulb	Pen Manufacturing
55		75	139	750		303	100	1918	50
35		40	109	150		146	30	443	20
10		20	30	200		24	50	516	2
10		15	-	400		-	20	959	28
-		HR -Head, Acc-head, QC-head, Production-Manager & Store Head, Helper , Executive-Maintenance	Welder, Workmen, Sweeper, Fitter	Moulding Operator, Supervisor, Production Er., Moulding Er., OA Checker		Quality Control Trainee	Helper, Welder and Electrician	Helper, Operator and Technician	Packing, Assembly, Moulding, Printing, TIT
Yes		No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes		No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes		No	Yes	Yes	Yes	yes	Yes	Yes	Yes

35

29	Rhydburg Pharmaceuticals Ltd.	Manufacturing	Manufacturing of medicines	173	58	55	60	Technical Assistant-capsule, Senior Executive-Mechanical & Electrical, Management Assistant-regulatory Affairs,	Yes	Yes	Yes
30	Amber Enterprises Ltd.	Manufacturing	Manufacturing of Air conditioners	150	10	70	70	-	Yes	Yes	No
31	Space International	Service	Sales & Marketing	09	-	-	09	Receptionist, Front office, Sales Executive, Marketing Executive, Assistant manager, team Leader and merchandiser	Yes	Yes	Yes

Analysis/Findings-

- Majority of the responses were received from companies working in footwear and pharmaceutical sector.
- A total of 4174 unskilled, 2269 semi-skilled and 3651 skilled employees have been identified through this Survey.
- The number of unskilled workers is highest, which means that they can be provided relevant skills in their respective areas. Also, some of the workers having the work experience or skills might not have the certificate which can recognize their skills, so they can be trained under **RPL (Recognition of Prior Learning)**.

2.3.SURVEY OF SHGs

Self Help Groups are the groups formed to provide livelihood opportunities to the rural poor, bringing members sharing common problems on the same platform, and building opportunities for them.

A survey of SHGs was conducted by the Regional Employment Office, Dehradun with the help of District Rural Development Authority (DRDA) to identify:

- A) Their demand for training in different areas
- B) The markets where the members sell their products

C) The problems they face in marketing

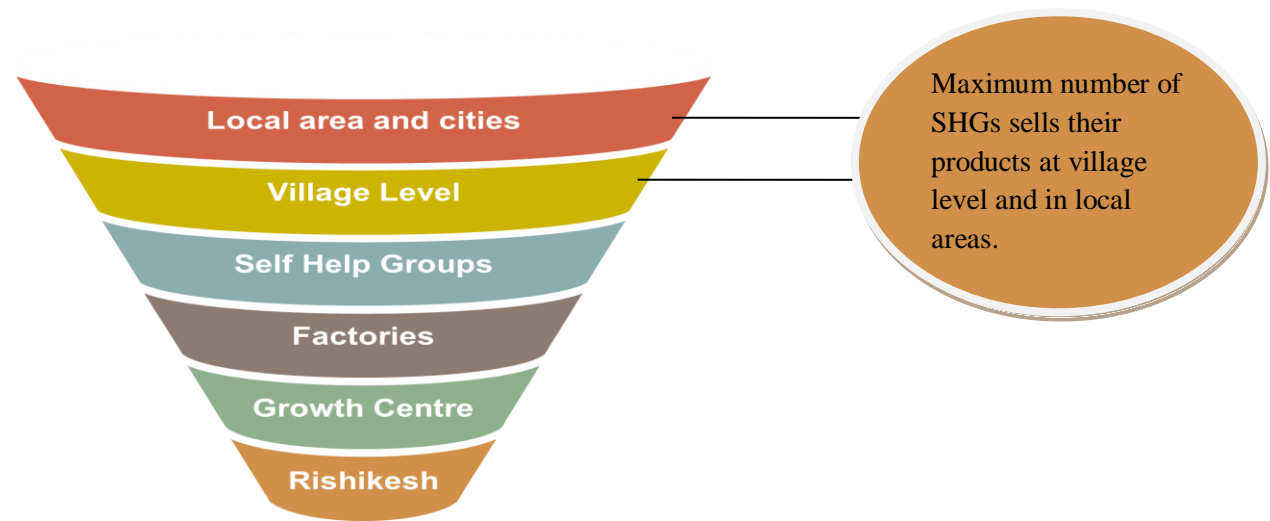
A total of **379 SHG members** participated in the survey, the result of which is as follows:

Demand for RPL(Recognition of Prior Learning): 379 SHGs from Sahaspur and Kalsi Block

Products		
Mushroom	Flower Cultivation	Hand Embroidery
Dairy	Beekeeping	Packaging
Dhoopbatti /Agarbatti Making	Pickle & Pappad	Perfume Making
Stitching/Knitting	Polyhouse	Cottage Industry
Jute Bags/Polythene Bags/School Bags	Tourism & Hospitality	Dish Cleaners and Hand wash
Small Scale Industry	Spices Packaging	Candle Making
Animal Husbandry	Jam/candy/Namkeen Making	Raw materials for fast food
Soft Toys Making	Sanitary Napkins	Computer
Beautician	Fashion Designing	Sweets
Food Processing	Agriculture sector(vegetables)	Compost
Nursing course	Banking, Finance and Insurance	Beauty & Wellness
Candle Making	Soap & Washing Powder	Footwear
Dona Pattal	Phenyl	Poultry

The above table doesn't reflect the demand of all the SHGs, but the demand of only those groups who are interested in training in the above mentioned areas.

Markets



Marketing Problems

1. Price Problems- According to SHG members, they face difficulty in getting right price for their products.
2. Members are not aware as to where they can sell their products.
3. Big markets- According to the SHGs, big markets to sell their products are not available.
4. Packaging- Many SHG members face problems in packaging, that's why most of the members have shown interest in receiving training in marketing and packaging of their products.
5. Difficulty in selling products

Recommendations/Findings

- The RPL training for these SHGs can be taken under the SANKLAP project by UKSDM.

2.4.SKILL GAP STUDY (2017)-PHD CHAMBER OF COMMERCE

Sector	2017	2022(Future)
Agriculture	142503	158674
Apparels	5075	5229
Automotive	21487	27994
BFSI	8282	10932
Beauty & Wellness	1503	1711
Capital Goods	8227	12467
Electronics	5360	5576
Food Processing	3711	4171
Furniture	2763	2847
Handicraft	17385	19881
Health	434	561
IT/ITES	5256	7527
Life Sciences	3274	3827
Retail	53887	57034
Rubber	218	225
Textile	3733	5832
Tourism	50594	52127
Total	333694	376614

Recommended Job Roles for Short Term Training-

Sector	Skill requirement
Agriculture	Organic Farming, Poultry, Horticulture, Animal Husbandry, Gardener, etc.
Capital Goods	Welder, Fitter, CNC Machine Operator, Instrument Technicians,

	etc.
Tourism & Hospitality	F & B Steward, Standalone-Food Vendor, Room Attendant, Multi-Cuisine Cook
Food	Bakery Products
Retail	Individual Sales Professional/Self-Employed Retailer, Business Builder, Retail Sales Assistant, Cashier
Handicrafts	Aipan, Copperware, Woolen, Bamboo and Ringal Items
BFSI	Accountants, Business Correspondents and Insurance Agents

CHAPTER-3

IMPACT OF COVID



IMPACT OF COVID

3.1. REVERSE MIGRATION

Migration is a big problem in Uttarakhand. A lot of people migrate from the state in search of better employment opportunities. Dehradun, being the administrative and economic hub of the state, is a district which sees migration from other districts of the state. Inward migration creates pressure on the existing infrastructure in the district and this is one of the reasons for the high unemployment rate in Dehradun. Corona virus pandemic aggravated the already existing problems of unemployment and migration in the district.

Block	Total	Within district	From other districts of the state	From other states	From abroad
Chakrata	162	0	12	150	0
Kalsi	50	0	0	50	0
Vikasnagar	412	0	54	358	0
Doiwala	1130	11	86	1033	0
Raipur	415	3	42	369	1
Sahaspur	85	0	0	85	0

Source: Migration Report, Migration Department

Out of the total migrants in the district, the maximum number of people was working in private and hospitality sector. The top five areas where reverse migrants were engaged in are as follows:

- Private and Hospitality sector-1258,
- Students -219
- Labor -209
- Domestic -186
- Self Employed-87

3.2. DEMAND IN HEALTHCARE SECTOR

Demand for various job roles in healthcare sector got increased due to Covid 19. A survey was conducted in the month of June to capture the demand of district population in healthcare sector. A total of 756 responses were received. The result of survey is as follows:

Gender of Respondents

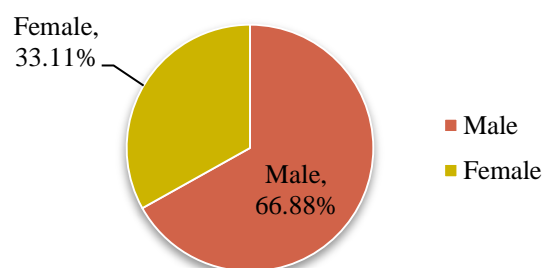


Fig.1- 66.8% of those who registered for training in healthcare sector was males, while 33.11% of them were females.

Category of Respondents

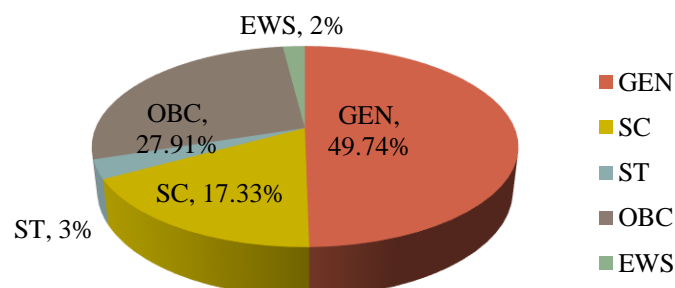


Fig.2- Most of the candidates belonged to General Category. Only a small percentage of candidates who registered belonged to EWS and ST category.

Highest Educational Qualification

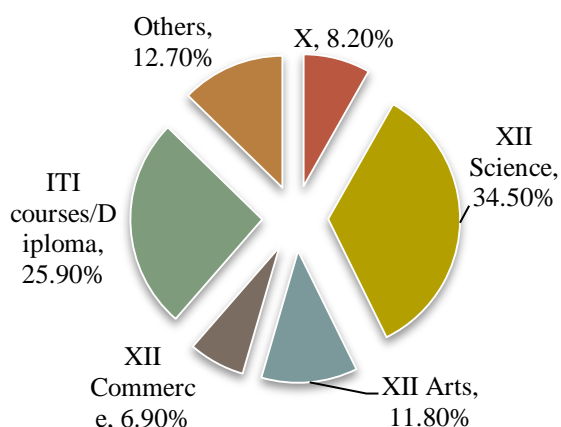


Fig.3- 34.5% of the candidates came from science background, while second highest percentage was of the candidates who had completed ITI or any Diploma courses.

Trades

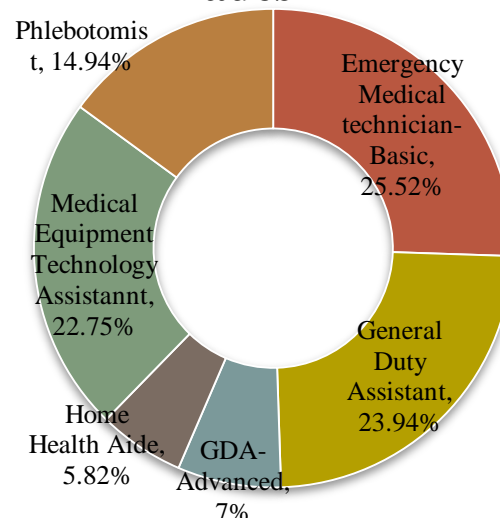
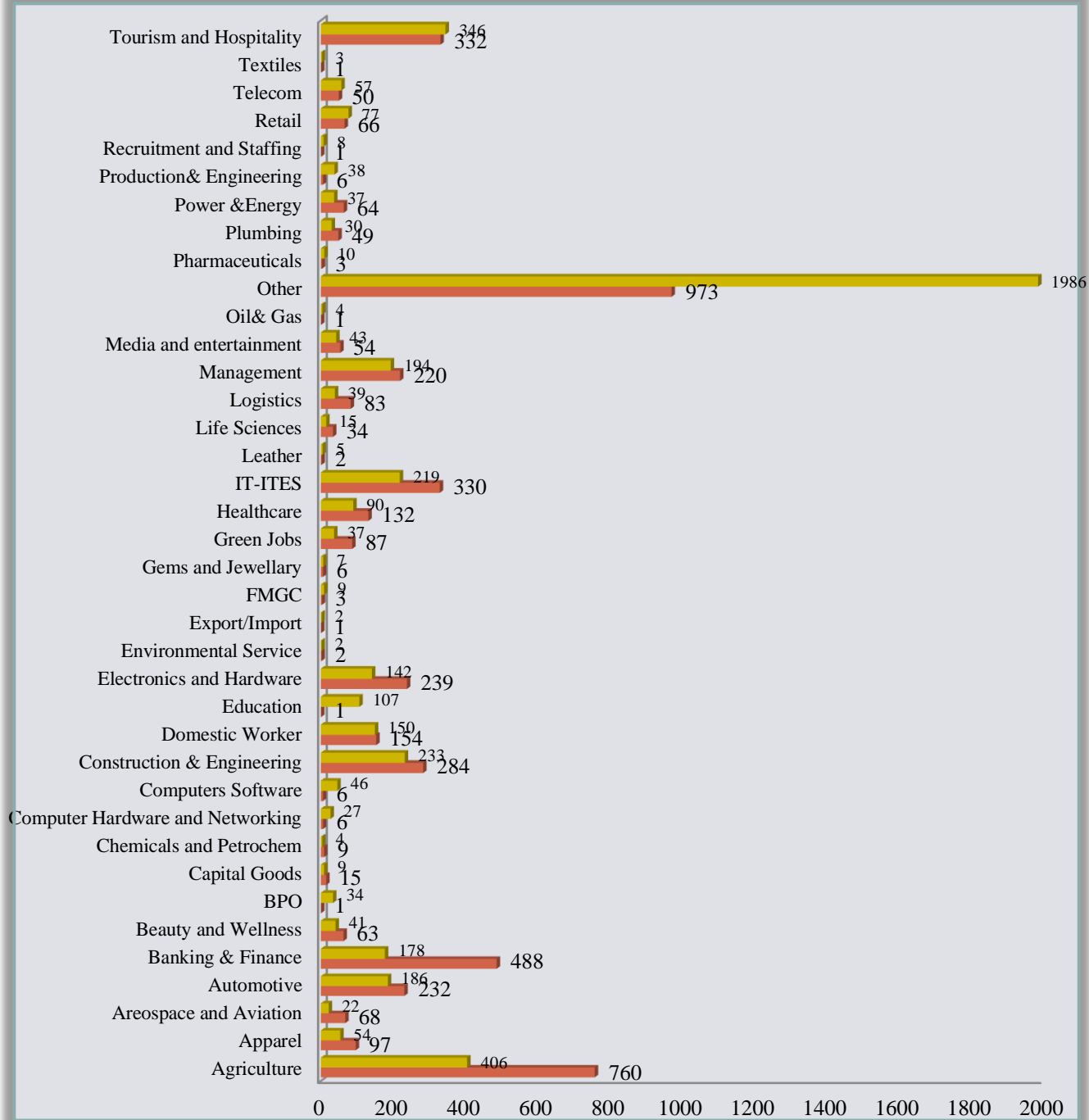


Fig.4- Maximum number of candidates wanted training in Emergency Medical technician-Basic Course, followed by General Duty assistant and Medical equipment Technology Assistant respectively.

3.3.DEMAND IN DIFFERENT SECTORS FOR SKILL TRAINING-HOPE PORTAL

The below pie chart shows the interest vs. ability mapping done by the Uttarakhand Skill Development Mission (UKSDM).



■ No of Candidates with Past Experience (Ability)
■ No. of Candidates Requested for Skill Training (Interest)

Source: Uttarakhand Skill Development Mission

Analysis-Due to COVID 19, a lot of people lost their jobs and the district witnessed reverse migration. To provide training & employment opportunities to those hit by COVID, Government of Uttarakhand launched HOPE (Helping out People Everywhere) portal in 2020.

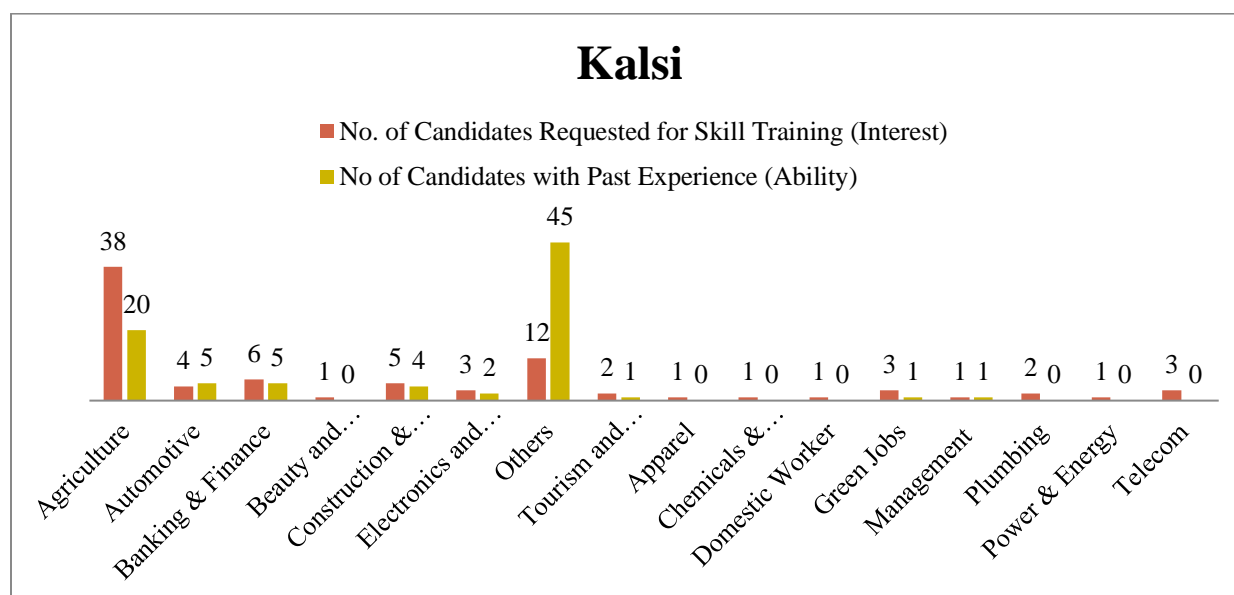
Since a large number of people were returning to their home towns, the portal witnessed a lot of registrations. The above bar graph shows the demand for training in different trades by the population of the district. It shows that there is a great demand for training in Tourism & Hospitality, Management, IT-ITeS, Banking & Finance, Agriculture, Construction & Engineering, and Electronics & Hardware sector in the district.

Recommendations-

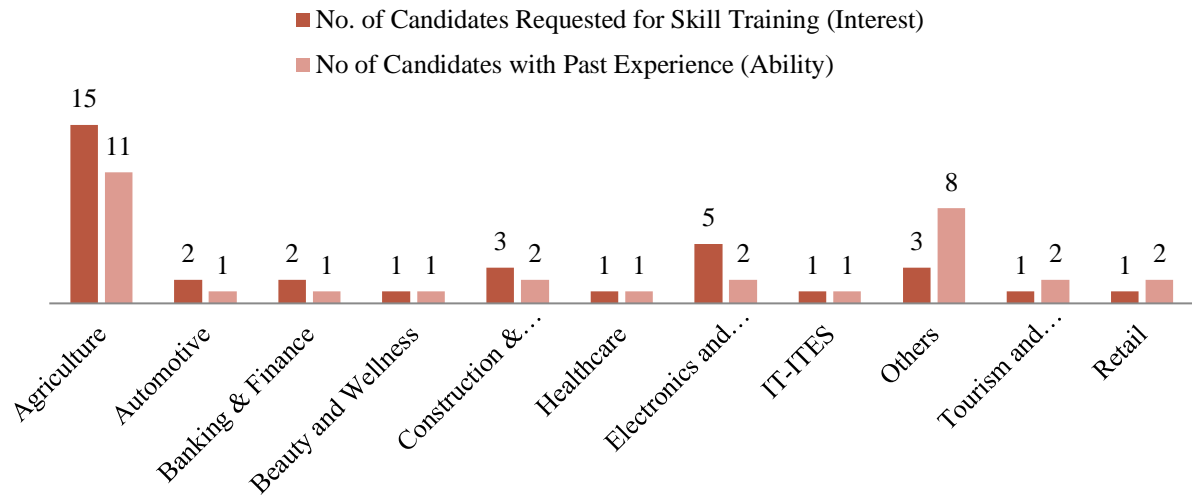
Looking at the interest vs. ability mapping, the following top sectors have been identified for Short Term Training under Pradhan Mantri Kaushal Vikas Yojana 3.0 (PMKVY 3.0)

Sector	Number of Interested candidates
Agriculture	760
Banking & Finance	488
Tourism & Hospitality	332
IT-ITeS	330
Construction & Engineering	284
Electronics & Hardware	239
Automotive	232
Management	220
Domestic Worker	154
Healthcare	132

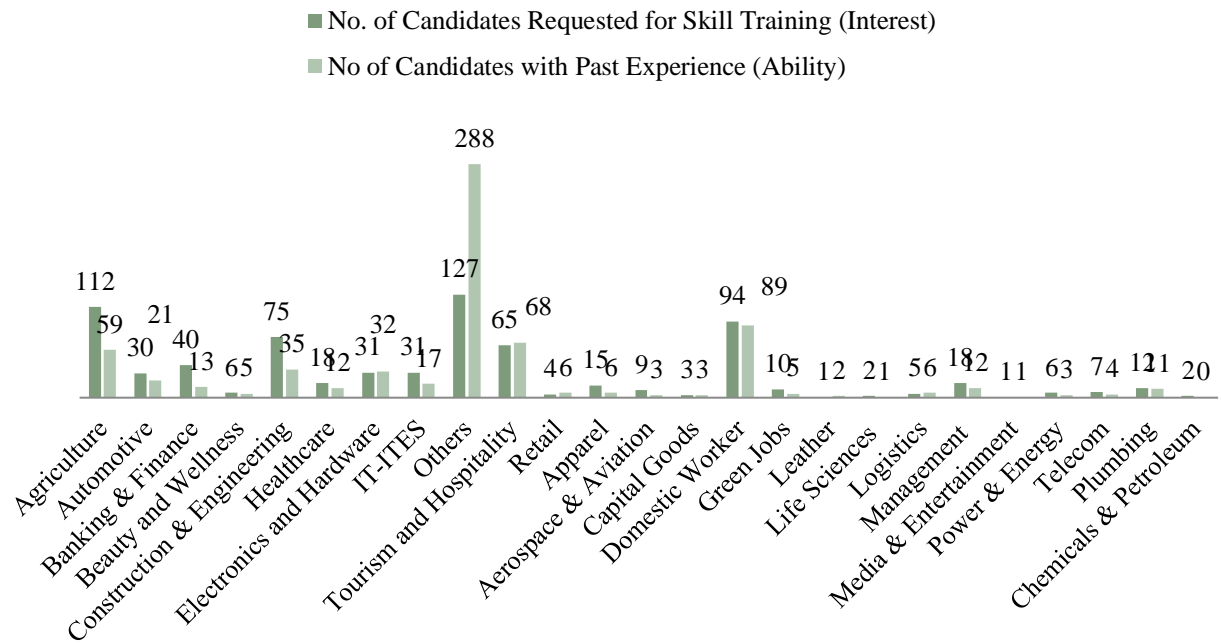
Block wise interest vs. ability mapping (As on 18.08.2020)



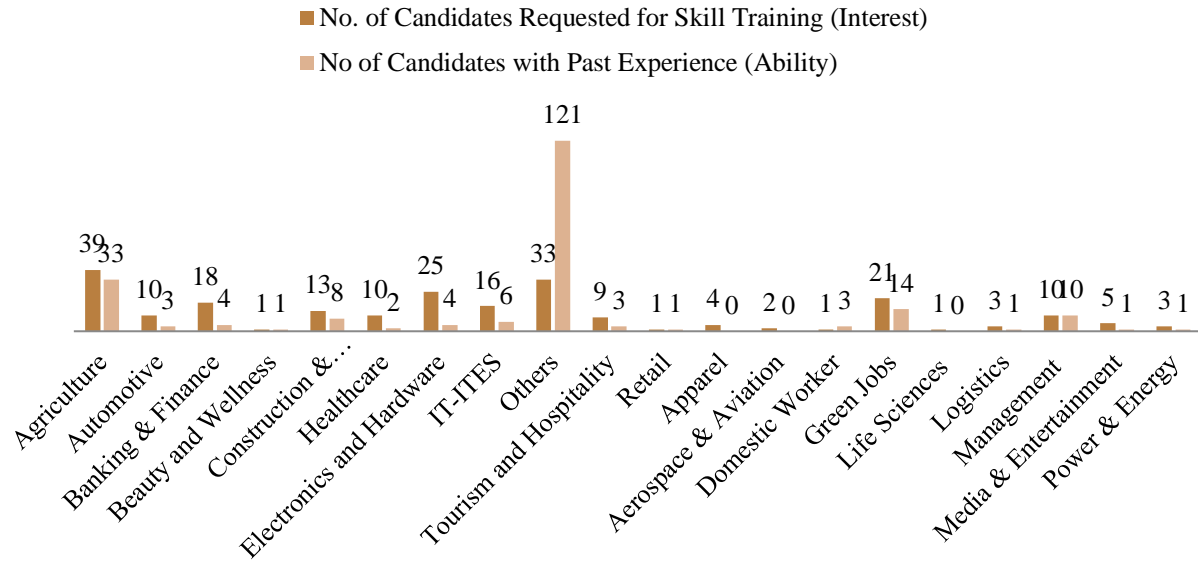
CHAKRATA



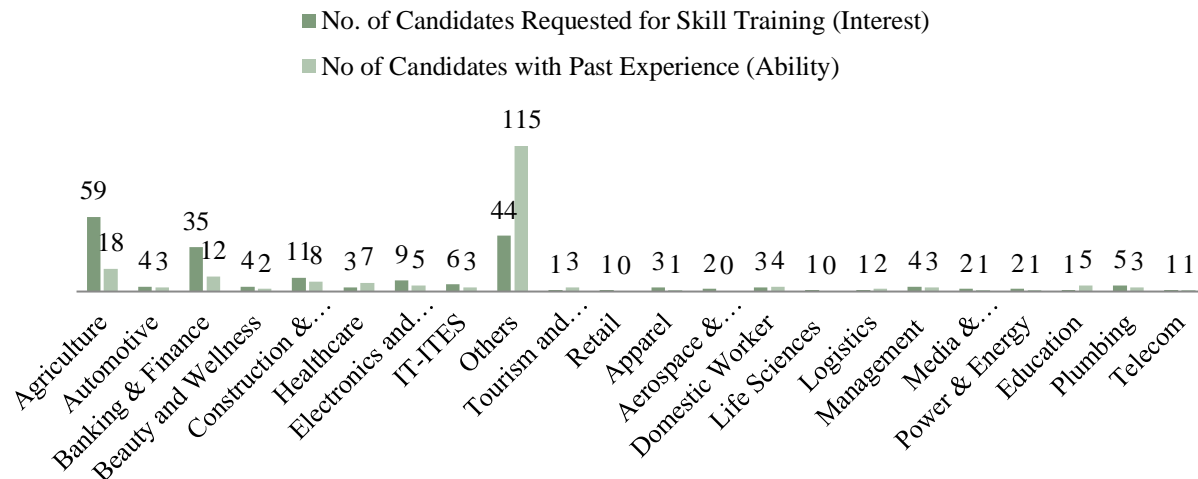
Doiwala



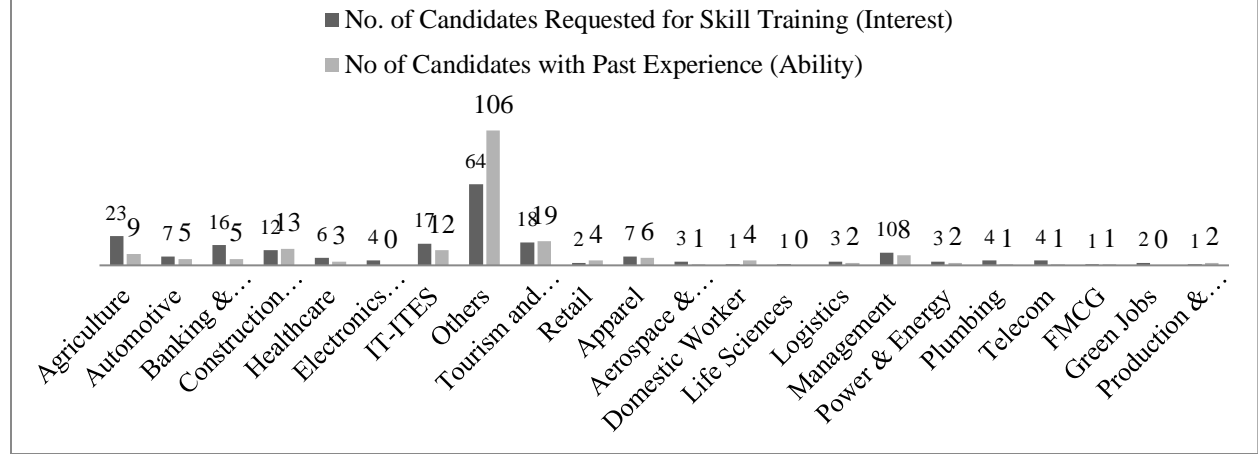
RAIPUR



VIKASNAGAR



SAHASPUR



CHAPTER-4

SANKALP IN THE DISTRICT



SANKALP IN THE DISTRICT

4.1.DSC COMMITTEE AND ITS BRIEF



District Skill Committee in Dehradun was formed in August 2020. The first meeting of the committee was held on 1st September, 2020. The first meeting was chaired by the District Magistrate of Dehradun and it was an introductory meeting. A need for including various departments like agriculture, horticulture, mushroom, fisheries, tourism, etc. in the committee was identified in the meeting. **Inclusion of important stakeholders** was the first small achievement of the first meeting of the District Skill Committee.

The second meeting was held on 10th November, 2020 and an important step related to formation of Sub-Committees was taken in the meeting. Seven sub-committees were formed after identifying the potential sectors of the district. The potential sectors identified by the committee are pharmaceuticals, Information Technology, Tourism and Education. Agriculture is an important sector as a lot of people are dependent on agriculture for their livelihood, so a separate sub-committee was formed for the agriculture sector. Inclusion of minority community, women, PWD, etc. in skilling ecosystem is one of the mandates of DSC, therefore, an effort was made to focus on the aspirations of these people, therefore a sub-committee was formed for this purpose.. Therefore, **Formation of Sub-Committees** was the second step taken by the DSC .

Third DSC meeting was held on 29th December 2020. The main point of discussion was NAPS (National Apprenticeship Promotion Scheme). It was decided that drop-out **students from government school need to be covered under this scheme**. For this purpose, it was decided that pamphlets will be designed in the Hindi language for those who are unable to understand English, so that they can access the apprenticeship portal easily.

Composition of Sub-Committees

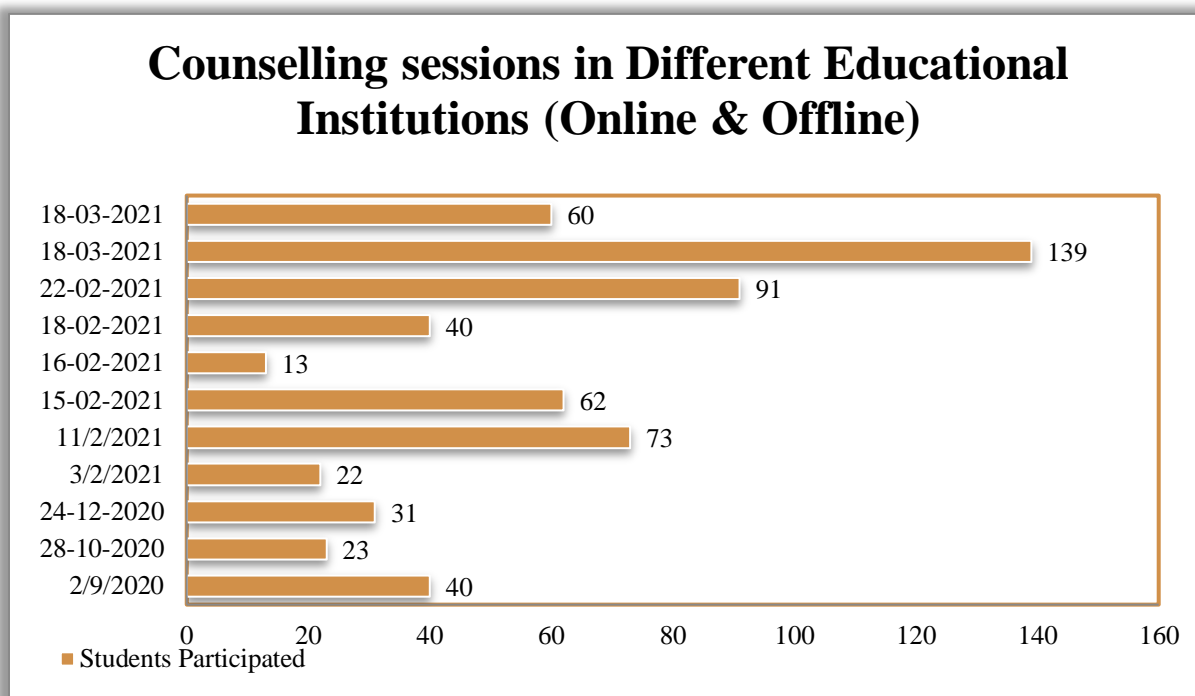
Name	Members
Tourism Sector	<ul style="list-style-type: none"> • Regional Tourism Officer • Assistant Regional Transport Officer • Food Security Officer.
Information Technology Sector	<ul style="list-style-type: none"> • DIO, NIC • Regional Employment Officer • Principal, Nodal ITI • Principal, Nodal Government Polytechnic • Regional Manager, SIDCUL • Regional employment officer
Minority, social welfare and PWD	<ul style="list-style-type: none"> • Assistant Minority Welfare Officer, • District Social welfare Officer, • District Village Industries Officer • Principal ,Nodal ITI
Education and Related Fields	<ul style="list-style-type: none"> • Chief Education Officer • Principal, Government College • Principal, Nodal ITI • Principal, Nodal Government Polytechnic.
Industries	<ul style="list-style-type: none"> • General Manager, District Industries Centre • Industry Representatives • Regional employment Officer • Principal, Nodal ITI.
Trade Associations	<ul style="list-style-type: none"> • Assistant Commissioner, GST • Regional Employment Officer, • Heads of Trade Associations Assistant Labor Commissioner.
Agriculture and its Allied activities and Rural Businesses	Chief Agriculture Officer, Chief Horticulture Officer, Chief Veterinary Officer, District mushroom Officer, Assistant Director(Dairy), Assistant Director(Sericulture) ,Assistant Director(Fisheries) and District Village Industries Officer .

Also, DSC was entrusted with the responsibility of finalization of job roles for PMKVY 3.0. For this purpose, all the sub-committees organized their meetings and identified the potential job roles. A total of 30 job roles were finalized for Short Term Skilling (STT) and 55 for Recognition of Prior Learning (RPL). For selecting job roles, DSC also consulted with Sector Skill Councils like Agriculture Skill Council of India (ASCI), Logistics Sector Skill Council, Beauty and Wellness Sector Skill Council, and Tourism and Hospitality Skill Council. DSC was also involved in Demand aggregation from various hospitals for training in 6 COVID related job roles in healthcare sector. It also mobilized candidates for this training through an advertisement in the newspaper. A total of 756 candidates registered themselves for training in

healthcare sector related job roles. Other works of the committee include mobilization and counselling of candidates for Pradhan Mantri Kaushal vikas Yojana (PMKVY) and DDU-GKY.

4.2.ACTIVITIES UNDERTAKEN IN FY 2019-20 AND FY 2020-21

- Counselling Sessions-



Source: Employment Department

- Counselling Sessions at Employment Office Premises

S.No.	Date	Number of Participants
1	21-11-2020	25
2	26-11-2020	26
3	27-11-2020	28
4	02-12-2020	19
5	03-12-2020	17
6	09-12-2020	20
7	10-12-2020	41
8	14-12-2020	17
9	17-12-2020	39
10	19-12-2020	32
11	21-12-2020	11
12	20-12-2020	18
13	12-01-2021	20
14	12-01-2021	27

15	16-01-2021	26
16	21-01-2021	56
17	28-01-2021	36
18	30-01-2021	11
19	01-02-2021	25
20	04-02-2021	07
21	05-02-2021	14
22	08-02-2021	29
23	12-02-2021	22
24	15-02-2021	33
25	17-02-2021	24
26	20-02-2021	13
27	04-03-2021	27
28	18-03-2021	17
29	19-03-2021	33
30	20-03-2021	41
31	22-03-2021	20
32	23-03-2021	31
33	24-03-2021	42
34	25-03-2021	22
35	26-03-2021	30
36	27-03-2021	16
37	30-03-2021	09
38	31-03-2021	30

Source: Employment Department

- Rozgar Melas

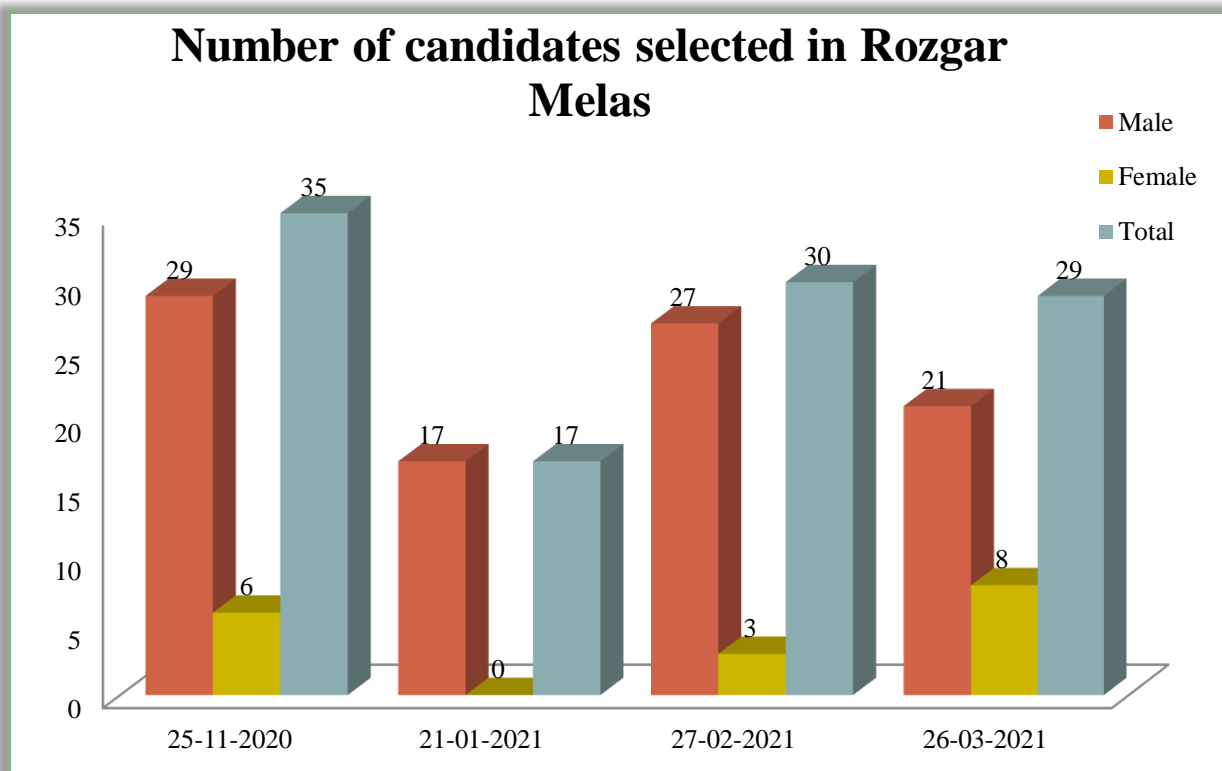
Number of Melas-4

Number of Companies participated-30

Number of candidates Participated-1149

Number of candidates selected-111

The below bar graph shows the number of candidates selected in different Rozgar Melas. If we look at the number of participants and the number of candidates selected, then we can see a huge difference between these two numbers. Also, the number of girls selected in each rozgar mela is very low, which is not a good sign.



- Workshop for creating awareness about Employment/Self employment opportunities

Organizer-DSC members representing Employment Department, NIESBUD and KVIB organized a workshop on 12/02/2021 to create awareness about employment/Self employment opportunities. A total of 22 candidates participated in the workshop.

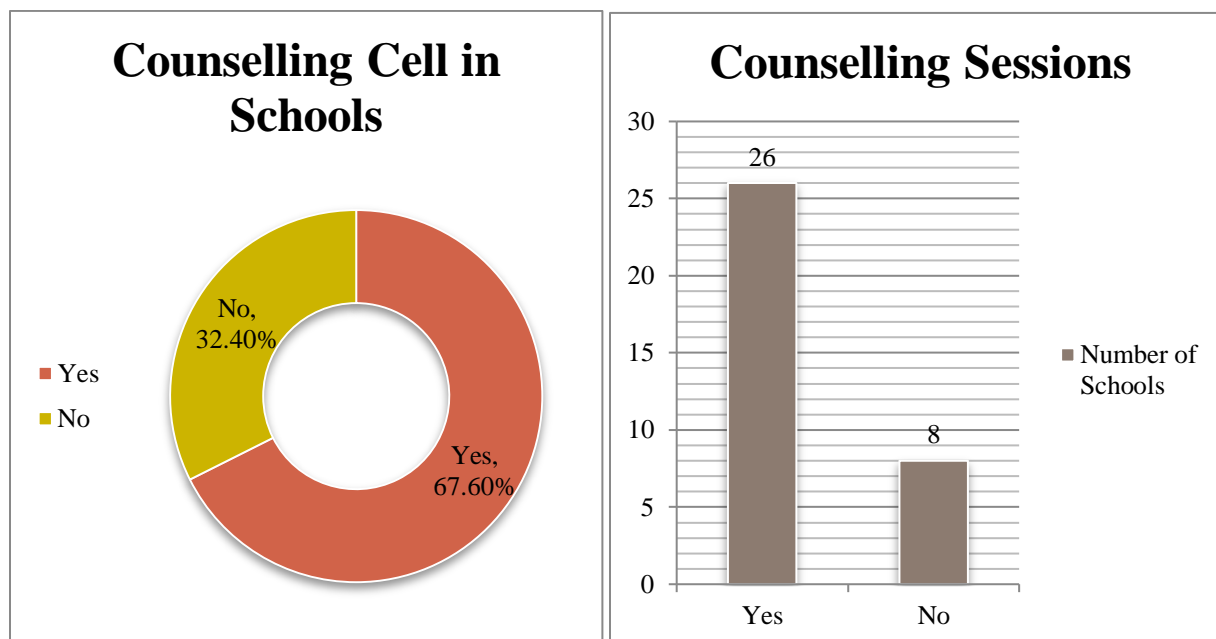
During the workshop, live demonstration of *Herbal Colors making, Incense stick making and Havan Samagri making* was done by the experts who included SHG members and experts from NIESBUD and KVIB. Also, participants themselves got involved in the process of making these products.

4.3. ANALYSIS OF THE INTERVENTIONS SO FAR

1. Workshop- Workshops are a very good way of promoting self employment among the youth. Live demonstrations helped the participants learn on the spot without paying any cost for getting trained in making different products. The DSC should organize these workshops frequently so that awareness about employment opportunities can be created on a large scale.

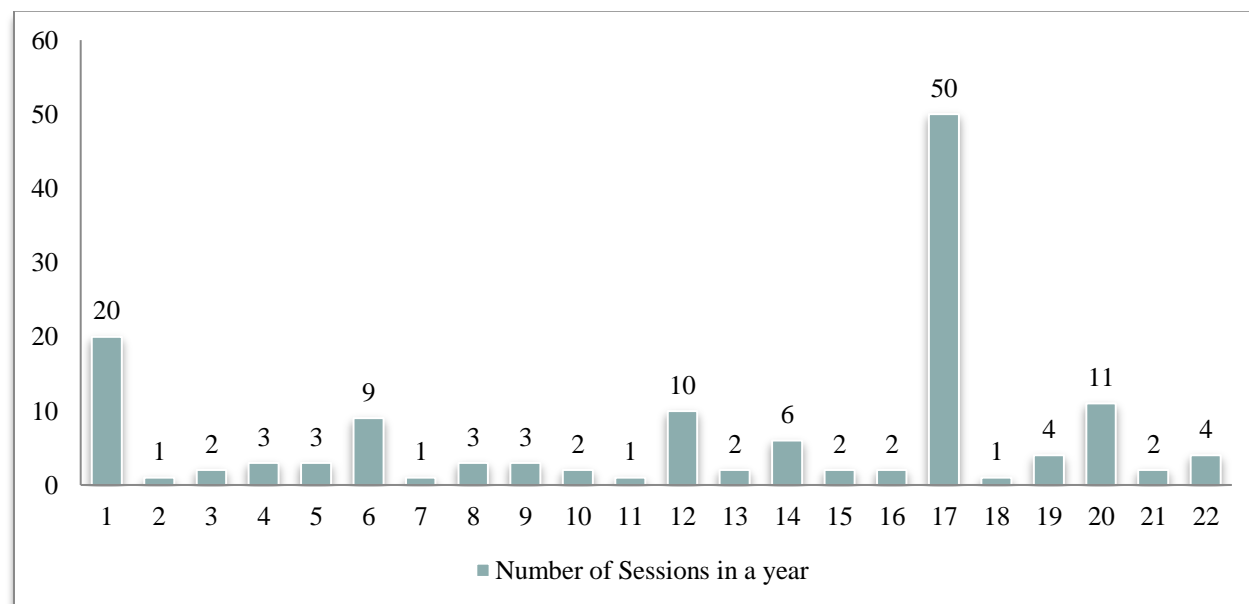
2. Counselling- Counselling is very important for school and college students. Students lack the aspirations and awareness about different opportunities that exist in the market. A lot of counselling sessions were organized by the committee, but the ground problems need to be

addressed. To understand the ground problems and realities, an online survey was conducted, which helped in finding out the challenges faced by schools in Guidance and Counselling. A total of 34 schools located in Chakrata, Doiwala, Kalsi, Sahaspur, Doiwala and Raipur submitted their response. The result of the survey is as follows:



Out of 34 schools, 67.6% of the schools have a counselling cell in their school, while the rest don't have any cell for guidance and counselling.

Secondly, 26 schools are engaged in organizing counselling sessions for their students, while the rest of the schools don't organize any session for their students.



Out of 22 schools, most of the schools organize less than 5 sessions in a year, which is very less. Sessions should be organized regularly so that the effectiveness of counselling is maintained. Only a single session in year cannot benefit the students.

Challenges faced by schools-

- **Guardian Specific-** Lack of interest of awareness, Illiteracy and lack of support to children.
- **Student Specific-** Students face challenges in subject selection after high school, Lack of awareness about career opportunities, Problems in language- English, and Hesitation among students.
- **Teacher Specific-** Lack of professional training and skills to give counselling to students
- **Others-** Less number of counselling sessions

Role of DSC in counselling- Counselling is one of the important activities of the District Skill Committee. If we look at the results of the survey, it shows that lack of awareness among parents and students is one of the major problems that exist on ground. There is lack of awareness about the skilling ecosystem and the opportunities that exist in the market. Guidance and counselling on a regular basis in all the schools/colleges needs to be undertaken by the committee.



CHAPTER-5

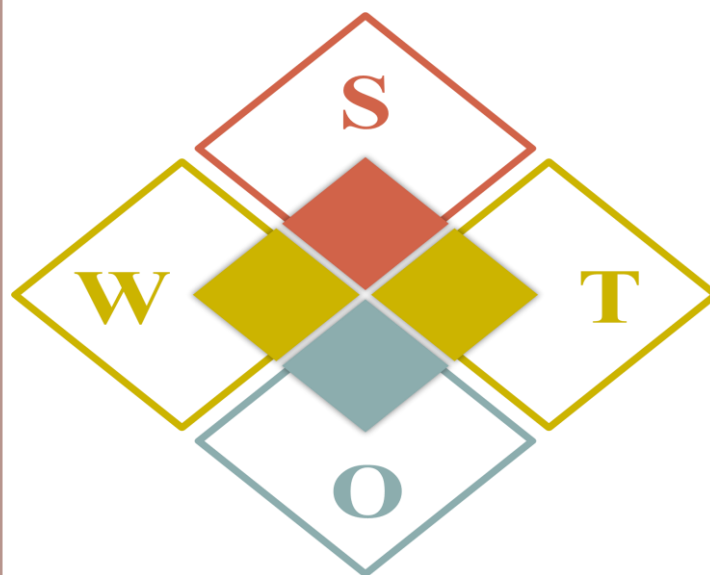
WAY FORWARD

WAY FORWARD

5.1.SWOT ANALYSIS

STRENGTHS

- Location- Dehradun is very well connected with the national capital by air, rail and road. It is a gateway to the major tourist destinations of the state. A large number of tourists visit Dehradun every day.
- Hub of School Education- Dehradun is famous for its prestigious schools and institutes in both government and private sector.
- Literacy Rate- The literacy rate of the district reflects the quality of human resource available in the district



WEAKNESSES

Unemployment- According to HDR 2016-17, Dehradun has the highest proportion of unemployed youth, the rate being 30.2%.

OPPORTUNITIES

- Tourism- Tourism plays an important role in the economy of the district. According to Uttarakhand skill gap study 2016-17, Dehradun saw the highest influx of tourists.
- Qualified employable workforce- The district has a good number of educational institutions and qualified people. Sectors like IT-ITeS, Textile and apparel, life sciences and food processing holds high potential in the district
- Climate- The climate of the district supports the cultivation of various crops and medicinal plants.
- IT Sector- As we all know that the coming future will highly be dependent on technology, this sector holds huge potential. During Covid, all the sectors had to shut their operations, but online platforms continued to work. According to a response received from Smartdata Enterprises India Ltd., it is expecting to recruit 200-300 candidates in the next 5 years. Also, the company is working on big level projects, which are highly demanded in the market, so people will have many more job opportunities to work.
- Food Processing- A lot of farmers, SHGs, private companies, government units are engaged in food processing activities. But the processing activities can be expanded if training is provided to farmers and SHGs; this will help in utilizing the potential of agricultural products.

THREATS-Migration- A large number of people migrates to the district in search of employment opportunities creating a burden on the existing infrastructure.

5.2.RECOMMENDATIONS & ACTION PLAN

• Recommended Job Roles-Short Term Training

The below job role have been recommended on the basis of Youth Aspirational Survey, Healthcare Sector Survey, data of candidates registered on HOPE portal, Survey of SHGs, recommendations given by DSC members, and Skill Gap Report of PHD, Chamber of Commerce, and various technical educational institutions.

S.No.	Sector	Job Roles	NSQF Level	Cost	Target
1	Agriculture	Organic Grower	4	As per PMKVY standard Norms	Allocation as per Ministry of Skill Development & Entrepreneurship, Government of India
		Small Poultry Farmer	4		
		Gardener	4		
		Animal Health Worker	3		
		Beekeeper	4		
		Medicinal Plants Grower	4		
		Mushroom Grower	4		
		Hatchery Operator	3		
		Dairy Farmer/Entrepreneur	4		
		Nursery Worker	3		
		Quality Seed Grower	4		
		Agri warehouse Supervisor	5		
2	Apparel	Self Employed Tailor	4		
		Hand Embroiderer	4		
		Sewing Machine Operator	4		
		Sewing Machine operator-Knits	4		
		Packer	3		
		Assistant Fashion Designer	4		
3	Automotive	Automotive Service Technician(Two & Three Wheeler)	4		
4	BFSI	Goods & Service Tax Account Assistant	4		
		Account Executive-Payroll	4		
		Business Correspondent & Business Facilitator	3		
		Life Insurance Agent	4		
		Microfinance Executive	3		
5	Beauty & Wellness	Assistant Beauty Therapist	3		
		Assistant Spa Therapist	3		
		Assistant Hair Stylist	3		
		Yoga Instructor	4		
		Assistant Beautician	3		
		Spa Therapist	4		

6	Capital Goods	Fitter-Electrical & Electronic Assembly	3		
		Fitter-Fabrication	3		
		Manual Metal Arc Welding/ Shielding Metal Arc Welding Welder	3		
		CNC Operator Turning	3		
7	Electronics	CCTV Installation Technician	4		
		Field Technician-AC	4		
		LED Light Repair	4		
		DTH Set Top Box Installation & Service Technician	4		
		Field Technician-Computing & Peripherals	4		
		Mobile Phone Hardware Repair Technician	4		
		Solar Panel Installation Technician	4		
		Multi Skill Technician(Electrical)	4		
8	Food Processing	Cold Storage Technician	4		
		Traditional snack and Savory Maker	4		
		Baking Technician/Operative	4		
		Food Products Packaging Technician	5		
		Processed Food Entrepreneur	5		
		Multi Skill Technician(Food Processing)	4		
8	Green Jobs	Recyclable Waste Collector & Segregator	4		
		Wastewater Treatment Plant Technician	4		
		E-Waste Recycling Entrepreneur	6		
		Solar Lighting Technician	4		
		Solar PV Installer-Electrical	4		
		Solar PV Installer-Civil	4		
9	Handicrafts & Carpet	Hand Rolled Agarbatti Maker	3		
		Bamboo Basket Maker	3		
		Bamboo Mat Maker	3		
		Agarbatti Packer	3		
10	Healthcare	Home Health Aide'	4		
		General Duty Assistant	4		
		Emergency Medical Technician-Basic	4		
		Front Line Health Worker	3		
		Phlebotomist	4		
		General Duty Assistant-Advanced	4		
		Medical Equipment Technology Assistant			
		Covid Frontline Worker (Sample Collection Support)	4		
		Ayurveda Ahar and Poshan Sahayak	4		
		Yoga Wellness Trainer	5		

11	IT-ITeS	CRM Domestic Voice	4		
		AI- Data Scientist	7		
		AI-Data Engineer	7		
		AI-Data Architect	8		
		AI-Solution Architect	8		
		AI-Machine Learning Engineer	7		
		IoT- Product Manager	8		
		IoT-Solution Architect	7		
		IoT-Hardware Solution Engineer	6		
		IoT-Software Analyst	6		
		IoT-Test Analyst	6		
		IoT-Security Specialist	7		
		IoT-Network Specialist	7		
		IoT-Control Room Operator	5		
		IoT-Domain Specialist	8		
		Cloud Consultant	7		
		Cloud Architect	7		
		Cloud Administrator	5		
		Cloud Security Analyst	6		
		Blockchain Consultant	8		
		Blockchain Architect	8		
		Core Blockchain Developer	7		
		Blockchain App Developer	7		
		Blockchain Test Engineer	6		
		Blockchain Security Engineer	7		
		Blockchain Adminsitration/Support Analyst	6		
12	Life Sciences	Medical Sales Representative	4		
13	Plumbing	Plumbing General	3		
13	Retail	Retail Sales Associate	4		
		Cashier	2		
		Retail Store Manager	7		
14	Logistics	Consignment Booking Assistant	3		
		Courier Delivery Executive	3		
		Commercial Vehicle Driver	4		
16	Tourism	Food & Beverage Service Steward	4		
		Room Attendant	4		
		Multi-Cuisine Cook	4		
		Housekeeping Attendant	3		
		Nature Guide	4		

		Home Delivery Boy	3		
17	Management and Entrepreneurship & Professional	Trainer-English Employability and Entrepreneurship (Basic)	5		
		Secretary	4		

• **Recommended Job Roles-RPL**

The below mentioned job roles have been recommended on the basis of Employer-Employee Survey conducted by Regional Employment Office, Dehradun.

S.No .	Name of Employer	Sector	Major Work	Total number of employees	Category of employees			Current Job Roles /Work Type
					Un-skilled	Semi-Skilled	Skilled	
1	Pacific Development Corporation Ltd.	Real Estate	Real Estate	108	32	30	46	Housekeeping, Maintenance, Security and Operations
2	IPCA Laboratories Ltd	Pharmaceutical	Pharmaceutical Products	262	-	-	-	Supervisor, Technician, Officer, Executive and Manager
3	Hind Rectifiers Ltd.		Traction transformer for Indian railways	75	45	17	13	Core assembling for transformer , Winding for transformer, Connection, Brazing, Tanking, Assembling and Testing
4 (A).	SOLTEC (Unit 1)	Footwear	Shoe Soles, Footwear	585	369	169	47	Mould operator, Trimming, Tumbling, maintenance, Quality Control
4(B)	SOLTEC (Unit 2)	Footwear	Manufacturing of footwear parts of various types of footwear	472	255	178	39	Cutting Operator, Stitching, Grinding, Embossing, Quality control, Assembly Line and Stock Fitting

5	Cooper Pharma Ltd.	Pharmaceuticals	Manufacturing of Medicines	93	33	16	25	Administration, Production, Maintenance/Engineering, Store, Quality
6	Flair Writing India Ltd.	Manufacturing	Pen Manufacturing	50	20	2	28	Packing, Assembly, Moulding, Printing, TIT
7	Dixon Technologies	Electronics	LED Bulb	1918	443	516	959	Helper, Operator and Technician
8	G.B. Spring		Spring Making	100	30	50	20	Helper, Welder and Electrician
9	Troikaa Pharmaceuticals Ltd.	Pharmaceuticals	Pharma Manufacturing	303	146	24	–	Quality Control Trainee
10	Dixon Technologies	Electronics	Washing Machine	750	150	200	400	Moulding Operator, Supervisor, Production Er., Moulding Er., OA Checker
11	Ceasefire Industries Pvt. Ltd.	Manufacturing	Manufacturing of Fire Extinguishers	139	109	30	–	Welder, Workmen, Sweeper, Fitter
12	Gurlz Shuz	Footwear	Footwear Manufacturing	55	35	10	10	–
13	Encraft India Private Ltd.		UPVC Door & Window	98	5	20	73	Operator, Helper and ITI

14 A	Mochiko Shoes	Footwear	Shoe manufacturing	467	220	123	124	Assembler, Fitter, Quality Controller, Roughing, Cementing
14 B	Mochiko Shoes Pvt. Ltd.	Footwear	Shoe Manufacturing	1468	582	443	443	Assembler, Fitter, Quality Controller, Roughing, Cementing
15	HSIL Limited	Manufacturing	Manufacturing of Plastic Bottles, Caps & Molding Items	118	50	3	65	Machine Operator, Engineer Production, Engineer Quality, Production Officer, Assistant Store, Accounts
16	Red Fox Hotel	Service		46	25	5	11	Housekeeping, front Office and Kitchen
17	Rhydburg Pharmaceutic als Ltd.	Manufacturing	Manufacturing of medicines	173	58	55	60	Technical Assistant-capsule, Senior Executive-Mechanical & Electrical, Management Assistant-regulatory Affairs, Management Assistant-Production
18	Amber Enterprises Ltd.	Manufacturing	Manufacturing of Air conditioners	150	10	70	70	-
19	Space Internnational	Service	Sales & Marketing	09	-	-	09	Receptionist, Front office, Sales Executive, Marketing Executive, Assistant manager, team Leader and merchandiser

- Camps/Counselling Sessions planned for creating awareness about Skilling, Self employment/employment related opportunities (2021-22)

Month	Number of Sessions		Special Programmes /Workshops
	Employment Office	Institutions	
August, 2021	11	2	
September,2021	11	3	
October,2021	11	3	
November,2021	11	4	
December,2021	11	3	01
January,2022	11	3	
February,2022	11	4	
March,2022	11	3	

- DSC Strengthening- A workshop with experts to promote the full involvement of all the departments in DSC related activities.
- District Specific Portal for Counselling and Placement- A survey has been done and a basic report has been prepared at the district level.
Components of the portal-

Registration of all the school and colleges with a unique ID and password for each one of them.	Feedback form to be filled by schools after every counselling session.	Psychometric tests for students with instant results.	Information about various opportunities after completion of school education	Education
Updates about scholarships available to school students	Important links directing students to various educational sites and platforms	Live chat facility for students	Awareness about skilling courses introduced in schools as per new education policy	
Success stories of students	Reporting by all the schools and colleges of all the counselling sessions held on monthly basis	Mechanism for accepting request and scheduling of sessions	Details about training sessions for teachers	
Registration of all the ITIs , targeted colleges, PMKVY	Feedback form to be filled by schools and	Details about skill competitions at district level	Information about various skilling schemes like	Skilling

centres, DDU-GKY centres , KVIC and other important stakeholders	colleges after every session		PMKVY,DDU-GKY, etc.	
Information about NAPS- All the industries providing apprenticeship, new registrations, vacancies, etc.	Important links directing students to sites like NCS portal	Information about all the counselling sessions held during a month	Details about Rozgaar Melas with full information	
The content on the platform will be available in English as well Hindi.				Language

Other recommendations

- Promotion of One District One Product through better marketing and packaging.
- Promotion of traditional handicrafts in Chakrata and Kalsi block.
- Promotion of Soft skill courses in ‘Rishikesh’.

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