

2021

The District Skill Development Plan

Rudraprayag

The report focuses on the core sectors and areas where the skill training is required. It also has details about the job roles for the same and possible impacts of the trainings on district's economy.

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Process and Methodology:

The district skill development plan for 2021-22, has been prepared keeping in mind the broad objectives of SANKALP. The planning for DSDP started with the 3rd DSC meeting held on 6th July, 2021. The core sectors and potential areas for skilling were discussed apart from data collection formats in the planning sub-committee meeting held on 12th July, 2021. The data were collected from the relevant departments. All the sources are referenced in the report and all the data and information are in the best knowledge of the writer and the participants.

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About the District:

Rudraprayag district is in the center of the Uttarakhand state. The district is primarily drained by Mandakini river and its catchment area. The Mandakini river and its tributaries, Kali river, Vasuki ganga, Madhyamaheshwar river etc. carve out various landforms and topographical structures in the valley and these valley terraces are occupied by the local inhabitants for settlement. The Mandakini river comes down from the slopes of Kedarnath peak and joins Alaknanda river at Rudraprayag town. The district is full of natural beauty, lakes, glaciers, scenery, wildlife, valleys, and beautiful villages and has Hindu's holy place of Kedarnath temple. The district is dotted with temples which are significant from religious as well as archeological point of view. The district is known as the last stoppage point before the pilgrimage treks to Badrinath and Kedarnath (Micro, small and medium enterprises development institute).

If we look at the economic profile of the district, in 2016-17, the contribution of tertiary sector, in the gross district domestic product (GDDP) is the highest at 57.77% of total GDPP of 251040 Lakh Rupees (Directorate of Census Operations, 2011). If we further explore the tertiary sector of economy of Rudraprayag, the contribution of trade, service, hotels and restaurant is the highest at 30.92% of total tertiary sector's contribution in overall GDPP (Directorate of Census Operations, 2011).

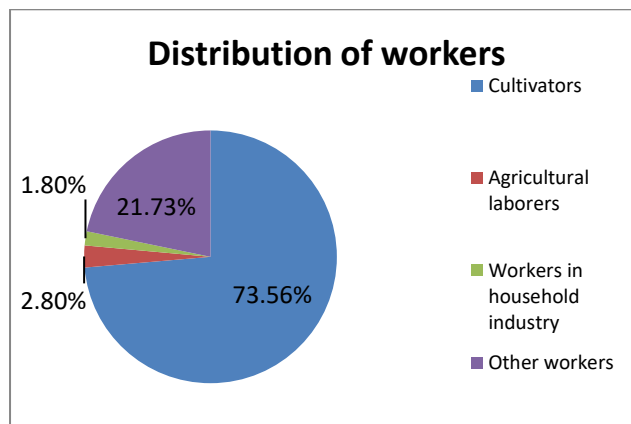
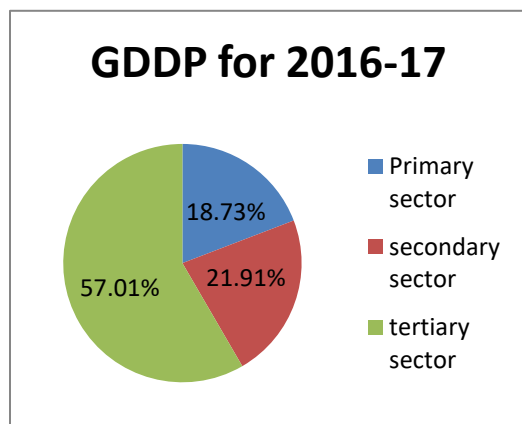
As per the information collected by Uttarakhand Char Dham Devasthanam Management Board, Kedarnath witnessed more than 10 lakh pilgrims in 2019 (yatra, 2019), which must have directly or indirectly contributed towards the hospitality and allied sector.

In 2016-17 the district's GDPP was the lowest among the all districts of Uttarakhand, along with the lowest per capita income of 83521INR only, with an annual growth rate of 6.49% in district domestic product (Directorate of economics and statistics, 2017).

Category of workers	Male	Female	Total
Cultivators	29,340	53,815	83,155 (73.56%)
Agricultural laborers	1 ,556	1 ,644	3,200 (2.8%)
Workers in household Industry	1 ,379	733	2,112 (1.8%)
Other workers	20,064	4 ,501	24,565 (21.73%)

GDDP year wise	Primary sector (Rs. In Lakh)	Secondary sector (Rs. In Lakh)	Tertiary sector (Rs. In Lakh)	Gross district domestic product (Rs. In Lakh)
2011-12	29596 (20.85%)	34995 (24.66%)	76653 (54.02%)	141896 (100%)
2012-13	50276 (28.60%)	38966 (22.16%)	86022 (48.93%)	175789 (100%)
2013-14	62638 (30.08%)	40648 (19.52%)	104029 (49.96%)	208205 (100%)
2014-15	43273(20.76%)	44479 (21.34%)	118128 (56.67%)	208429 (100%)
2015-16	43089 (19.13%)	49944 (22.17%)	128405 (57.01%)	225204 (100%)

2016-17	47025 (18.73%)	55009 (21.91%)	145039 (57.77%)	251040 (100%)
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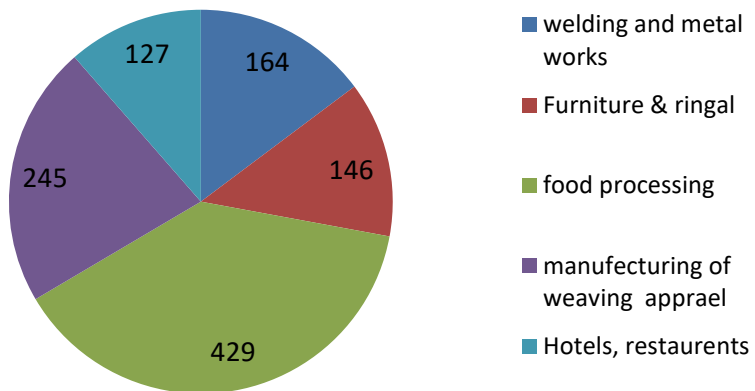
Industry Profile:

All most all the industries are of micro level. The industrial eco system is self employment driven, where low cost micro enterprises are running. The hospitality and allied services and food processing units dominate in numbers as per attached graph.

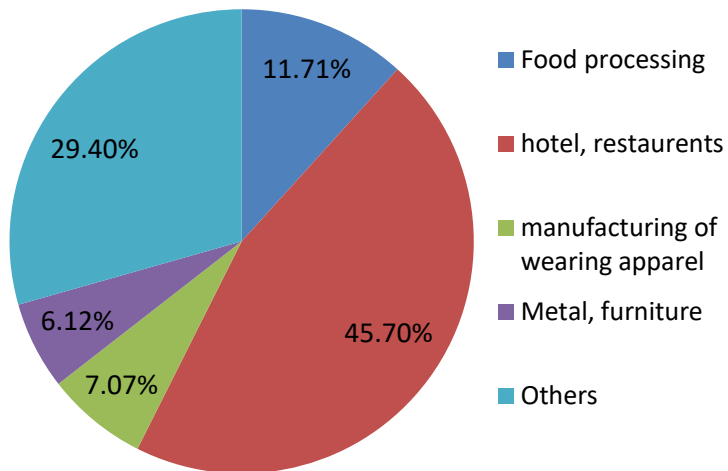
Table 1: enterprises details (source :DIC)

Total enterprises(mostly micro)	1888
Total investment	118.85 crore
Total Employment generation	5227

districution of Major enterprises



Distribution of total investment



Skilling ecosystem of the district:

Supply side of skilling:

The supply side of institutional skilling in the district majorly come from ITIs, Polytechnic college, RSETI and PMKVK. These institutions have influence over quality and numbers of trainees, choice of trades, entrepreneur activities etc.

Industrial Training Institute (ITI):

The district which has very low area and population has 5 ITIs. Out of 5 ITIs, Rudraprayag ITI and Ukhimath ITI are operating under the guidelines of “National Council for Vocational Training”(NCVT). The NCVT is an advisory body, with the responsibilities of prescribing standards and curricula for crafts men training, advising the Government of India on the overall policy and programs, conducting All India Trade Tests and awarding National Trade Certificates (Ministry of Skill Development and Entrepreneurship, 2015). Remaining 3 institutions are being operated under the guidelines of “State Council of Vocational Training” (SGVT). These institutions are at Chirbitiya, Augustmuni and at Basukedar. All these three ITIs are running in rented buildings.

The ITI at Rudraprayag headquarter, has 6 trades and has its own building with appropriate practical training facilities. The data in below tables are for only academic year of 2019-2020. The data has been collected directly from ITI.

Name Of Trade	Number Of Seats	Total Admitted Trainees	Total SC & ST Trainees	Total Female Trainees
Fitter	20	17	3	0
Welder	20	11	0	0
Wireman	20	15	1	0
Electrician	20	18	6	1
Electronics Mechanic	24	20	4	0
Stenographer Secretarial Assistant (Hindi)	24	18	6	11
Total	128	99	20	12

The government ITI of Ukhimath has 2 trades, the details of one trade is as follow;

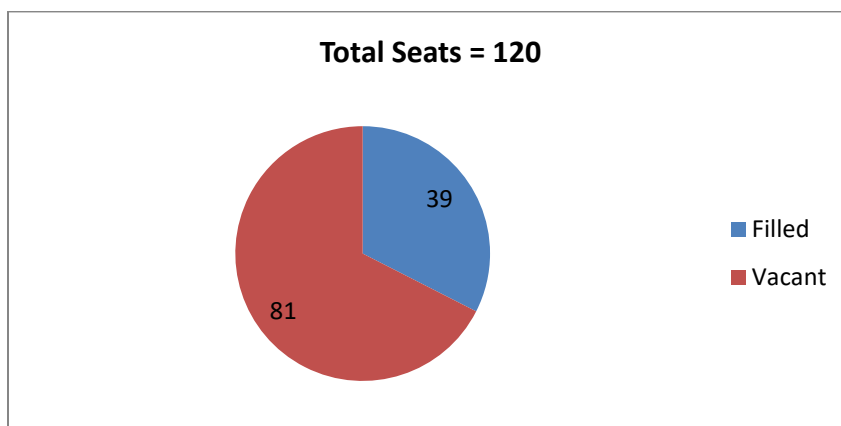
Name Of Trade	Number Of Seats	Total Admitted Trainees	Total SC & ST Trainees	Total Female Trainees
Sewing Technology	20	3	2	3

- The number of institutions in the district is higher than what is required. The district has 5 ITIs, in which only 2 are functioning according to the vision of ITI eco system. All the 5 ITIs are within the range of 20 to 60 km, hence the 3 remaining ITIs under SGVT, has very poor student intake.
- Mostly the students come from economically backward/lower middle class families. They seek immediate livelihood options after finishing high school by pursuing courses at ITI, the other type of students pursue the ITI degree just for the sake of getting a new degree with negligible fee. Along with ITI, they also pursue regular college degree i.e. BA, BCA, etc. They are non serious candidates for skilling.
- The eligibility criteria for major courses are completion of high school.

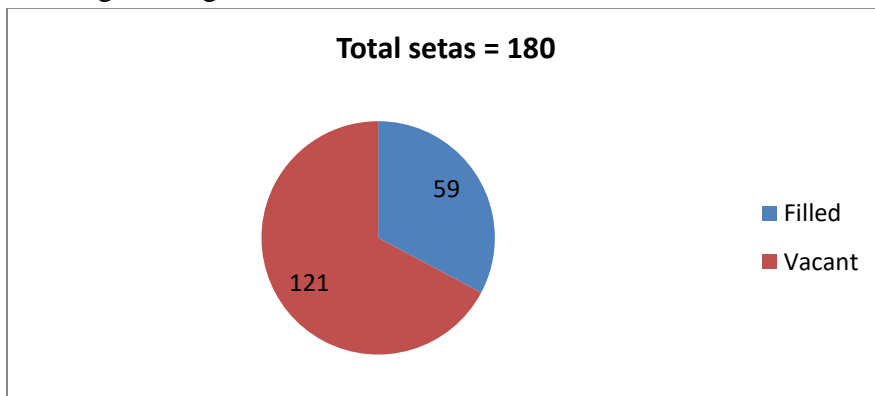
Polytechnic college:

The district has 3 polytechnic colleges at Jakholi, Rudraprayag and at Chopta. Each college has only one stream. A meeting was held with faculty members at Polytechnic Rudraprayag for qualitative data collection.

- The polytechnic college at Chopta offers diploma in Civil engineering, College of Rudraprayag offers diploma in computer science and engineering, and the college of Jhakoli offers diploma in Information technology.
- Only 32.5% of available seats are filled at polytechnic Rudraprayag.



- Only 32.77% of available seats are filled at polytechnic Chopta, which offers diploma in civil engineering. The total available seats are 180, out of which 59 seats are taken.

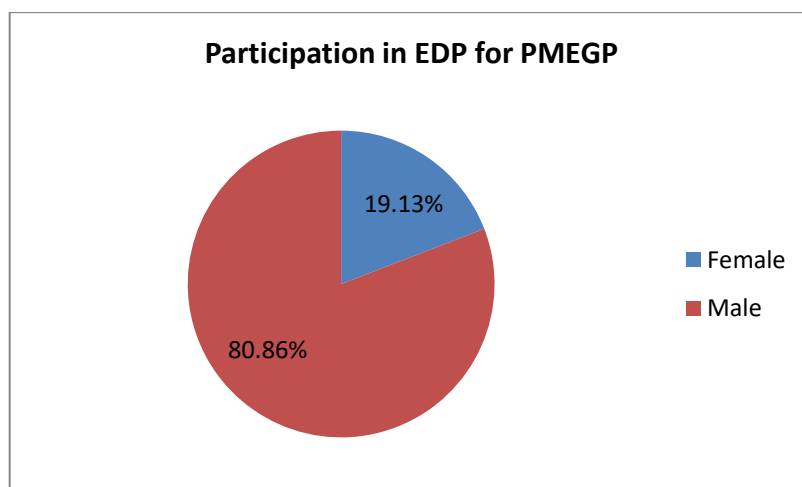
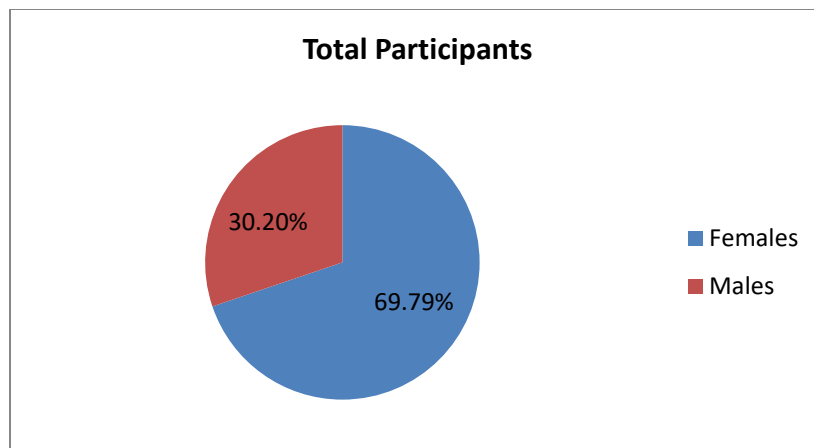


Rural Self Employment Training Institute (RSETI):

The district has 1 RSETI at Rudraprayag town. It is being managed by state bank of India, Rudraprayag. The centre lacks infrastructure, which is necessary for residential trainings.

A total of 16 trainings has been completed by the institute in the academic year of 2019-20, the below table has its details;

Type of training	Numbers of trainings	Total Participants	Number of Females	Number of Males
Entrepreneurship Development Program (EDP)	8	210	109	101
Mushroom cultivation	1	18	18	0
Dairy Farming and Vermi Compost Making	5	111	111	0
Krishi Udyami	1	21	6	15
Beauty Parlor Management	1	24	24	0



Demand side of skilling:

This section provides the details about the sectors, associated livelihood activities and required skill training programs for the same.

The below mentioned sectors have been finalized during the planning sub-committee meeting conducted on

Tourism:

Humans are full of emotions and seek stimuli to experience pleasure. In search of pleasure, economic opportunities, to fulfill social needs, health & wellness, and to satisfy our curiosity and to expand our knowledge, humans have been moving from place to place. With time, the movement from one place to other, clubbed with variety of services and infrastructure has been evolving the nature of travelling. “Travel” is movement of humans or object through various means of train, bus, car, air plane, motorcycle, bicycle, and walking etc. “Tourism” always involves travel to some place for leisure, recreational, business and education purpose for certain limited time period.

Tourism is very diverse in nature and involves variety and levels of stakeholders, generating economic activities in the form of various goods and services thus helping to provide direct as well as indirect livelihoods to millions of people across the globe. Over the past decades, tourism has experienced continued growth and diversification to become one of the fastest growing economic sectors in the world. The modern tourism is changing socio-economic and environmental status of destination and its surroundings, this is also changing the way society, experts, government, communities, industries and other stakeholders look at tourism. As the global economy grows along with income level of people, many new destinations and new ways of tourism has come up. The modern young population is more towards the new experiences, which is fueling new infrastructure, innovative accommodations, activities, adventure sports, cultural and natural experiences etc. This nature of evolution of tourism has brought Eco tourism and rural tourism in lime light.

The below table gives details about the feasibility of nature based tourism in the Rudraprayag district.

Basic requirement for Nature based tourism	Availability in the district	Comments
Natural resources, natural scenery	Yes	It is a mountainous unexplored and uncontaminated district, full of flora, fauna, wildlife, lakes, rivers, valleys, glaciers etc.
Cultural Assets	Yes	The district has Hindu temples which are significant from the archeological

		point of view; they also show the cultural aspect of Hinduism and its beliefs, traditions. Local community performs Pandava dance, which is based on the dance and music of the Kaurava-Pandavas description in Mahabharata (District Administration Rudraprayag)
Connectivity and transportation	Very limited	The district is connected only by network of roads. Almost all the major towns and cities like Dehradun, Delhi, Pauri, Joshimath etc. are linked with the district by motorable roads. The nearest railway station is at Rishikesh, which is 140 km away from the district. National Highway 58 connects Rudraprayag with Delhi. (Micro, small and medium enterprises development institute).
Hospitality Infrastructure	Limited	District has few privately owned hotels, camping options and home stays but the quality is not up to the mark or the staying options are very limited when it comes to eco tourism.
Vibrant rural life	Yes	The district is dotted with tiny villages inhabited by diverse population working and performing variety of activities and providing glimpse of vibrant rural mountainous Life.
Skilled Human Resources	No	The skilled manpower is essential component in service sector. Tourism being one of the flourishing service sector component, which gives experience to the consumer. This experience can be positive or negative. The long lasting experience which a visitor carry helps to either flourish a destination or a bad experience may bring negative opinions about the place. Hence giving a pleasurable experience is essential in leisure based tourism. This requires highly skilled

		man power in the areas of soft skill, cooking, hosting, bird watching, rural tour guides, adventure & trekking guides, cultural guide, housekeeping etc.
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The below tables give details about various activities and required skill sets for the same, the courses are also aligned with the required skills.

Table 2: data source Forest department and DDMA.

Destinations	Kedarnath	Tungnath/Chopta	Sari(deoria taal)
Total number of visitors for 2017	4,71235	2763	8828
2018	7,32241	6260	6833
2019	10,21000	5615	7921

The district receives very high number of pilgrims. There are few treks such as tungnath, deoria taal, madmaheshwar which needs to be promoted in order to make the district a combination of religious and adventurous travel destination catering to all age groups and variety of travelers. For successfully accomplishments of this objective, the role of skilling is critical in order to divert the mass pilgrims of char dham yatris to other destinations to increase their number of days stay in the district, to get more economic benefits.

To cater to above number of visitors, the number of hotels, lodges and homestays are mentioned below along with require skill sets and job roles for better service quality and delivery.

Table 3: Data source tourism department

Type	Number of units	Types of skill requirements
Hotels & Lodges	283	Hotel management, cooking, cleaning,
Homestays	169	Guest house management
Total Number of involved human resource	1537	

For the below job roles the target candidates can be currently working human resource in tourism & hospitality sector, and other interested candidates such as local youth for tour guides etc.

Job role	NSQF level and code	Job role description
Food & Beverage captain	6 and THC/Q0306	Managing inventory and staff in the customer service area and supervising food & beverage service operations
Food and beverage service steward level 4	4 and THC/Q0301	Efficiently and courteously serving food & beverage to guests of hotel, restaurant, canteens and banquet functions
Multi cuisine cook	4 and THC/Q3006	N.A. on the portal
Tour guide	4 and THC/Q4502	Providing assistance and information to the tourist on all aspects of a tourism destination
Restaurant counter sale executive	4 and THC/Q2903	Taking order, getting it prepared and serving to customers
Guest house caretaker	5 and THC/Q0501	Providing hospitality services to guests and performing the housekeeping duties.
Meet and greet officer	4 and THC/Q0101	Identifies and prepares for work as per customer requirements, meet & greets the customers, transfers to required destinations, resolves customer complaints and queries.
Housekeeping attendant	3 and THC/Q0203	Responsible for cleaning of a property including floors, glass surfaces, offices, restrooms, auditorium, lifts, utility rooms, canteen & pantry, common areas.

Activity	Total number of involved human resource/potential number of trainees	Type of job roles	Possible impacts
Drivers	1025	Tour guide and Meet and greet officer	They will be able to give an overview about the various destinations of the district. A combination of local knowledge along with great soft skills will help them to improve their service delivery.

Khachar operators	3000	Same as above	The involved people remain in contact with the pilgrims for very long time during the trekking. This way they have chance to influence and suggests new destinations in the district. The skilled operators will definitely able to provide a memorable and enriching experience to the visitors.
Café and hotel/homestay decorations	N.A.	Assistant designing-Home furnishing,	The decorated cafes, hotels and homestays will certainly become eye catchy for the visitors.

SWOT analysis:

The below SWOT analysis further provides a holistic perspective of the feasibility of nature based tourism in Rudraprayag.

Strengths	Explanation
The nature in the district is at its purest form.	The Rudraprayag district has Kedarnath wildlife sanctuary, which is home to musk deer, snow leopard, brown bear, snow pigeons etc. There are three lakes known as Vasuki tal, Deoria tal and Badhani tal (District Administration). Apart from it, district has diverse flora and fauna in abundance, which makes perfect trails for hiking, trekking and other adventure activities. The district has two major rivers. The Alaknanda river of the district is suitable for river rafting (Rural development and Migration commission Uttarakhand , 2018)
The district has high level of literacy rate of 81.30%.	Literate and educated population can be skilled. In this competitive era, there are many eco tourism destinations; to stay ahead we need to provide best services and experiences to the visitor. For this we need to skill and educate the manpower in the domains of cooking, hotel reception, nature & trekking guides, adventure sports, tradition & cultural guides, general accounting & finance, computer and basic IT, professional driving, marketing, soft skills and other hotel management courses, basic business management skills etc.

Favorable youth aspirations	The youth is interest in becoming instructor for bungee jumping, river rafting and other adventure activities. They also dream to open their own micro enterprises. Most of the youth is interest in setting up their own hotels, dhabas, restaurants and travel agency to cater tourists (Ernst & Young).
Presence of rural life, culture and tradition in its original form	The district's is dotted with unexplored Garhwali hamlets. The local community has been conserving their culture and traditions, which is visible in their daily lifestyle. Chopta known as mini Switzerland, Augustmuni, Khirsu, Sonprayag and Jakholi are some of the villages which provide few options of homestays, thrilling trekking experience, valley views, beauty of deodar tress, apple orchard and oaks etc (Tour my India).

Weaknesses	Explanation
The district is not easily Accessible	The only way to reach the district is by road, the nearest railway station is 140 km away at Rishikesh. The mountainous roads are narrow, the vehicles takes longer time. The journey from Rishikesh to Rudraprayag is scenic, but may not be comfortable for everyone. The frequency of buses/Vehicles from Rishikesh and Dehradun to Rudraprayag is poor except during char dham yatra.
Seasonality of Tourism	District experiences extreme weather conditions during winter and rainy season. Considering this, eco tourism in Rudraprayag can be seasonal in nature. This may make it unfeasible and unsustainable in economic terms for local community to operate and run the eco tourism related enterprises and services. The community can not completely depend upon eco tourism as a source of livelihood. It can be a great alternative and seasonal economic activity.
Lack of infrastructure	The aspirations of youth are favorable for nature based tourism, but districts lack infrastructure and mechanisms to fulfill their aspirations (Ernst & Young). The local population needs institutional support to adopt such a modern, sustainable and scientific way of tourism.
Eco tourism may not be appealing to everyone	Eco tourism is one of a kind of tourism, which is niche in nature. This may not fetch sufficient number of visitors to make the enterprises or economic activities profitable.

Opportunities	Explanation
Hugh inflow of pilgrims can be tapped and attracted towards eco tourism sites.	Millions of people visit the Kedarnath temple, which is situated in the north of district. Although religious tourists come with different Purpose, but even if a few percentage of them can be attracted to eco tourism sites. It can give a great start to the idea of eco tourism in the district. A proper way and channel needs to be developed to attract them. Local institutions and government department can collaboratively develop a plan to communicate the message of eco tourism in a very effective and impactful manner. The role of local governance bodies is very important in this task.
The young generation is more adventurous and seeks new experiences and destinations.	The young generation and a section of travelers seek new experiences, and are looking for places which are not very popular and under commercial tourism destinations.
The district residents can avail benefits of “Deendayal Upadhyaya Griha Awas Homestay Policy”, which promotes homestays in rural Uttarakhand.	The government policy to support rural community to establish and operate homestay facilities along with food facilities to nation and international tourists can be availed. The policy provides financial assistance to the owners, who are local residents. Having favorable policies can definitely give a support to local communities to involve themselves in new enterprises.

Threats	Explanation
Unpredictable climatic conditions, natural incidences and frequent landslides.	The climate change is causing more than normal, heavy precipitation in hilly areas. The prolonged heavy rainfall causes landslides in the area (Khanduri, Sajwan, Rawat, Dhyani, & Kapoor, 2018). Landslides cause damage to infrastructure and also blocks roads for some days to even weeks that hamper the transportation services. This disconnects the affected area from, Rest of the areas. Deforestation and haphazard construction work in the district is making mountains unstable (Tariyal, 2017). The unscientific development practices to construct infrastructure by changing in the slope geometry of mountains, are also inviting landslides incidences.
High level of competition among eco tourism sites	There are many eco tourism destinations throughout the country, even the neighboring districts of Rudraprayag and

considering the fact that, this niche sector of tourism is appealing to a small percentage of tourists.	places which have similar geography, natural and cultural beauty are developing eco tourism destinations. This is creating competition, there is need to explore the uniqueness, which can make the destination different than others and based on that the travelers can be attracted.
The economic condition of the local population is very poor, which may restrict their ability to start something completely new economic activities.	The per capita income of the district is the lowest in the state at 83521 Rs. in the state (Directorate of economics and statistics, 2017). The poor economy condition can prohibit them to take risks by starting and involving themselves in new enterprises. Here comes, the role of government, NGOs and civic societies to handhold them for a successful modern way of tourism enterprises.

Fruit Processing:

A fruit crop which the district has in abundance is “Malta”. It is also a cash crop which can also be consumed directly. The direct consumption practice may have following limitations and impacts;

- If local population keeps eating the fruit directly, it may miss out the economic benefits it can get by adding values in the fruit.
- The fruit is a perishable good with low self life, the business of selling the fruits will be seasonal activity. After the season is over, the enterprises, selling the fruit will not be operational.
- Transportation of fruits to the plains may not be economically viable option.
- The direct consumption of fruit, limits the deeper reach of the product in the masses.
- There are other fruits in the citrus family, which can replace the malta. Its sour taste and thick skin reduces its attraction to the consumer and thus its potential to become a commercially successful mainstream fresh fruit is limited (Choudhary, Kunwar, & Rasul, 2014). The experience of eating the fruit may not be very appealing for the first time eater.
- The district does not have a cold storage/vegetable & fruit storage facility, where malta can be stored for a longer time. This reduces the business time for the fruit.

Table 4: Data source Horticulture department

Name of Crop	Production	Area under cultivation	Number of human resource involved
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Malta	497.50	476 Ha	1428
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Number of units	Number of human resource involved	Approximate production in last 3 years
14	48	35354 liters

The district can have 2 types of products as described below, with the help of below mentioned skill sets.

Details	Product 1	Product 2
Characteristics	More concentrated, less amount of water, high shelf life up to 8 to 10 months	Less concentrated, more amount of water, low self life up to 4 to 5 months
Way to drink	2 to 3 tea spoons of product need to be mixed with 200 ml of water in a glass. It is not a ready to drink product.	Ready to drink product
Advantages	Local as well as pilgrims, tourists can take the product back to use it for longer period.	Locals as well as trekkers, pilgrims can use the product instantly.
packaging	In 1 Ltr, 3 Ltr and 5 Ltr of plastic bottles	In 250 ml of tetra pack

The below table gives details about the necessary job roles which will support the entire value addition process of Malta juice & squash production with superior end product quality.

Job role	NSQF level and code	Role description	Approximate number of trainees
Citrus fruit grower	4	Procuring seed material, preparing nursery, cultivating citrus fruit and transplanting the sale of farm produce in the market.	1428
Supply chain field assistant	4 and AGR/Q7801	Managing all the steps involved to get the stock to customer including coordination with buyer and supplier for match of demand & supply, procuring the stock, packing and storing the stock temporarily, transporting the stock and ensuring	15 to 20

		proper returns to the farmers.	
Warehouse worker	3 and AGR/Q7802	Receiving, sorting, storing, packing at the warehouse and transporting of goods to the end customers with quality maintained.	20 to 30
Fruit pulp processing technician	4 and FIC/Q0106	A fruit pulp processing technician is responsible for pulping/producing fruit pulp.	30 to 40
Fruit and vegetable selection in charge	3 and FIC/Q0108	A fruit and vegetable selection in charge is responsible for sorting and grading produce such as fruits, vegetables, nuts etc. based on color, size, feel and smell to ensure the best quality raw materials for further processing steps.	20 to 30
Squash and juice processing technician	4 and FIC/Q0101	A squash and juice processing technician is responsible for preparation of squash and juice from fruits.	30 to 40

Animal husbandry:

During the COVID-19 first wave, many of the migrant's returnee has started their own poultry farms with government support. The lack of skilling is creating troubles for them to operate the enterprise in a profitable manner. The below table gives an overview of poultry business in the district and details of required skill sets in which trainings can be organized.

Table 5: Data source Veterinary office

Number of poultry farm	Number of human resource involved/potential trainees	Required skill sets	Possible impacts	Departments
47	141	Poultry management, business management, disease control etc.	Higher profits, less death ratio, hygiene and cleanliness, less scope for disease spread etc.	DRDA, DIC and office of chief veterinary officer

Job role	NVQF	Role description
Animal health worker	3 and AGR/Q4804	To assist his/her immediate community by providing preventive health care, productivity enhancing and basic first aid services to farm animal and poultry
Broiler farm workers	3 and AGR/Q4302	The individual prepares the poultry farm for placement of chicks, carry out their feed, water, litter, brooding and health management to raise broiler chicks according to market's standard

Skill requirement for growth centers and innovative activities:

Activity	Department	Required skill sets
Prasad making	DRDA	Packaging, quality control, business management, marketing, supply chain management etc.
Cholai Laddu(ODOP value added product)	ILSP	Quality control, ,supply chain management, product packaging, crop management, marketing
Kedarnath souvenir	DIC	Designing, online marketing, packaging, supply chain management

Possible impacts:

Establishing a well functioning enterprise of Prasad making and selling requires skilled manpower. There are already few enterprises who sell packed Prasad. To go ahead in this competitive market, our SHG members who are making Prasad need to be highly skilled in above mentioned domain to capture the larger not so easily accessible market, better negotiated deals, ensuring quality & smooth supply of raw materials, attractive packaging with improved shelf life of the Prasad.

The possible impacts of above mentioned skill sets shall be greater reach of goods and services to potential buyers, better visibility, strengthening of supply chain management of raw & finished goods.

Skill gap Analysis:

Looking at the above sections the supply side and the demand side comparison is given below;

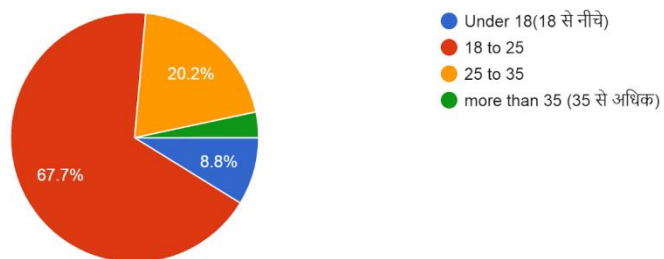
Supply side Institutions	Supply side courses
ITI	Fitter, Welder, Wireman, Electrician, Electronics Mechanic, Stenographer Secretarial Assistant (Hindi)
Polytechnic	Civil, IT and computer science
PMKK	Quality seed grower, self employed tailor, domestic data entry operator, front office associate
RSETI	Entrepreneurship Development Program (EDP), Mushroom cultivation, Dairy Farming and Vermi Compost Making, Krishi Udyami, Beauty Parlor Management

Demand side activities	Source
Agriculture, horticulture and livestock rearing	Aspiration survey
Fruit processing	Aspiration survey
Tourism and hospitality	Aspiration survey
Healthcare services	Aspiration survey
Information technology, computer hardware & software, networking etc.	Aspiration survey
Preparation for government exams and army exams	Aspiration survey
General business	Aspiration survey

The above demand side activities have been derived from the aspiration survey conducted in the district. Below are few graphs which represents the conclusions based on data analysis carried out on 331 responses;

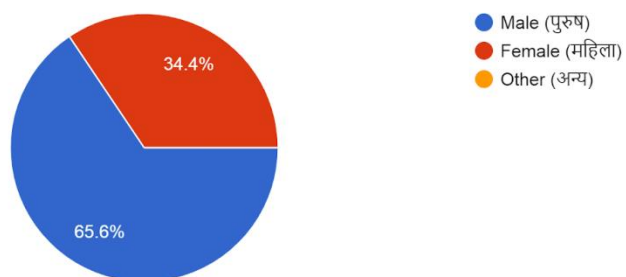
Age(उम्र)

331 responses



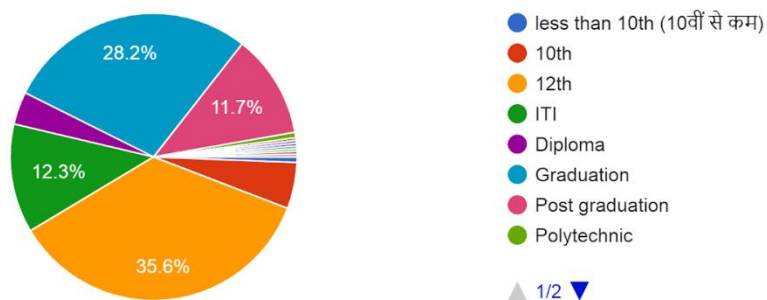
Gender (लिंग)

331 responses



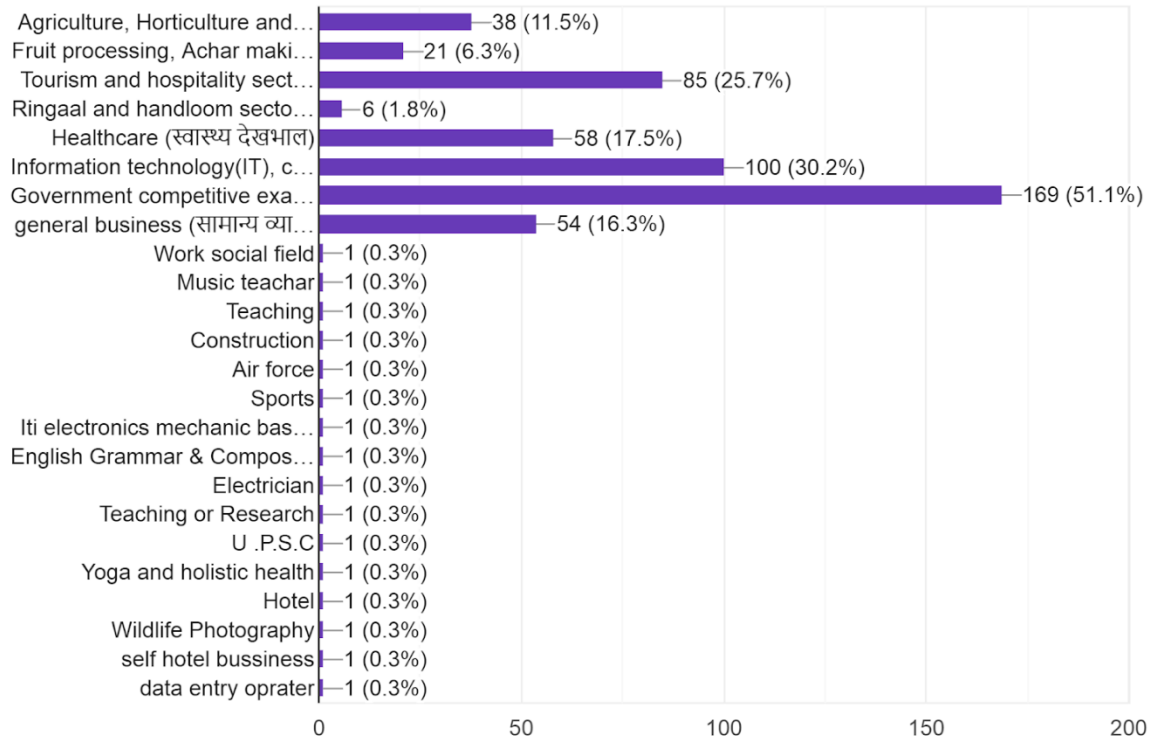
Highest educational qualification?(उच्चतम शैक्षणिक योग्यता)

326 responses



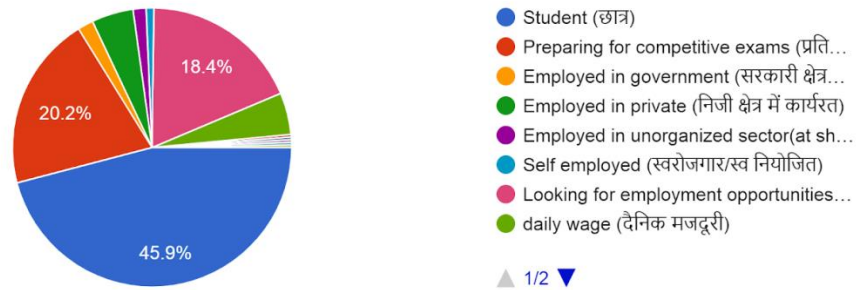
Please tick the areas in which you are interested?(कृपया उन क्षेत्रों पर निशान लगाएं जिनमें आपकी रुचि है?)

331 responses



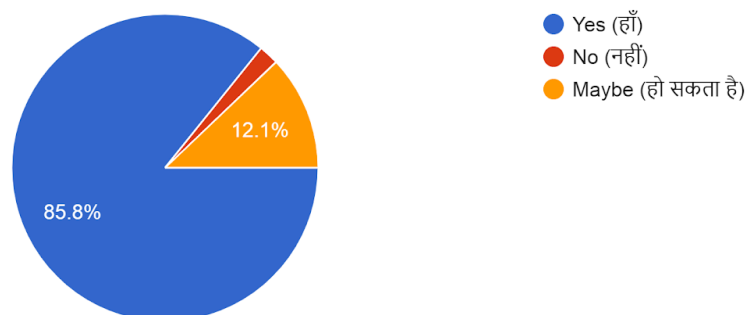
Present employment situation?(वर्तमान रोजगार की स्थिति)

331 responses



Would you like to take trainings in the areas you selected? (क्या आप अपने चुने हुए क्षेत्रों में प्रशिक्षण लेना चाहेंगे?)

331 responses



- From the above graphs and tables of this section, we can say that the supply side and demand side of skilling matches for only IT, computer software & hardware and networking only.
- Although the PMKK centre runs courses such as “quality seed grower” and “front office associate”, which covers the demanded areas of agriculture, horticulture and Tourism & hospitality sector in a limited way.

Impact of COVID:

During the first wave of COVID-19, many migrants’ returnees have registered themselves on the “HOPE” portal. The Rudraprayag district has a total registration of 2680. The below table gives details about the various areas, in which they are interested for skilling purpose. The below data has been taken from the portal and this is up to 31st August, 2020.

Sl.	Sector	No. of Interested Candidate
1	Agriculture	759
2	Apparel	23
3	Areospace and Aviation	7
4	Automotive	193
5	Banking & Finance	96
6	Beauty and Wellness	15
7	Capital Goods	10
8	Chemicals and Petrochem	1

9	Construction & Engineering	58
10	Domestic Worker	130
11	Electronics and Hardware	117
12	Export/Import	2
13	Gems and Jewellery	6
14	Green Jobs	19
15	Healthcare	80
16	Hotels&Restaurants	3
17	IT-ITES	59
18	Leather	1
19	Life Sciences	24
20	Logistics	17
21	Management	35
22	Media and entertainment	8
23	Other	530
24	Pharmaceuticals	1
25	Plumbing	11
26	Power &Energy	22
27	Retail	28
28	Telecom	26
29	Tourism and Hospitality	384
30	Blank	15
	Total	2680

From the above table, the major demanding sectors come out to be Agriculture, automotive, domestic workers, electronics & hardware, healthcare and tourism & hospitality. The relevant job roles associated with some of these sectors have been identified in the previous sections of the report.

Action Plan:

The mentioned job roles can be started for district's population while adopting the below mentioned steps;

Selection of job roles and training partner



Mobilization of interested candidates through DSC and training



Training conduction at C.O.E/Gyan ganga



Post training hand holding for self employment through government schemes, placement opportunities through NAPS, to be carried out by DSC.

As per the urgency or immediate need of the skilling manpower for the mentioned job roles shall be selected. Once the training partner is finalized by Centre and/or state government, the DSC will mobilize the candidates for the same. There are already existing manpower in tourism, fruit processing domain, poultry business, Prasad making etc. they shall be trained under the RPL (reorganization of prior learning) component.

Recommendations:

- The mobilization shall be happened through the DSC and the dedicated sub-committee through social media channels, bulk messages, newspaper ad etc.
- The employment office has already data base of migrants returnees, they can also be reached out for the mobilization.
- To check on the quality of trainings, frequent surprise visits shall be initiated by the DSC members. The attached format can be utilized for documentation of training quality.

1. Name of the centre:
2. Distance from the city(try to find who all can take admissions, what are the challenges for students, transportation faculties for trainees):

3. Infrastructure:
 - a. No. of classroom:
 - b. Seating arrangement:
 - c. Practical training assets:
 - d. Drinking water facility and washrooms:

- e. Electricity and basic infra
 - f. Cleanliness:
4. Quality of the training:
 - a. Number of trainers and their qualification
 - b. Feedback from trainees
 - c. Placement records
 - d. Post placement retention record
 - e. Number of dropouts
 5. Quality of trainees:
 - a. Basic details of trainees (educational qualification)
 - b. Level of their interest in the chosen trade
 - c. Future aspirations
- For post placement support, the trained candidates shall be given priorities for various government schemes and programs such as Mukhmantri swarijgar yojana, PMEGP, Veer Chandra Garhwali homestay yojana etc. The DSC shall work as a bridge between the schemes and the trained & qualified candidates.

Conclusions:

The planning sub-committee and DSC members came to conclusion with the above mentioned growth sectors to start the de-centralization process of planning for skilling interventions.

The job associated with the tourism sector will take the current service quality to new heights and raise the multiplier affects of tourism industries, which will support other economic activities associated with tourism and allied services.

There is gap between what is demanded by the local population and what is on the offer in terms of courses offered at various training institutions as it can be visible from the aspirations survey, the skill gap study conducted by Ernst & Young states that The youth of the district is inclined towards adventure tour guides, nature guide etc. The youth also want to start their own hotels and restaurant, dhabas and tour & travel agencies (Ernst & Young LLP).

To fulfill the above mentioned gaps, this report has listed out all possible job roles which fulfills the aspirations of population and satisfy the need of local economy. Apart from the above

mentioned job roles, few more job roles are very relevant and work as supporting exercises, necessary to carry out the main function are mentioned below;

Job role	NSQF level and code	Job description	Possible impacts
Goods packaging machine operator	4 and LSC/Q2216	Operating packaging equipment to pack goods	The trained candidates shall be able to facilitate the packaging process for Malta juice, Achar, Kearnath souveniour etc.
Social media/online marketing	N.A.	Marketing of goods and services on digital platforms	The district has various tourist destinations, homestays, SHG made products, which needs to be marketed on bigger platforms. Through the trainings the trained candidates can take their business or help the business owners to increase their reach to larger customers.

Annexure:

Youth Aspiration survey for Rudraprayag district;

This survey is designed to understand and get insight about the aspirations of the district's residents regarding the employment and livelihood. The task is part of DSDP(District skill development plan) to be made by DSC(district skill committee). यह सर्वेक्षण रोजगार और आजीविका के संबंध में जिले के निवासियों की आकांक्षाओं को समझने और अंतर्दृष्टि प्राप्त करने के लिए बनाया गया है। कार्य डीएससी (जिला कौशल समिति) द्वारा किए जाने वाले डीएसडीपी (जिला कौशल विकास योजना) का हिस्सा है।

1. Your name? (नाम)
2. Age(उम्र)

- a. Under 18
 - b. 18 to 25
 - c. 25 to 35
 - d. More than 35
3. Gender (लिंग)
- a. Male (पुरुष)
 - b. Female (महिला)
 - c. Other (अन्य)
4. Please select your block. (कृपया अपना ब्लॉक चुनें) *
- a. Ukhimath
 - b. Agustyamuni
 - c. Jakholi
5. Highest educational qualification?(उच्चतम शैक्षणिक योग्यता)
- a. less than 10th (10वीं से कम)
 - b. 10th
 - c. 12th
 - d. ITI
 - e. Diploma
 - f. Graduation
 - g. Post graduation
 - h. Other:
6. Present employment situation?(वर्तमान रोजगार की स्थिति)
- a. Student (छात्र)
 - b. Preparing for competitive exams (प्रतियोगी परीक्षाओं की तैयारी)
 - c. Employed in government (सरकारी क्षेत्र में कार्यरत)
 - d. Employed in private (निजी क्षेत्र में कार्यरत)
 - e. Employed in unorganized sector(at shops, hotels etc.) असंगठित क्षेत्र में कार्यरत (दुकानों, होटलों आदि में)
 - f. Self employed (स्वरोजगार/स्व नियोजित)
 - g. Looking for employment opportunities (रोजगार के अवसरों की तलाश)
 - h. daily wage (दैनिक मजदूरी)
 - i. Other:

7. Please tick the areas in which you are interested?(कृपया उन क्षेत्रों पर निशान लगाएं जिनमें आपकी रुचि है?)
- a. Agriculture, Horticulture and livestock rearing (कृषि, बागवानी और पशुधन पालन)
 - b. Fruit processing, Achar making, Juice making (फलों का प्रसंस्करण, आचार बनाना, जूस बनाना)
 - c. Tourism and hospitality sector (पर्यटन और आतिथ्य क्षेत्र)
 - d. Ringaal and handloom sector (रिंगाल और हथकरघा क्षेत्र)
 - e. Healthcare (स्वास्थ्य देखभाल)
 - f. Information technology(IT), computer hardware & software, networking etc.(सूचना प्रौद्योगिकी (आईटी), कंप्यूटर हार्डवेयर और सॉफ्टवेयर, नेटवर्किंग)
 - g. Government competitive exams, Army exams etc. (सरकारी प्रतियोगी परीक्षाएं, सेना परीक्षा)
 - h. general business (सामान्य व्यापार)
 - i. Other
8. Would you like to take trainings in the areas you selected? (क्या आप अपने चुने हुए क्षेत्रों में प्रशिक्षण लेना चाहेंगे?)
- a. Yes (हाँ)
 - b. No (नहीं)
 - c. Maybe (हो सकता है)
9. Type of livelihood you are interested in? (आप किस प्रकार की आजीविका में रुचि रखते हैं?)
- a. salaried jobs (वेतनभोगी नौकरियां)
 - b. Self employment/business (स्वरोजगार/व्यवसाय)
 - c. Unorganized sector (असंगठित क्षेत्र)
 - d. Other
10. Place of intended employment(इच्छित रोजगार का स्थान)
- a. within the district (जिले के भीतर)
 - b. outside the district but within the state (जिले के बाहर लेकिन राज्य के भीतर)

- c. outside of the state (राज्य के बाहर)
- d. outside of the country (देश के बाहर)

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