



District Skill Development Plan Haridwar (FY-2020-21)



UTTARAKHAND SKILL DEVELOPMENT MISSION

26, Mahila ITI, Near Survey Chowk, EC Road, Dehradun, Uttarakhand 248001

PREPARED BY

- Atul Gupta (Mahatma Gandhi National Fellow)

PREFACE

The state government is proactive in responding to people's aspirations. Recently honourable Chief minister had launched to "Helping out people everywhere"- HOPE portal and Mukhya Mantri Swarojgar Yojana. The former tries to bridge the information asymmetry in the market, and the later attempt to boost entrepreneurship spirit at a time when the economy is slowing down due to the pandemic. This document is in continuation of state government's dynamic steps in promoting skilling development and entrepreneurship. Haridwar is among the most industrialised district of Uttarakhand with home to giants like Hindustan Unilever Ltd., Hero Motorcorps, Mahindra & Mahindra, Patanjali, etc. Apart from them, there is a large number of MSMEs who are either working independently or acting as ancillary units to these giants organisations. The district is also an epicentre of religious tourism which can be even extended to Ayush or health-based tourism if these opportunities are appropriately capitalised. It is a preliminary report to identify the potential areas with the dual goal of boosting economic development and a plan to support skilling. It even identifies the area which can help in boosting skilling and jobs for women and farmers. The paper has a brief annual working plan with monitoring & evaluation suggestions which will help in effective implementation of the program at the ground level.

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Overview



Haridwar a gateway to gods, a paradise for nature-lovers and the most industrialised city of the state of Devi-Bhoomi, Uttarakhand which came into existence in 2000. It was carved out of Saharanpur district in the year of 1988. It encompassed Haridwar and Roorkee tahsils of Saharanpur district, 53 villages of Sadar tahsil of Muzaffarnagar district and 25 villages of Najibabad tahsil of Bijnor district. Later on, with the enactment of ‘Uttar Pradesh Reorganisation Act, 2000’ Haridwar district became part of the newly formed

state of Uttaranchal. It is famous for religious places like Har-ki-Pauri, Manas Devi temple, Bhimkhud, Piran Kaliyar, etc. It is also known for hosting significant religious events like Kumbh and Karwar Mela. Apart from these spiritual significances, it holds a special place in the heart of ecotourists who can visit Rajaji National Park in the north of the district. Another unique feature of Haridwar is, it is home to big industries like Patanjali, ITC, Havell, Hero Motor corps, etc. cutting across various sectors. This multi-facet identity makes the district the main engine of Uttarakhand’s economy as it contributed approximately 30% of the state’s domestic products. With Mahakumbh, the world’s largest religious gathering happening next year, the footfalls and economic activities will swell drastically as it had happened in the past.

The district is administratively subdivided into four tehsils and six blocks. The four tehsils are Haridwar, Roorkee, Laksar, Bhagwanpur, and the six development blocks are Bhagwanpur, Roorkee, Narsan, Bahadradab, Laksar, and Khanpur

Table 1:- Block Wise distribution

S.No	Block Name	Village Panchayat	Total Villages	Area (Sq. km.)
1	Bhagwanpur	53	83	295.92
2	Bhadradab	72	128	445.8
3	Roorkee	49	94	209.54
4	Laksar	50	116	277.09
5	Narsen	61	118	234.8
6	Khanpur	23	53	140.84
Total		308	592	1603.99

Source:- Statistical book of Haridwar 2018

<https://cdn.s3waas.gov.in/s33416a75f4cea9109507cacd8e2f2aefc/uploads/2020/07/2020071090.pdf>

A total of 91 villages are unpopulated villages, which had decreased by three since the 2011 census. While due to urbanisation, ten villages have merged into Nagar panchayat Bhagwanpur, Nagar Nigam Roorkee, Nagar Panchayat Piran Kaliyar, and Nagar Nigam Haridwar after the 2011 census. Five villages fall under forested areas. Therefore a total of 597 villages are in the district. Haridwar has the second-highest urbanisation in the state with 6,83,094 people residing in the urban centres while 1,197,328 live in rural areas. There are 24 towns among them; eight are statutory town while 16 are census towns. In the district, Haridwar, Manglaur, and Roorkee are of Municipality Board, Industrial Township, and Cantonment board status, respectively.

Supply Side

Demography:- As per 2011 census, Haridwar had a total population of 1,890,422. The district witnessed a population growth of 30.62% from 2001 to 2011, higher than Uttarakhand decadal growth rate of 18.81%. The population density of the district is 801 almost four times of the state. One primary reason responsible for its large population is inward migration. It happens because of better economic opportunities and social infrastructure of Haridwar. If we look at the age pyramid of Haridwar (figure 1), it looks triangular, which means it's on the path of the expanding population. Other data, like the growth rates of 2.71%, substantiate this fact, and it will be twice the 2011 population by the mid-2030s decade.

Age Pyramid for Haridwar

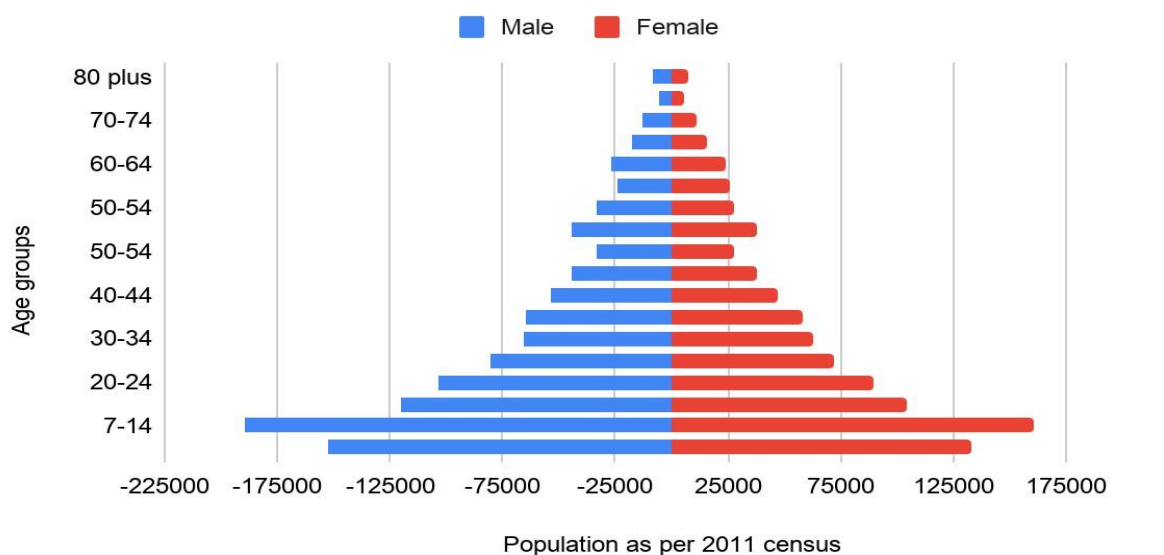


Figure 02:- Age pyramid of Haridwar

Source:- Statistical book of Haridwar 2018

Within the age group of 15-59 years, we have 12,60,417 people, which is around two-thirds of the total population; hence the working-age person is relatively on a higher side which is good for the economy. Of this working-age population, 8,22,468 are persons between the age bracket of 15-40 years which can be our potential target audience in skill ecosystem, and it comprise 4,35,014 males and 3,87,469 females. The SC & ST populations are 21.75% & 0.3% of the total population; hence they will be in similar proportion in number even in the skill ecosystem.

The sex-ratio of the district is the lowest in the state (880 females per 1000 males), so even their participation would be lower in skill ecosystem. It could be even less in contemporary times as the sex-ratio in the age-group 0-6 years' age bracket in 2011 was even grimmer (877 girls per 1000 boys' child). This skewness persists in the labour force participation and per capita annual income, where a male's income is almost seven times that of a female counterpart. This difference in salary is the highest when compared with all other districts of the state. Such biases can be explained by the low literacy rate of 73.43%, while the state figure stands at 78.82 %. The male literacy is 73.8 %, while female literacy is 52.1 %, and, therefore, the gap in male-female literacy rate is 21.7 %. The literacy situation is even worse in rural areas where the literacy rate is alarmingly low to 57.2%. Here the male-female literacy gap swells to 26.4%. Therefore, there is a need to push for education reform in the district not just to bridge the economic gap but for the overall development of social indicators.

Economic Scenario

Unlike the national trend where the tertiary sector is the highest GDP contribution, Haridwar's economy is driven by the secondary sector. The secondary sector, manufacturing, in particular, is the most significant contributor to the district's economy. The following figure illustrates the progression of each sector between 2011-12 to 2016-17

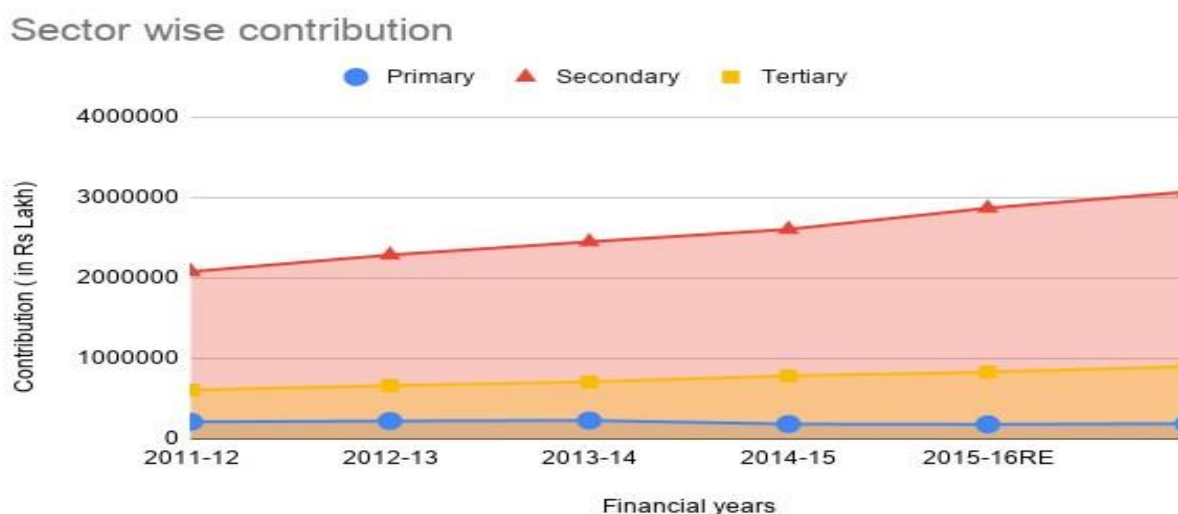


Figure 03:- Sector-wise contribution in the district GDP & it's a trend between 2011-16

Source:- https://des.uk.gov.in/files/Estimates_of_District_Domestic_Product_2011-12_to_2016-17.pdf

And if we look at the macro level, then the progression of the growth rate of the district domestic product (DDP) at a constant price between period 2011-12 to 2016-17 is shown in Figure 02. The sharp dip in the year 2014-15 was due to the result of the 2013 floods. Post-2014-15, growth has picked up again. The growth rate of the district domestic product (DDP) at a constant price is around healthy 7%.

District-wise Yearly Growth Rate in DDP (at Constant Prices)

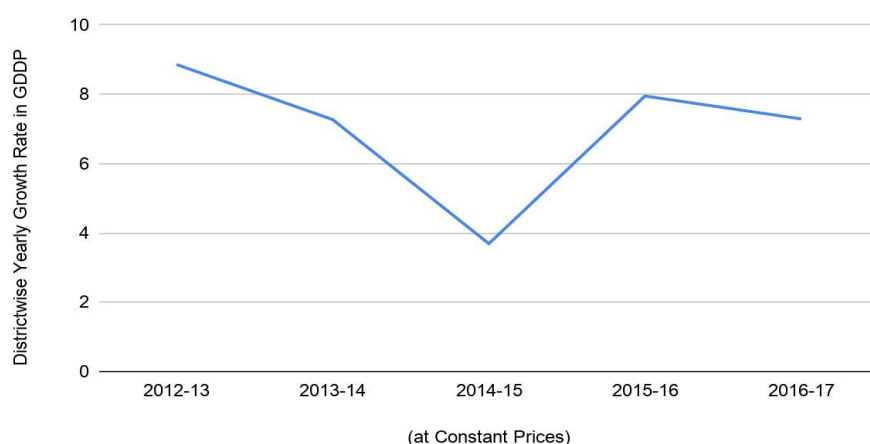


Figure 04:- Progression of GDP

Source:- Estimate of District Domestic Product from 2011-12 to 2016-17

Primary sector - Gross Value of this sector stood at INR 16,15,338 lakhs in the year 2016-17 (PE). Within the Primary Sector, crop growth contributes the most, followed by livestock; forestry and logging; mining & quarrying; & fishing & aquaculture. Crop's contribution in agricultural DDP has reduced from 68.87% to 52.22% from 2011-12 to 2016-17(PE), while the contribution of livestock has increased from 19.12% to 32.96% in the same period. The contribution from forestry has remained relatively constant at around 10%. Major crops produced are wheat, rice, and sugarcane. When it comes to horticulture, Haridwar is the 3rd largest fruit producer after Almora & Udham Singh Nagar. Major fruits cultivated in the district are Mango, Guava, Litchi, etc. Like horticulture, the district is among the leader in vegetable grower (2nd), Spices(1st), flower (1st) in Uttarakhand. (Source- Horticulture data 2018-19).

Secondary sectors

Almost 80% of secondary sector contribution comes from manufacturing, while 15% from construction, while approx.-2% from the utility. Even within manufacturing Food industries, electrical, automobile & cosmetic products (includes soaps) contribute significantly. Automobiles attract the maximum investment while the electrical industry employs the maximum number of people. Some major manufacturers are BHEL, Hero motor corps, Patanjali, Havell's, Asahi glass, Sterlite optical technology ltd, Birla tyres, etc.

Table 02 :- Industry group-wise breakup

S.No	Industry groups	No. of large	Small & medium units	Total	Investment (Rs in Cr)	Employment
1	Textiles	3	25	28	466.09	4654
2	Electrical	9	185	194	1740.47	14014
3	Electronics	2	59	61	438.2	2529
4	Food Processing	6	35	41	1512.34	6336
5	Pharmaceuticals	7	157	164	822.67	8619
6	Soap, Cosmetics	5	51	56	1916.67	5333
7	Automobiles	11	63	74	2904.92	6928
8	Misc. Engg.	2	153	155	467.76	5322
9	Packaging	4	90	94	226.42	4536

10	Steel	9	28	37	547.31	2617
11	Footwears	1	15	16	49.4	2047
12	Plastics	8	168	176	795.17	6233
13	Eco-Tourism	-	12	12	49.94	368
14	Other	14	125	139	5586.87	11967
Total		81	1166	1247	17524.23	81503

Source:- <http://dcmsme.gov.in/dips/DIPSR%20-%20HARIDWAR.pdf>

The industry lead development occurred due to policy interventions like the creation of SIDCUL, Incentives Hill Policy 2011, Mega Textile Park Policy 2014, Mega Industrial Policy 2015, and MSME Policy 2015, Start-up Policy of 2017, etc.

Tertiary sector:- It mainly comprises services based activities and contributes 24% and is the second-largest contributor to the DDP. It is the fastest-growing sector in the district, and this is similar to the state's sectoral growth trend. The total contribution of the tertiary sector to DDP at constant prices stood at INR 12,72,356 lakhs in 2016-17(PE), exhibiting a growth of 13.05% from last year.

Within tertiary restaurants, hotels, & trades contributes about one third. Then the real estates & ownership of dwelling units provide around 25% in the sector. And lastly, the transport sector contributes about 18%. Based on interaction with Tourism official, it was found that approximately 11,000 persons are involved in the tourism sector.

Table 03:- Tourist infrastructure & number of different category of tourists visit the district

S.No	Description	Units	Numbers
Tourist facilities			
1	Major tourist destination	Nos	2
2	Tourist Guest House	Nos	2
3	Night House	Nos	-
4	Rooms in tourist guest house	Nos	72
5	Rooms in tourist Night House	Nos	-
6	Hotel & paying guest House	Nos	495
7	Dharamshala	Nos	300
Tourists statistics			
1	Tourist total along with pilgrims tourist	Nos	21577583
a	Indian Tourist	Nos	21555000
b	Foreigner Tourist	Nos	22583
2	Tourist arriving due to industries	Nos	2161
a	Indian Tourist	Nos	2123
b	Foreigner Tourist	Nos	38

Source:- District Statistical book 2018-19

Since there is a higher density of economic avenues in the districts, the per capita income of the district is Rs.254050, which is almost 1.5 times the Uttarakhand per capita income. The easier availability of economic avenues could explain high population density and a skewed sex ratio, as the district witnessed a continuous flux of male migrants from the hilly districts.

Due to heavy industrialisation and significant dependence on a commercial crop like sugarcane very few and a limited number of people are engaged in traditional works. The traditional works involve works like *Dari* (Woolen mat) or *Loi* (Woolen lightweight blanket) making, Brass antiques and terracotta toys of Jawalapur. Since there is a lack of master craftsmen, there is minimal scope for traditional crafts.

Employment scenario –

Within the total population of the district of 1,890,422, 30.6% are workers, while the rest of 69.4% are nonworker. Among workers, 85.6% are the main workers, and the remaining 14.4% are marginal workers.

Rural working population- Breakup

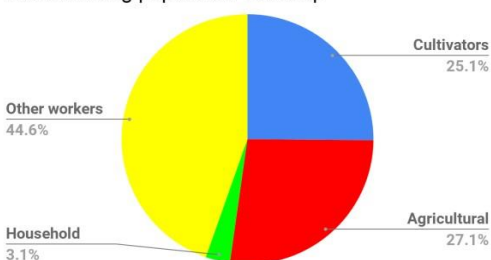


Figure 05:- Distribution of worker in rural setup
Source:- District Census Handbook Haridwar Part-A

Urban working population - Breakup

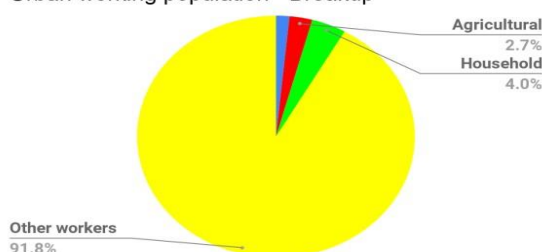


Figure 06:- Distribution of worker in Urban setup
Source:- District Census Handbook Haridwar Part-A

So, more than 50% of rural worker is engaged in agricultural activities while in urban set up more than 90% are involved as other workers. The other works usually include non-primary activities like industries work, tourism-related activities etc. The following table shows the indicators for employment status in the district.

Table 04 :- Working Status

S.No	Description	Values
1	Working Age population	29.88%
2	Labour Force Participation	41-50%
3	Worker Population Ratio	38.80%
4	Unemployment rate	5.10%

Source:- Working-age population from “Primary Census Abstract” & the remain three from HDR survey 2017 prepared by the Institute of Human Development dated 31-12-2018

Migration

Due to its geography, location and presence of industries since the 1960s the district has witnessed significantly less outward migration. Most of the outward migration happened in high skilled and high pay jobs. In comparison, it’s a centre of attraction for inward migration for hilly area people and even individuals from the neighbouring state like Uttar Pradesh and non-neighbouring states like Bihar & Rajasthan. Even within the district, we can see a migration from the rural to urban areas in search of better job opportunities.

Educational Infrastructure

The district has not been a front runner in education; however, it has better infrastructure when compared to other districts. The following table shows the capacity of educational infrastructures.

Table 05 :- Educational Infrastructure

S.No	Description	Nos	Nos of student	Teachers
Schooling Education				
1	Primary School	1133	236947	5052
2	Secondary School	779	107534	4586
3	Senior secondary school	322	96860	3435
Higher Education				
4	Graduate College	23	36086	675
5	Universities	03		633
6	Deemed Universities	01		
7	Indian Institute of Technology	01		

Source:- District Statistical book 2018-19

Vocational Education

Table 06 :- Professional & technical education institute

S.No	Institute	Nos	Seats	Enrolled
1	Industrial training Institute	47	11055	3441
2	Polytechnic	25	4634	2152
3	District Teaching training institute	01	50	47

Source:- District Statistical book 2018-19

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) was launched in 2015 to encourage and promote skill development in the country by providing short term skill training and incentivising it by giving monetary rewards to youth for their skill certifications. The whole idea is support industry by increasing the employability of youths. It two components

- Short Term training
- Recognition of prior learning

Currently, the district has 38 functional centres, and the following table 07 showcases their number branch-sector wise.

Table 07:- Trade-wise number of institute

S.No	Sectors	Nos
1	Automotive	01
2	Capital Good	06
3	Agriculture	03

4	Electronic & Hardware	09
5	Apparel Made-ups and Home furnishing	07
6	Logistics	05
7	Retail	05
8	Beauty & Wellness	05
9	IT & ITES	05
10	Tourism & Hospitality	05
11	Construction	2
12	Healthcare	03
13	Power	01
14	Leather	02
15	Management & entrepreneurship and Professional	01
16	Banking Finance Services and Insurance	01
17	Telecom	01

Source:- <https://pmkvyofficial.org/find-a-training-centre.aspx>

The following table-08 & table 09 gives the break-up of the two components of the PMKVY scheme.

Table 08:- Recognition of Prior learning

Category	Number	Percentage
Enrolled	9556	100%
Trained	9410	98.47%
Ongoing	146	1.53%
Assessed	7660	80.16%
Certified	7123	74.54%
Fail/ Drop-out	296	3.1%

Source:- <https://powerbi.microsoft.com/en-us/>

Table 09:- Short term Training

Category	Numbers	Percentage
Enrolled	10138	100%
Trained	9177	90.5%
Ongoing	943	9.30%
Assessed	8396	82.82%
Certified	7297	71.98%
Fail & drop out	1040	10.26%

Source:- <https://powerbi.microsoft.com/en-us/>

Apart from the flagship of PMKVY, there are multiple schemes run and implemented by the state government through various departments, the following table-10 summaries all of them. It has been prepared based on interaction with all the departmental official.

Table 10:- Skill Initiatives run by various departments

S.No	Department	Skill initiatives	No. of persons engaged	Remarks
1	Horticulture	Micro-irrigation, Poly-house farming, Mushroom, Crop disease, Food processing- small scale.	210166	Encourage to process and get trained in processing.
2	Agriculture	PMKSY- Training - KVK, Seed Village Program,		Misuse- Fertilizer & Pesticide use training, FPO targetting
3	Krishi Vigyan Kendra	<ul style="list-style-type: none"> • Mandatory - Mushroom cultivation, Seed, soil testing, Beekeeping, Poultry, Dairy, & Agriculture Engineering (As the instructor are available); • ARYA- Beekeeping, Mushroom, & Boiler (Poultry); • Skill India - 25 days - Mushroom, Vermicomposting, Extensive services; 15 days- Dairy & Implements repairs & vermicomposting, Extension service (technical guidance) Implement repairs, ARYA, Fertilizer license- High school, intermediate. 		Mushroom, & vermicomposting - continuously conducted, while others are not done regularly
4	Fisheries	Skilling- CSP Program, Blue Revolution schemes	Approximately 1000 fishers but no proper census	SCSP is a regular program while Blue revolution last time conducted in the year 2016-17
5	Minor Irrigation			There is a proposed training in Drip irrigation in collaboration with Agriculture, Horticulture.
6	Tourism	Adventure tourism- training, Hunar Se Rojgar - Garhwal Mandal, Veer Chandra Garhwali, Homestay	Hotel - 7000; Restaurants - 4000; Transportation - 1000	
7	District Rural			It is acting as a nodal agency for initiatives

	Development Authorities			like NRLM, RSETI, DDUGKVY etc
7.1	RSETI- Rural Self-employment Training Institute	Agriculture, Handloom & Handicrafts, Electronics, Electrical, Automobile, Apparel, BFSI, Construction, Capital Goods, Food processing, Media & Entertainment, Tourism & Hospitality, Management, Domestic Workers,	503 settled in FY 2019-20	Training provided in 56 courses, but annually only conduct a training session in 25 courses
7.2	NRLM – National Rural Livelihood Mission		Village Organization - 166, (with each VO having SHGs between 5 to 15), hence person engaged would be approximate - 16,600; <ul style="list-style-type: none"> • NEW – 3118 • REVIVED- 373 • Pre-NRLM- 33 	NRLM & RSETI – have been collaborating in training in some case but there is need more synchronised action is required.
7.3	DDUGKY- Deen Dayal Upadhyay Gramin Kaushal Yojana			

Source:- Author's interaction with departments officials based on Letter no. 610 dated 31st Jul 2020

Demand Side

Source-

- InvestUttarakhand documents,
- Newspapers &
- state government's policies

We would argue that there are ten potential areas in the district. These are Pharma, Ayush related activities (includes aromatic farming as well), food processing, automobiles, health, electronics, traditional dastkari work, shoe-making, Plastic Mold making and construction activities mostly related to Mahakumbh celebration. We will go through each in details and try to assess the employment generation.

Pharma – India's Bio-Pharmaceuticals companies are Industry leader and have an expected valuation of Rs.2891.70 billion between 2018-2023. Haridwar list among the significant biopharmaceutical clusters of India, like Sikkim, Hyderabad, Vishakhapatnam, Chennai, Pondicherry, Mysore, Mumbai, Ahmedabad, and Delhi NCR. This sector is currently employing 8619 persons, and the district house pharma giants like Akum, Baxil Pharma, Themis Medicare Ltd., etc. Some new player who is planning to enter the pharma cohort in Haridwar is, Medicament Biotech Limited who had recently has completed the construction of a factory for the FDA, USA compliant facility for manufacturing of oncology therapeutics. As per their annual report, the Haridwar plant will get operational by December 2019. ¹ Haridwar leadership in pharma is not just limited to allopathic medicine, but it is also a leader in ayurvedic and Ayush medicines.

Ayush activities: - Being located on the bank of Ganga and the foothills of Himalaya the city has an apt and clean environment to plant and cultivate aromatic & Ayurveda plants and a perfect location to perform Yoga.

The sub-tropical agro-climatic zone of Haridwar makes it suitable for growing medicinal plants like Satavar, sarpagandha, Harar, Baheda, Aonla, etc. Similarly, aromatic farming is done in places Biharigarh, Muni Ki Reti ²

- **Aromatic grasses in** Bhagwanpur, Narsan & Khanpur block
- **Chamomile** -, Sikroda village in Bhagwanpur block ³

The potential employment in aromatic plants clusters approach can be around One lakh. As the financial year 2018-19, there were 93358 beneficiaries of them 89160 beneficiaries were dovetailed with MGNREGA and rest 4198 were self-employed.⁵ Hence it has an excellent opportunity for local youth/farmers who could be engaged in cultivation, processing, distillation and marketing of aromatic produce, etc.

The district is home to two state-funded Ayurveda institutes, and premier educational institutes like Gurukul Ayurvedic College, Quadra Institute of Ayurveda, Roorkee, Patanjali Ayurvedic College and Hospital, Om Ayurvedic College and Hospital, Rishikul Govt. PG Ayurvedic College & Hospital, etc. It has resulted in a large number of skilled human resources like 3638 Registered Practitioners, 983 Panchakarma Therapist & Nurses, 2463 Pharmacists. The district is also home to well-known Yoga Institutes/Ashrams like Dev Sanskriti University Shantikunj, Gurukul Kangri Vishwavidyala, Yoga Gram Patanjali etc. The government of India (GoI) released this potential in the 11th Five-year plan itself. Hence, GoI set up one out of ten AYUSH Industry cluster was set up in Roorkee; it is Sanskar AYUSH Medicare. Presently Haridwar has 04 Ayurveda Pharma factory⁴

- Patanjali Ayurved Pvt. Ltd. Haridwar

- Divya Pharmacy Haridwar
- Multani Pharmaceutical Ltd. Haridwar
- SBL Industries Pvt. Ltd. Haridwar

Therefore, the easier availability of raw material, physical infrastructure and human resources provide immense opportunities in the Ayush-activities based industries in the district which needs to be capitalised.

Food Processing - The district is among the largest producer of sugarcane, vegetables and fruits in the state. The district has better connectivity to Delhi and neighbour to big markets like Moradabad, Saharanpur, etc. hence there is enormous potential for food processing. The district is home to Patanjali MegaFood park which employees around 15000 persons (directly & indirectly).⁵ The infrastructure in this sectors is as follow

Table 11 :- Food Processing Infrastructure

S.No	Infrastructure	Nos
1	Fruits and vegetable processing units	02
2	Community canning and training centers	02
3	Departmental nursery	01
4	Private nurseries	15
5	Mobile teams	11
6	Cold storages	05
7	Market	03

Source:- District Statistical book 2018-19

<https://cdn.s3waas.gov.in/s33416a75f4cea9109507cacd8e2f2aefc/uploads/2020/07/2020071090.pdf>

The potential of these sectors to create employment is immense; currently, it is employing approximately 7000 individually, while there would be spillover effect of these direct employment like increase in farmers' income, etc. The value added to the raw materials like fruits, vegetables, etc. will be make farming more remunerative. Therefore, there is a need to push for skilling in these sectors aggressively.

Automobiles: - The district is home to automobile giants like Mahindra & Mahindra, Hero Motor Corps, etc. There is a large presence of ancillary units in the district supporting these giant companies. These companies are already increasing their capacity but what is needed is switching to new developments. There is a need for expanding training & skilling related to Electrical vehicles. In this way, we will not only be able to retain these industries, but we will able to expand their electrical division. Another proposal to boost the automobile sector is a proposal to construct test lanes in Haridwar and Haldwani in the State of Uttarakhand, the Government of India has also given consent for a request of Rs. 10.28 crore as well. This transition will create new job roles like- Electrical and electronic equipment assemblers, Electromechanical equipment assemblers, engine and other machine assemblers, Team assemblers, Computer-controlled machine tool operators, metal and plastic, Machinists, Industrial production managers, etc. Hence there is a need to provide skilling and training in this domain.

Health With the outbreak of COVID, the demand and need good health infrastructure is much highlighted. In the budget 2020-21, the Honorable Chief Minister told that the state government is trying to get permission for Haridwar Medical College. The land for Medical Device Park has been identified in

Haridwar. These developments will create a massive demand for employment and entrepreneurship in the health sectors.

Electronics:- We saw in the supply-side analysis, this sector is responsible for maximum employment, and we even saw how there is enormous potential with the future of Electric vehicles. Recently, Siemens has acquired C&S electric for 2100 Cr; the later has three plants across India and Haridwar is home to one of them.⁶ As per InvestUttarakhand dashboard, from FY 2016-17 till 05th Oct 2020 the proposed investment in the MSME electronics firms is 217.69 Cr. ⁷ Therefore, there is a huge potential which needs to be capitalising by equipping the human resources in electronic & electrical trades. The traditional vocational institute like ITI already has these trades, what is the need of the hour is to keep classroom teaching upraised with industry requirement.

Traditional Crafts-

- Brass antiques from Roorkee
- Woollen items of Imlikheda
- Terracotta toys of Jawalapur

Construction:- Every time Mahakumbh is celebrated, we had seen a tremendous surge in the footfalls. This footfall translates into an increase in demand across the district. The one sector which gets majorly impacted is construction, not just the government infrastructure development but even at the personal level. The construction of Hotel, highways, ghat, etc. is at its peak before the onset of this Mega event. The state government has already allotted Rs.1205 cr for Kumbh related activities. The permanent works account for Rs.450 crore and the rest for temporary works. For securities, the allocation is around Rs.60.12 Cr. Apart from these Kumbh related activities, the Budget 2020-21 has also allocated funds for following infrastructure projects

- Muzaffarnagar-Roorkee rail route is in progress
- Survey work is in progress for the construction of the first corridor from Bahadarabad, Haridwar to Muni ki Reti, Rishikesh. A provision of Rs 100 crore has been made in this budget for works such as land acquisition etc. for the establishment of metro rail.
- IPDS Scheme, the construction of underground power lines in Haridwar (Kumbh region) at the cost of Rs 388.49 crore, as well as the installation of a rooftop solar plant at government buildings in Dehradun and Haridwar districts at the expense of Rs 17.99 crore is in progress

Hence the construction sector is and will be a prominent employment generator in the coming span of two years.

Here table-12 try to summaries the approximate the job creation and various job roles in these potential sectors.

Table 12:- Total Job creation from the potential sectors

S.No	Sector/Industry	Valuation/ Number	Skilling required	Human resources
1	Pharma		Operator- Blister Machine	2443
			Granulations	
			Coating	
			Injection Operator	
			Filling & Sealing	
			Packaging	
2	Ayush activities		Medicinal Plant grower	More than 1 Lac (it is associated with farming hence there will be disguise employment, though our target would we eliminate this unproductive employment)
			Pesticide & Fertilizer Applicator	
			Heritage Gardener	
			Flower Handler — Packaging & Palletizing	
			Yoga Instructor & trainer	
			Spa therapist/ trainer	
			Panchakarma Technician	
3	Food Processing		Supervisor- Fruits and Vegetable processing	4945
			Packing Machine Worker – Food Processing	
			Fruits and Vegetables Drying/ Dehydration Technician	
4	Construction	1205 Cr	Façade & Shuttering	28800 (keeping 30% as labour component)
			Fabrication	
			Rebar	
			Electrical	

			Surveyor	
5	Health		Front Line Health Worker	2208
			Yoga Therapy Assistant (Options: Diabetes/Palliative Care)	
			Pradhan Mantri Arogya Mitra	
			Geriatric Care Assistant	
			General Duty Assistant	
6	Automobiles		Auto Body Painting Technician	4653
			CNC Operator / Machining Technician	
			Plastic Moulding Operator/Technician	
7	Traditional		Woollen Items	265
			Terracotta	
			Brass Antiques	
8	Electronics			4141
9	Shoe-making		Stitching Operator	440
			Lasting Operator	
10	Plastic Molds		Advanced Plastics Mold Manufacturer	1045
Total				1.5 Lac (approximation)

Source:- NCDC's Uttarakhand Skill development plan prepared by Ank Aha Private Limited- Manpower except for AYUSH related activities; <http://www.capuk.in/index.php/extension/employment-generation-AYUSH-related-activities>;_ informal interaction with an industrial representative – Job role

The above assessment is an informal assessment based on interaction with department officials & industrial representative, apart from Newspaper and InvestUttarakhand documents. While NSDC had published a consolidated formal paper “Uttarakhand Skill Gap Study”, which highlights the incremental demand in different sectors, it is shown in below table 13.

Table 13:- Incremental demand across different sector

S.No	Sector	Incremental Demand
1	Agriculture and Allied Activities	4809
2	Automobiles	4653
3	Beauty & Wellness	519
4	BFSI	1913
5	Capital Goods	1439

6	Chemicals	2443
7	Construction	1382
8	Electronics	4141
9	Food Industry	4945
10	Furniture & Fittings	871
11	Gems And Jewellery	97
12	Green	63
13	Handicrafts & Carpets	265
14	Healthcare	2208
15	Iron & Steel	2310
16	IT-ITeS	1422
17	Leather	440
18	Life Sciences	4482
19	Logistics	188
20	Mining	65
21	Paint & Coating	56
22	Power	82
23	Retail	888
24	Rubber	1045
25	Telecom	995
26	Textile & Apparel	2540
27	Tourism And Hospitality	970
28	Others	8895
	Total	55310

Source:- NCDC report prepared by Ank Aha Private Limited

We are assuming the actual number of employment to be mean of these two approximations. However, there is a need for a thorough analysis of the market for such a report. Therefore, the DSC should think of conducting such comprehensive survey for realistically assessing the outlook of the market.

The state government had launched an online portal named HOPE (Helping out people everywhere). The entire idea of this portal to bridge the information asymmetry in the labour market and create a database of skilled or willing to get skilled people in the state

Interested in Training	Post Graduate Up to 10th Up to 12th Up to 5th Up to 8th Grand							
	Degree/Diploma	Illiterate	ITI	Above	Standard	Standard	Standard	Total
	8	1	0	3	0	2		14
Agriculture	9	2	1	1	5	7	1	26
Apparel	6	3	3	2	1	3	1	19
Aerospace and Aviation	2	0	0	1	2	1		6
Automotive	8	10	17	0	7	1	1	38

Banking & Finance	22	0	0	20	2	13		0	57
Beauty and Wellness	1			1		5			7
Biotechnology	1								1
Capital Goods	2	1	1	0		1			5
Chemicals and Petrochem	3			1					4
Computers Software	0	9	4	1	1	0			20
Construction & Engineering	5		1						1
Courier/Freight/Transportation				2	0	2	1	2	10
Domestic Worker	3	18	6	3	6	8			52
Electronics and Hardware	11			0					0
Export/Import					1	0			1
Fertilizer/Pesticides	0	0	0	0	0	0		0	0
Gems and Jewellery	0	0	0	2	2	6		0	15
Green Jobs	0	1	1	15	0	4			40
Healthcare	5			0		1			3
IT-ITES	19	1	1	2	1	1		0	12
Life Sciences	2	1	0	1	2	1			11
Logistics	6			0	0		0		0
Management	6	2	1	3	1	3			1
Media and entertainment	0								4
Mining		1	1	1		1			9
Other	3	3	1	0	0		0	1	0
Pharmaceuticals	0			0					0
Plumbing	0								
Power &Energy	4								
Production& Engineering	0								
Recruitment and Staffing									
Retail	5								

Telecom	2	1	0	0	0	3	0	9
Tourism and Hospitality	6	1	1		0	0		4
		1		2	3	9	0	21
Grand Total	139	56	1 30	61	34	72	4	7 404

Source:- HOPE portal, Haridwar report

The above table displays the number of those who have registered on the HOPE portal and willing to get trained. It is approximately 30% of those who are actively seeking jobs. If we take the same percentage of the total employment generated in the potential areas, then we could have target beneficiaries of 22,500. The underline assumption is that not all who are seeking jobs are willing to get trained. We have used HOPE portal data to find the factor by which employment seeker are eager to get trained. This number will be used for finding the approximate budget for providing training.

Annual Working Plan

Objective

- Providing skilled workforce in identified sectors.
- Supplying highly skilled human resources in Manufacturing sectors like electronics, automobiles, pharma & plastic mould.
- The youth & working-age population are provided with skilling with International standards.
- To build a pool of Master trainer in the district
- Support & increase farmers' income with growth in Food processing and aromatic & Ayurveda plants.
- To empower rural women by increase the avenue of opportunities in Food Processing, aromatic plant farming, and manufacturing work.
- Strengthen the institutional setup in the district to provide robust & updated skilling to the beneficiaries.

Stakeholder with responsibilities

As per PMKVY 2.0 guidelines, the cost incurred in each training can be base costs for different sectors will be either Rs.28.9, Rs.34.7 or Rs.40.4 as per the training in various job roles/sectors defined in the three different categories defined in the SOP document Per hour Base Costs for Trades/Sectors.⁹

S.No	Description	Rate	Number	Total
1	Per Trainee training cost (Minimum)	Rs.28.9	22,500	13.005 Cr
2	Per Trainee training cost (Maximum)	Rs.40.4	22,500	18.180 Cr

Assumption – 200 hrs of classes are conducted.

Activities involved are

- 1) Identification of the skill gap
- 2) Based on the skill gap & current infrastructure (Physical & Human resources) assessment, finalise the additional infrastructure required for the successful completion of these skill training.
- 3) Issuing of Public tender & bidding by the willing training partner.
- 4) Finalising the Training partner after an inspection by the concerned team verifying the requisite infrastructure
- 5) Assessing and evaluation of the placement record of the trained student- by continuous follow-up mechanism. (tracking the placement on a quarterly and half-yearly basis)

Resources

A dedicated district-level team with stakeholder from industry, district administration, training partner, educational institute and credit-provider will be responsible for its implementation and monitoring. To add another layer of monitoring mechanism, a third-party accredited agency will perform a mid-term evaluation.

If applicable, we will do a mid-term course correction based on the recommendation of the above mentioned institutional setup.

Monitoring & evaluation

- We are creating a sub-committee within DSC which can keep a track the progress of the annual action plan which need to be discussed in each or alternate DSC meeting.
- Maintain an MIS and the dashboard so that all the observations are available in the public domain, which will ensure better accountability apart from fulfilling the legality of section 4 of RTI act 2005.
- There is a need to create awareness at the panchayat & block level.
- At panchayat level, there should a social audit of the institute in their jurisdiction, and their observation need to discuss in the DSC meeting.
- Periodic feedback from the students, faculty & industry.
- Installation of CCTV camera in the premise of these skilling institute.
- Aadhar card-based biometric attendance of the trainers & trainees.
- Before planning next year DSDP, annual performance appraisal is required for each scheme. For that following parameters can be used
 - Placement ratio
 - Relevance indicator – submitted by the industry
 - Impact assessment – the third party accredited agency
- We will hire an external auditor to assess the placement and post-placement development of trained individuals.

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