DIRECTORATE OF TECHNICAL EDUCATION
VOCATIONAL AND INDUSTRIAL TRAINING
HIMACHAL PRADESH, SUNDERNAGAR.

Public Notice
Call for application from Industry Clusters to implement the Industry Apprenticeship Initiative

Ministry of Skill Development and Entrepreneurship (MoSDE) through Directorate General of Training (DGT) announces the selection of Industry Clusters under the second phase of Skills Strengthening for Industrial Value Enhancement (STRIVE) a project by MoSDE which is being jointly funded by Govt. of India and World Bank. It is an initiative to empower and capacitate MSMEs to participate in formal apprenticeship system through a cluster approach.

Applications are invited from all the eligible and interested Industry Clusters (IC) for execution of the project during the project period with a maximum funding of 1crore per IC.

The applications are to be submitted on the prescribed format which can be downloaded from the Website of Directorate General of Training and State Directorate of Technical Education. Application forms with all prescribed attachments to be mailed by applicant industry clusters to **striveclusters@gmail.com** with a subject of email as "IC application <state name>" for example "IC application Himachal Pradesh." **Applications must be submitted through email only with subject clearly mentioning state name as per above syntax.** Once application is emailed, no further changes will be permitted. Applicants failing in submitting applications with subject line and all prescribed attachments will not be considered for evaluation by the respective State Cluster Evaluation Committee (SCEC). Queries related to application submission will be addressed by State Apprenticeship Monitoring Cell (SAMC), Directorate of Technical Education, Government of Himachal Pradesh, Sundernagar -175018 , Email: techedu-hp@nic.in, Website: http://techedu.hp.gov.in/ . In case of queries, you may contact Mr. Lalit Kumar -9418978258 , 01907-267423

Please download the eligibility criteria and application formats from www.dgt.gov.in. Video Tutorial for how to prepare application form with filled specimen application is also available at DGT website on web- link https://dgt.gov.in/Strive . **Last date of sending applications is 30th July 2020.**

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Director

Name of Applying Industry Cluster:

Date of Application:

1. **Basic information**

(a) Name of Industry Cluster (IC)	
(b) State	

(c) Address
   (both postal address and
   website)	

(d) Contact person name and
   designation
   (email, phone number, landline,
   fax)	

(e) Legal status/reg. number [submit proof]	
(f) Year of establishment of the IC	

(g) Number of staff employed by the IC	Full-time	Part-time

(h) List main services provided by the IC to its members directed for its staff on: [submit supporting docs]	Manpower Planning Training of New hires

	Skill Upgradation of Existing Staff
(i) What role applicant IC plays in the recruitment of staff for its members specially at the entry level hiring	
(j) Other activities conducted by IC in the cluster[1] [submit supporting docs]	

2. Character of Cluster

SN	Particular	Details
a.	Nature of the Cluster	(Indicate Y for yes and N for No) 1. Multi Sector/Mix Product – 2. Specific Sector/Product centric – In case 2, Sector/Product Name

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[1] For e.g., organizing fairs, imparting skill training, dissemination of Apprenticeship among members, engaging of apprentices, conduct of training for member industries, etc.). This is an indicative list and the IC can mention any other activity which is deemed relevant (conducted in 2017-19)

(d) In case, IC doesn't have its own training centre and going to use training centre of its members for basic training, provide details of such members and their infrastructure	
(e) How many members of the cluster have their own training infrastructure for their staff? Submit proof (photographs of tools, centre)	

4. Implementation of Industry Apprenticeship Initiative (IAI)

(a) Has IC identified any training programs where its members will engage apprentices? Provide details of such identified apprenticeship programs with rational clarifying its need amongst participating members of the cluster and the impact it can make in the cluster.

Trade Name/Job Role/Occupation	Rational of proposing the trade	Reasons of not engaging apprentices currently	How participating members are addressing skill shortage without these apprentices	How IAI grant will help IC and its members in engaging apprentices which are otherwise not engaged despite strong rational amongst members
Name of Trade 1				

Name of Trade 2				
Name of Trade 3				
Name of Trade 4				
Name of Trade 5				

(b) What are the Employment prospects of apprentices who will be trained by participating members of IC under IAI? Max 200 words

(c) What are the plans of impacting non-participating members (remaining members of the cluster who have not consented to participate in IAI) of the cluster for apprenticeship Training? Max 200 words

(d) What are the sustainability prospects of continuing Apprenticeship Implementation Cell which will be setup as part of the project post the closure of the project? Max 200 words

5. Members support from Cluster

SN	Data Indicators	Details
1	Total Member Industries in Cluster	
2	Number of MSME in overall members of the cluster	
3	Number of Member Industries who will participate in IAI implementation	
4	Number of MSME who have consented and participate in IAI	
5	Number of IC members who will engage apprenticeship for the first time	
6	Number of members who have discontinued engaging apprentices (engaging apprentices earlier and stopped engaging from past two years i.e. 2018 and 2019)	
7	How many of them (4.6) have consented to participate in IAI under STRIVE	

6. Participating members of the cluster are aware about the implementation principles and have provided support letters to the applicant IC (upload support letters) Indicate Y for yes and N for No

- Pay applicable monthly stipends to apprentices during the training duration –
- Making workplace available for the apprentice training –
- Allow staff members to train apprentices as per the standard training curriculum –

- Provide access to equipment/machines and the workplace for the training of apprentices –

7. **Provide details of participating members [upload excel- format "Support from IC"]**

To
The President/Secretary
\<Association Name>
\<Address>

Sub: **Willingness to be a member of \<cluster name> for the Implementation of Industry Apprenticeship Initiative (IAI) under project STRIVE of DGT, Ministry of Skill Development & Entrepreneurship Govt. of India**

Dear Sir,

We are willing to be a member of the   \<cluster name> for Implementation of Industry Apprenticeship Initiative (IAI). We confirm to participate in its implementation and consent to :

1. Notify apprentice seats and engage apprentice
2. Making workplace available for the apprentice training
3. Allow staff members to train apprentices as per the standard training curriculum
4. Making workshop or any other related infrastructure available for apprentice training facility
5. Making staff members/supervisors available for participating in capacity building programme
6. Provide equipment/machine for the training of apprentices
7. Pay applicable monthly stipends to apprentices during the training duration

We shall extend full support and regularly participate in the Industry Apprenticeship Initiative (IAI) meeting/training/program organized by \<association name> from time to time. We also authorise \<association name> to represent my firm on subjects related with apprenticeship and STRIVE project.

Thanking you
Yours sincerely

Sign:
Name:
Co seal:
Date:

IC Application Form - Support from Members of the clusters

1	2	3	4			5		6	7	8	9
SN	Name of Enterprise	Category (S, M, L) as per MSME guidelines	Total No of employees including contractual workers	Whether Engaging Apprentices prior to IAI (Y/N)	If Y, establishment ID of the enterprise	Name of the trades	No of apprentices trained by enterprise	Reason of not engaging apprentices (enter response as per direction in remarks)	What excites enterprise to participate in IAI (enter responses as per direction in remarks)	In-kind Contribution for IAI ((e.g., provide equipment's/tools, provide existing training facilities, Provide staff as trainers.)	Continunety of hiring apprentices post STRIVE project (Y/N)

Note: 1. Those members who were engaging apprentices in trades prior to IAI have to opt different trade in IAI

2. Trades opted in IAI and trades selected for DST MoU by IC with an ITI are not linked; IAI implementation is not associated with DST

3. For Column no 6, Reason are marked as numbers; Enter number which is most appropriate [1 for "Inability to pay stipend"; 2 for "Not Found relevance"; 3 for "Apprentice Engagement were complex"; 4 for "Not aware of Apprenticeship concept & Act"

4. For Column no 7, Reason are marked as numbers; Enter number which is most appropriate [1 for "Access to know how and training of staff" ; 2 for "Support Services offered by IC"

Name of Applying Industry Cluster:

Date of Application:

1. Basic information

(a) Name of Industry Cluster (IC)	Tamilnadu Industry Association (MIA)
(b) State	Tamilnadu
(c) Address (both postal address and website)	ATC Road, Ambattur Industrial Estate, Chennai 600058 www.aiema.net
(d) Contact person name and designation (email, phone number, landline, fax)	Mr Anand Sharma Secretary 011-23232312, 09812662531 anandsharma212321@gmail.com
(e) Legal status/reg. number [submit proof]	MIA is registered as society under Societies Act 1860 (registration no : 23234)
(f) Year of establishment of the IC	1993

(g) Number of staff employed by the IC	Full-time	Part-time
	24	12

(h) List main services provided by the IC to its members directed for its staff on: [submit supporting docs]	Manpower Planning 1. Conducted survey with member industries Training of New hires 1. Organized 10 induction programs for newely recruited staff of members on English, communication, Fire Safety and Machine operation 2. Organised 3 training programs for new recruits of members on industrial textile and optimum waste management

	Skill Upgradation of Existing Staff
	1.Organized 5 workshops on new machines
(i) What role applicant IC plays in the recruitment of staff for its members specially at the entry level hiring	1. Partnership with three ITI's, near by Colleges etc for mobilization of talent for hiring needs of members 2. Conducted 10 job mela, recruitment camps for the hiring needs of members 3. Conducted preliminary tests through XXX agency and complemented recruitment process of members
(j) Other activities conducted by IC in the cluster[1] [submit supporting docs]	1. Organized 5 workshops with members on Apprenticeship in partnership with local govt 2. Participated in road shows/seminars for promotion of skill India campaign 3. Organized registration drive of members for apprenticeship 4. Delivered 3 Training programs on Automation in textile technology for members

2. Character of Cluster

SN	Particular	Details
a.	Nature of the Cluster	(Indicate Y for yes and N for No) 1. Multi Sector/Mix Product – N 2. Specific Sector/Product centric – Y In case 2, Sector/Product Name Textile

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[1] For e.g., organizing fairs, imparting skill training, dissemination of Apprenticeship among members, engaging of apprentices, conduct of training for member industries, etc.). This is an indicative list and the IC can mention any other activity which is deemed relevant (conducted in 2017-19)

b.	Employment Scenario in cluster	1. Total members - 700
		2. Total employment in 2019 - 2000
		3. Total members who have given support letters- 90
		4. Total employment within participating members- 500
		5. Number of entry level new hire resources by the cluster in 2019- 100
c.	Geographical Concentration of cluster	(Indicate Y for yes and N for No) Members are located within one defined geographical area – Y Members are scattered and not within one define geographical area – N

3. Previous Training Activities in the IC

	Yes	No
(a) Does the IC already have a training unit/ skill development cell to identify the training needs of its member enterprises? Submit Proof (activity photographs, reports)	YES	
(b) How many people received training organized by the IC in the previous calendar year (2019-20)? How many of the people trained are women?	1. Association staff training - Communication skills (20) 2. Staff of members - Quality Control (200), Advance Fabric Cutting (100), Spinning and coloring (300), machine repair (200) 3. Proprietors/Heads of the member firms - GST(80) Total Persons Trained - 980 women participation - 120	
(c) Does the IC have its own training centre? If yes: Submit proof (photographs of tools, centre)	Status of tools/equipment or infrastructure availability in the training centre that can be used as training centre for Basic Training for fresh apprentices. (Indicate Y for yes and N for No) a) Classroom with no or basic equipment – Y b) Workshop with basic/ intermediate level equipment– Y c) Workshop with advanced level equipment – N {submit picture of training centre – classrooms/tools and equipment/training aids used in centre}	

(d) In case, IC doesn't have its own training centre and going to use training centre of its members for basic training, provide details of such members and their infrastructure	Association doesn't has any workshop with advance level equipments that can be used for basic training. However, some of our members have shown interests to offer their workshop for conducting basic training on their infrastructure. Details are : 1. Abcd Ltd 2. XYZ ltd picture of their workshops is attached in file no 3(d)
(e) How many members of the cluster have their own training infrastructure for their staff? Submit proof (photographs of tools, centre)	1. PPP ltd 2. kkk ltd 3. rrrr ltd

4. Implementation of Industry Apprenticeship Initiative (IAI)

(a) Has IC identified any training programs where its members will engage apprentices? Provide details of such identified apprenticeship programs with rational clarifying its need amongst participating members of the cluster and the impact it can make in the cluster.				
Trade Name/Job Role/Occupation	Rational of proposing the trade	Reasons of not engaging apprentices currently	How participating members are addressing skill shortage without these apprentices	How IAI grant will help IC and its members in engaging apprentices which are otherwise not engaged despite strong rational amongst members
Name of Trade 1 CNC programmer cum operator	30 % of industries emphasized its need during member consultation. Minutes of member consultation attached	New recruits are being trained but not structurally as per Apprenticeship guidelines	members generally take on skilling newly recruits without documenting them as formal apprentices	Through IAI, unstructured informal skilling of new recruits can be converted into structured apprenticeship

Name of Trade 2 Welder Fitter	demanded by approximate 20% of members industries. The role is of vital importance and required by the member companies of association	No mechanism in place for internal training, members prefer market-fit and shop floor ready to operate resources.	Spending additional resources on training new recruits through outsourced training programs	Through IAI, internal capacity of members staff would be strengthened to deliver instructional training programs hence saving on outsourced spends
Name of Trade 3 Machinist	It is one of the role where staff attrition is higher amongst all member industries and a need of consistent and dependent supply line of talent is needed which are groomed according to localrequirements	Very poor competencies in the passed-out/fresher resources who come to members. Members don't see any productive contribution.	Ad-hoc arrangements where skills requirements are communicated to contractors and they supply/hire/deploy staff hence addressing skill gap	Through IAI, association will take the mobilization, skill assessment, recruitment of apprentices for its members delivering a membership led apprenticeship
Name of Trade 4 CNC Operator	Skilled persons are not easily available. Members like to opt for better skilled with low premium. great response from members if Freshers as apprentices under IAI can be molded	Entry level fresh resources are not available. Huge overhead cost to train freshers and mold them according to members requirements	largely members prefer hiring mid level or semi experienced resources. No entry level hire is inducted due to the unavailability of skilled entry level resources.	Through IAI, association will help nurturing entry level fresh resources, build processes of capacity building of its members, create training systems for fresher
Name of Trade 5 Press Metal	High demand of the trade amongst MSME members of the association since they don't have own training infr or capacity to design and train specific competencies which larger or mid size members can afford	Skilled required from the resources is very specific and no existing training providers/ITI etc are able to supply the trained manpower hence not inducting apprentices	Members design develop and deliver internal training requirements. Or hire people with higher salaries. But this is limited and not all members particularly SMEs can manage	Through IAI, association will assess such skill requirements, design training programs as per the needs of its members and create talent piplelie available for entire members irrespective of size

(b) What are the Employment prospects of apprentices who will be trained by participating members of IC under IAI? Max 200 words

Generally,ourmembers are facing shortage of trained workforce, for carrying out their regular manufacturing activity. This project provides a structured way of identifying and training of Freshers, who have not been exposed to formal Engineering education. but they could be mentored. This 'home grown' would contribute to the Productivity and Quality of SME / Member Units of cluster. SME Units would not like to loose these 'home growns' and therefore these Apprentices would be absorbed in that SME itself with the decent salary.

(c) What are the plans of impacting non-participating members (remaining members of the cluster who have not consented to participate in IAI) of the cluster for apprenticeship Training? Max 200 words

Association will leverage the IAI project opportunity to start with the number of members who have currently consented to participate and gradually create outreach with larger members which are not participating. Following methods would be adopted :

1. XXXXX
2. XXXXX
3. XXXXXX

(d) What are the sustainability prospects of continuing Apprenticeship Implementation Cell which will be setup as part of the project post the closure of the project? Max 200 words

Association has experience of delivering continuing projects post their closure. Some of the initiatives we had taken for other projects are -

1. XX
2. XX

Association will not wait for the closure of the project to find new venues to support the project but would identify following measures during the implementation itself to strengthen sustainability :

1. Administrative fees from members to deliver apprenticeship support services
2. XXX
3. XX
4. XX
5. XX
6. XX

5. **Members support from Cluster**

SN	Data Indicators	Details
1	Total Member Industries in Cluster	700
2	Number of MSME in overall members of the cluster	570
3	Number of Member Industries who will participate in IAI implementation	90
4	Number of MSME who have consented and participate in IAI	80
5	Number of IC members who will engage apprenticeship for the first time	87
6	Number of members who have discontinued engaging apprentices (engaging apprentices earlier and stopped engaging from past two years i.e. 2018 and 2019)	2
7	How many of them (4.6) have consented to participate in IAI under STRIVE	1

6. Participating members of the cluster are aware about the implementation principles and have provided support letters to the applicant IC (upload support letters) Indicate Y for yes and N for No

- Pay applicable monthly stipends to apprentices during the training duration – Y
- Making workplace available for the apprentice training – Y
- Allow staff members to train apprentices as per the standard training curriculum – Y

- Provide access to equipment/machines and the workplace for the training of apprentices – Y

7. **Provide details of participating members [upload excel- format "Support from IC"]**