



“ We need to bring momentum to Skill India campaign and I would encourage more and more youth to come forward and participate in these opportunities being extended to them”

Shri. Dharmendra Pradhan,
Hon'ble Minister, Ministry of Skill
Development & Entrepreneurship (MSDE)



“ We need alternative to conventional education models. That is why we are focusing on different verticals like entrepreneurship and skill development”

Shri Anantkumar Hegde,
Hon'ble Minister of State, Ministry of Skill
Development & Entrepreneurship (MSDE)



**“Sowing skills...
...milking opportunities”**

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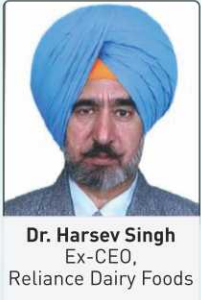
Message from CEO

Milk production is an integral component of Indian agriculture supporting the livelihood of more than two-thirds of the rural population. In India, Dairying has been considered as one of the activities aimed at alleviating the poverty and unemployment especially in the rural areas in the rain-fed and drought-prone regions. Moreover, this sector is crucial for reducing income inequalities. India's dairy industry is worth Rs. 5.4 trillion by value, having grown at 15% CAGR during 2010-16. At present, the livestock sector contributes to 4% of India's GDP and the dairy sector comprises a king's share of it.

In contrast to all this, nearly 80% of India's milk production is contributed by small and marginal farmers, with an average herd size of one to two milching animals. The challenge is to ensure that the people working in this sector are appropriately skilled & they have access to latest know-how for increasing production to meet domestic and international demand. ASCI has embarked on many initiatives to collaborate with education & research institutions, colleges & other national bodies to create outcome-based Skill Training for 15 Job Roles in Dairy Farm Management & Animal Husbandry. We are also seeking private partnerships to provide training in dairy clusters across India. We are on a mission to expedite White Revolution through skill-based training.

Dr. Satender Arya

Criticality of Skill needs in Dairy



India is world's largest milk producer, accounting for more than 13% of the world's total milk production. It is the world's largest consumer of dairy products, consuming almost 100% of its own milk production.

India has been the leading producer and consumer of dairy products worldwide since 1998 with a sustained growth in the availability of milk and milk products. Dairy activities form an essential part of the rural Indian economy, serving as an important source of employment and income. India also has the largest bovine population in the world.

Dairying is an occupation subsidiary to agriculture and an important source of livelihood for small & marginal farmers and landless labourers. It is aimed to double the farmer's income through dairying in the country by 2021-22. Increased number of productive animals (preferably in existing herd size) and increase in productivity level of bovines would lead increased marketable surplus at the farm level.

"Currently, about 40% of the milk sold is handled by the organised sector and the remaining 60% by the unorganised sector"

It is a major challenge to achieve this level of growth in a short period of time and therefore it necessitates a scientific, systematic and strategic intervention in dairy sector to increase milk production to meet rapidly growing demand for milk by exploiting untapped dairy potential in various parts of the country for which skill development is critical.

Focus on New Generation job Roles in Dairy:

New Skill sets are required that focus on new generation job roles in the Dairy segment. There is a need to promote efficient farm management practices, formal skill development leading to better wages and avoid exploitation & for meeting demand for work force demand across value chain.

Focus Needed

Being one of the high value agriculture sector the Dairy Industry's contribution is about 1.7% of India's GDP, so

apart from fisheries, agriculture and horticulture, dairy needs a special focus. Massive expansion of jobs in Dairy is required in order to achieve skilled workforce in this ever-emerging segment. Also there is a need to upgrade skills of farmers, Wage workers & Entrepreneurs involved in the sector, so that declining aggregate workforce does not get misconstrued with "No Demand".

"The Indian dairy industry is at the tip of another major revolution."

New Emerging Segment and top job roles in Dairy

Dairy Farm Management: Dairy Worker, Dairy Farmer/ Entrepreneur, Fodder Cultivator, Data recorder - milk and breeding, Dairy Farm Supervisor, Dairy Farm Manager
Milk Collection and Handling: Milk collection Centre – in charge, Milk Tester, BMC Operator (Bulk Milk Cooler), Chilling Plant Technician, Route Supervisor.

Animal/ Livestock Health Management: Animal Health Worker, Veterinary Field Assistant, Veterinary Clinical Assistant, Artificial Insemination Technician.

Dairy enterprises should look out for

In order to avail benefit of SSC, Industry/ Industry owned Training centres should come forward for participating in Skill Mission. Industry/ Dairy enterprises should also participate in Recognition of Prior Learning (RPL) and in hiring trained manpower. Industry should also avail simplified Apprenticeship Scheme the benefit of National Apprentice Promotion Scheme (NAPS).



Partnerships through Memorandum of Understanding

ASCI has been taking many proactive steps in aligning the goals of skill development with several academic initiatives in India. The objective is to bring various institutes of higher learning and advanced research into the skilling ecosystem to create new job roles and curriculum that are relevant to the industry.

- ASCI has signed a MoU with Karnataka University Dharwad was signed on 27th Jun'18 to initiate Fishery Skilling Programme and Centre of Excellence (CoE) in the presence of Mr. Anant Kumar Hedge, Hon'ble Minister of State, MSDE at Department of Studies in Marine Biology, Karwar.
- ASCI signed a Memorandum of agreement with National Scheduled Castes Finance and Development Corporation (NSFDC) under Ministry of Social Justice & Empowerment, Govt. of India for doing skill development for schedule castes people in agriculture sector. NSFDC would fund such training.
- ASCI Signed MoU with Haryana Skill Development Mission to train 7200 Sukshamyova of Haryana in 7 Job roles as PIA.
- ASCI signed MoU with CSIR- Advanced Materials and Processes Research Institute (AMPRI), Bhopal
- ASCI inked MoU with 3 Agriculture Universities:
 - Narendra Deva University of Agriculture and Technology (NDUAT), Faizabad
 - Maharana Pratap Horticultural University (MHU), Karnal
 - Assam Agricultural University (AAU), Jorhat



ASCI MoU signing with KUD in presence of Shri Anant Kumar Hegde, Hon'ble MoS, MSDE



MoU signing between ASCI & HSDM



MoU signing between ASCI & NSFDC

CSR Initiatives

Under CSR Initiatives, ASCI started short term skill development training funded by Hindustan Insecticides Ltd (HIL).

To begin with, training has been started in Gardener job role at ASCI affiliated State Agriculture Universities such as Narendra Deva University of Agriculture and Technology (NDUAT), Faizabad and Punjab Agriculture University (PAU), Ludhiana.



Training at Punjab

Key initiatives

- > In April 2018, ASCI's first phase certificates for State Funded Short Term Training Program run by Bihar Skill Development Mission were awarded to the beneficiaries by Dr. Ajoy Kumar Singh, Vice Chancellor, Bihar Agricultural University, Sabour, Bihar.
- > ASCI launched Recognition of Prior Learning (RPL) program for fisheries sector in association with National Fisheries Development Board (NFDB) and IL&FS Skills, at Panchagram, West Bengal on 26th June, 2018. The ceremony was graced by Ms. Dola Sen, Hon'ble Member of Parliament, Rajya Sabha, and other dignitaries.



Certificates awarded by BSDM



Fisheries RPL launched at West Bengal

Engagement with Ministry of Agriculture

Skilling under Rashtriya Krishi Vikas Yojana (RKVY)

Ministry of Agriculture & Farmers' Welfare (MoA&FW) through its scheme Rashtriya Krishi Vikas Yojana (RKVY) involved Indian Council of Agriculture Research (ICAR) and Department of Agriculture Cooperation and Farmer welfare (DAC & FW) Institutions for expanding the outreach of skilling.

In order to maximize outreach judiciously, additional 54 Krishi Vigyan Kendra (KVK), 20 DAC & FW institutes were also selected. Each of these 74 institutes was allotted to impart training to 20 to 40 trainees in one or two batch. Thus in totality, plan has been made to train 2320 candidates across 25 job roles.

To streamline this training under RKVY and aligning with NSQF, ASCI conducted various ToT program across India to conduct assessment and certification of trainers. A total of 97 trainers got certified under RKVY.

Skilling under Mission of Integrated Development of Horticulture (MIDH)

The Centrally Sponsored Scheme of MIDH which integrates the ongoing schemes of National Horticulture Mission, Horticulture Mission for North East & Himalayan States, National Bamboo Mission, National Horticulture Board, Coconut Development Board and Central Institute for Horticulture, Nagaland also joined the skill ecosystem. As of today, over 911 candidates have been trained and certified across the country under Amenity and Production Horticulture in the last quarter.

QP & Curriculum Development

ASCI has developed 5 new model curricula taking the total Model Curricula to 128. During the period 1st April-30th June 2018, ASCI got 1 QP approved in the QRC, viz. Spice Crop Cultivator (L4). We have got approval for 2 more Q-Files in the 20th NSQC Meeting dated 9th April 2018.

Job Role	Level
Veterinary Clinical Assistant	5
Veterinary Field Assistant	5
Fishing Boat Driver	4
Fishing Boat Maintenance Worker	3
Makhana Grower cum Processor	4

State Engagements

- ▶ A national seminar was held in NDRI (SRS) Bangalore to commemorate the 96th year of the institute. Dr. Trilochan Mohapatra, DG, ICAR along with other dignitaries Dr. A. K. Shrivastava, Chairman ASRB, Dr. RRB Singh, Director NDRI, Dr. Jena, DDG Fisheries. ASCI-Director-South spoke on Skill Development Opportunities in Dairy Sector. The topic evoked keen interest among the members of the audience.
- ▶ In April 2018, Sector Skill Councils Meeting organized by Paschim Bengal Society of Skill Development, Govt. of West Bengal at Karigori Bhawan, Kolkata, West Bengal. This meeting was attended by 25 Sector Skill Councils.
- ▶ In May 2018, the meeting was held with Shri P. K. Senapati, Director Fisheries, Govt. of Odisha at Odisha Pisciculture Development Board, Bhubaneswar. In this meeting, discussion was made on the scope and importance of Short Term Training and RPL in the Fishery sector in Odisha as the state with both is good source of Fresh Water as well as Marine Water Aquaculture Farming.
- ▶ On 19th June 2018, the meeting was held to explore the possible partnership option with NGOs for implementing Government Programs, including Skill Development, under the chairmanship of Principal Secretary to Government, Department of Agriculture & Farmers Empowerment in the Conference Hall of Institute on Management of Agricultural Extension (IMAGE), Bhubaneswar.



Skill Development Meeting at Bhubaneswar



Meeting for Fisheries RPL at Bhubaneswar

Southern Zone Training Partners' Meet

ASCI organized Training Partner's Meet in June 2018 at Institution of Agricultural Technologist, Bengaluru where in 62 TPs participated. The agenda was mainly to address key points such as latest developments in skilling in Agriculture domain; to elicit feedback from Training Partners regarding skilling; to address the issues facing by TPs in implementation of PMKVY & Non PMKVY Program, to discuss current projects and opportunities for TPs under other Ministries/ Programmes/ States/ University System and to discuss about Way Forward in association with ASCI and skilling eco system



Southern Zone Training Partners' Meet at Bengaluru

Rozgar Melas

Following the trends in skill development and going by the directive from Ministry of Skill Development and Entrepreneurship (MSDE) for placement of skilled candidates, ASCI has been consolidating its efforts to enhance wage or self-employment.

- ▶ As a part of this, ASCI organised a Rozgar Mela at Jabalpur, Madhya Pradesh on 5th May with participation of Mahindra & Mahindra, Eicher Motors, Kubota Tractors, ICICI Bank, Paytm and Navbharat Fertilizers.
- ▶ ASCI organized 2 Days Rozgar Mela at Motihari, East Champaran, Bihar on 24th & 25th May'18. This program was chaired by Shri Radha Mohan Singh, Hon'ble Agriculture Minister & Shri Pramod Kumar, Hon'ble Tourism Minister, Bihar. There were five employers from ASCI's side in this event and 147 Participants got shortlisted in this program



Rozgar Mela at Motihari



Rozgar Mela at Jabalpur

AgriVikas 2018

ASCI participated in AgriVikas 2018 held at Shiksha 'O' Anusandhan University, Bhubaneswar, Odisha from 29th-30th Jun'18. ASCI's Farm Mechanization skill pavilion was inaugurated by Shri Dharmendra Pradhan, Hon'ble Minister, MSDE, Shri Giriraj Singh, MoS, MSME and Shri Gajendra Singh Shekhawat, MoS, MoA&FW. ASCI actively participated in this event by promoting Skilling in the Farm Mechanization.



Shri Dharmendra Pradhan, Hon'ble Minister, MSDE inaugurated ASCI's Farm Mechanization skill pavilion

IndiaSkills

Regional Level Skills Competition for Agriculture Sector were organized in Bengaluru at Bangalore International Exhibition Centre from 21st to 23rd Jun'18. For two trades Floristry & Landscape Gardening wherein participants from different states and tracks participated. The Regional Competitions are the platforms which enable young plumbing candidates to compete for the India Finals later this year, which will be the selection point for WorldSkills Competition, Kazan in 2019.

On last day, Mr. Anant Kumar Hegde, Hon'ble Minister of State, MSDE graced the Floristry competition space and appreciated the art work prepared by candidates.



Mr. Anant Kumar Hegde, Hon'ble MoS, MSDE graced the Floristry competition space at Bengaluru



Competition at Bengaluru



Candidates at Southern Regional Competition

Engagement at School Level

ASCI's 18 Qualification packs have been accepted and introduced for school students from class 9th to 12th in collaboration with State Government under Rashtrya Madhyamik Shiksha Abhiyan (RMSA). ASCI in collaboration with state education boards conducts assessments and certification of students in addition to extending other related supports.



State	No. of Schools
Himachal Pradesh	163
Haryana	109
Punjab	95
Maharashtra	258
Chhattisgarh	31
Mizoram	1
Gujarat Private School	10
Maharashtra Private School	11
Telangana	12
Andhra Pradesh	9
Rajasthan	50
Goa	15
Total	764

Capacity building through Training of Trainer & Master Trainer

Total 408 Trainers participated in 9 ToT/ ToMT program from Apr-Jun 2018

- Maharana Pratap University of Agriculture and Technology (MPUAT), Udaipur on 26th Apr 2018
- College of Fisheries, Mangalore on 30th May 2018
- Ranchi, Jharkhand on 9th Jun 2018
- West Bengal University of Animal & Fishery Sciences, Kolkata on 25th May 2018
- Punjab Agriculture University, Ludhiana on 26th May 2018
- SRAN, Nimpith on 31st May 2018
- Krishi Gram Vikas Kendra, Ranchi on 14th Jun 2018
- Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur on 29th Jun 2018
- Bihar Agricultural University (BAU), Sabour, Bhagalpur on 6th Jul 2018



ToT at BAU Sabour



ToT at MPUAT, Udaipur



ToT at CoF, Mangalore

Governing Council Meeting

The 21st Meeting of the Board of Governing Council was held on June 12th, 2018. The Governing Council members were apprised about the new initiatives and collaborations, such as Collaboration of ASCI with National Scheduled Castes Finance and Development Corporation (NSFDC) and Haryana Skill Development Mission (HSDM), Initiation of work under Jharkhand Opportunities for Harnessing Rural Growth (JOHAR), First Certification under Bihar Skill Development Mission (BSDM) Scheme, Training under Rashtriya Krishi Vikas Yojana (RKVY) / MIDH, ToMT programmes involving 53 Master trainers and 3 TOT Programmes covering 11 job roles involving 97 trainers since 25th March 2018, Development of 9 new Model curricula and Participation of ASCI in IndiaSkills Regional Competition at Bengaluru.

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