

Guidelines for conducting 250 Workshops

1. Background

Recognizing the need for simplifying and easing the process of apprenticeship and to make apprenticeship aspirational for youth, along with promoting ease of doing apprenticeship for the industry, the government, in last five years have introduced several reforms in Apprenticeship.

Despite the significant progress made in the last few years, still there are certain challenges that still exist in effectively implementing the new amendments. Amongst the identified challenges, one of the biggest issues to address remains the lack of awareness among establishments and students with respect to apprenticeship especially in the informal sector.

In line with the MSDE vision of reaching 1 million apprentices by the end of FY 2023, the need for a systematic outreach plan has been identified, which on one hand supports creation of pathway for formalisation of apprenticeship training in the informal sector and on the other educates all the stakeholders the benefits of adopting apprenticeship.

2. Objective

In the above context, for furthering apprenticeship agenda and ensuring there is adequate awareness about the scheme among key stakeholders, MSDE in collaboration with NSDC, SSC and NIMI plans to conduct 250 apprenticeship advocacy workshops (1 day workshop for establishments with all stakeholders to increase awareness about the apprenticeship ecosystem leading to subsequent uptake in apprenticeship. The planned workshops have a dual objective of improving the branding and communication of Apprenticeship at both the demand side stakeholders and the supply side stakeholders and would contain increasing awareness about all Apprenticeship schemes- National Apprenticeship and Promotion Scheme (NAPS), National Apprenticeship and Training Scheme (NATS) and National Employability Enhancement Scheme. The objective is to assist the Govt establishments in encouraging the stakeholders to uptake apprenticeship and motivating both establishments and students to systematically increase the number of students and establishments under the apprenticeship ambit. These workshops will help in improving the representation from both the demand and supply side stakeholders in the Apprenticeship Melas. The objective for the planned workshops ties with the objectives of Result Area 4 (RA-4) of STRIVE which aims to conduct effective capacity building and communication activities to raise awareness and understanding about apprenticeship training among industry, communities, and training providers.

3. Details of the workshop

The workshops will be essential to create awareness about importance of apprenticeship and the opportunities available under Government of India schemes to targeted stakeholders through direct and indirect engagement.

3.1 Stakeholders Involved

The key stakeholders/ target audience, specifically from the demand aggregation perspective for the workshop are listed below:

Central	State	Industry	Educational Institutions
<ul style="list-style-type: none"> Ministry of Skill Development and Entrepreneurship Ministry of MSME Ministry of Education National Skill Development Corporation Central Public Sector Undertaking Regional Directorate of Skill Development and Entrepreneurship (RDSDE) 	<ul style="list-style-type: none"> State Departments dealing with skilling/ Training State Apprenticeship Advisors/AAAs State Departments dealing with Industries MSME Development Institutes Higher Education Institutions State Skill Development Missions District Skill Committees State Public Sector Undertaking District Industries Centers (DIC) 	<ul style="list-style-type: none"> Industrial corridors/ Industrial parks Chamber of Commerce Private Sector Banks Representatives from Registrar of Companies Large CA firms Large Establishments (all establishments engaging more than 50 apprentices) Industry Associations like FICCI, CII, Assocham including local chapters Industry Clusters Sector Skill Councils Third Party Aggregators 	<ul style="list-style-type: none"> Education Institutes- Schools, ITIs, Colleges etc. Training Center running PMKVY, DI, PMKK among other development schemes

3.2 Implementation Structure

The workshops will be organized under the overall guidance of MSDE and NSDC, NIMI, MSME Development Institutes (DI) and RDSDE would be responsible for the implementation of the workshops. The RDSDE of the respective States would be responsible for the organization of the workshops and will coordinate with all stakeholders.

3.3 Workshop Locations

All States/ UTs have been categorized into A, B and C, basis the SME population. The categorization and the component States are presented below for reference:

Category	States	Number of workshops
Category A	Andhra Pradesh, Bihar, Gujarat, Haryana, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh, West Bengal	10 workshops each
Category B	Assam, Chhattisgarh, Delhi, Himachal Pradesh, Jammu and Kashmir, Jharkhand, Uttarakhand	7 workshops each

Category C	Arunachal Pradesh, Chandigarh, Dadra and Nagar Haveli and Daman and Diu, Goa, Ladakh, Manipur, Meghalaya, Mizoram, Nagaland, Puducherry, Sikkim, Tripura, Andaman and Nicobar Islands, Lakshadweep	5 workshops each
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The concerned RDSDEs would be responsible for shortlisting the locations for conducting the workshops basis the below parameters:

- Industry Presence
- Presence of youth- academic institutional areas.
- Scope for expansion of apprenticeship
- Current Penetration
- Locations shortlisted for conducting Monthly Apprenticeship Mela

Districts currently shortlisted for conducting Apprenticeship Mela and with a high scope for expansion should be selected for these workshops. The RDSDE in consultation with the other stakeholders like SSC, District administration etc. will shortlist the locations and would need to mandatorily get the proposed locations approved from MSDE.

The RDSDEs would have to organize these workshops in the Govt operated auditoriums, hotels, educational institutions, or other suitable venues in the district and must book the venue with all the required infrastructure.

3.4 Target Audience

The potential target audience for the workshop would be:

- Establishments under the manufacturing and service sector
- Establishments currently registered on the apprenticeship portal but inactive
- Higher Education Institutions
- State Public Sector Undertakings
- Central Public Sector Undertakings
- Industrial corridors/ Industrial parks
- District level Chamber of Commerce
- Private Sector Banks
- Representatives from Registrar of Companies
- Large CA firms
- Large Establishments (all establishments engaging more than 50 apprentices)
- Industry Associations like FICCI, CII, Assocham including local chapters
- Industry Clusters
- District Industries Centers (DIC)
- Local representatives for other related ministerial schemes like NATS and NEEM
- Representatives from local MSME associations
- Representatives from local District Industries Centers (DIC)
- Representatives from nearby ITIs

3.5 Operational Management

For all workshops conducted, the RDSDE would need to submit a detailed report of the event. The report should contain a mix of qualitative and quantitative parameters. The suggestive parameters are listed below:

S.no.	Parameters
1	Number of inactive establishments on the apprenticeship portal who registered for the

	workshop vis a vis who attended the workshop.																											
2	Number of students already enrolled on the portal who registered for the workshop vis a vis who attended the workshop																											
3	Number of new establishments who registered for the workshop vis a vis who attended the workshop																											
4	Nature of establishments who joined the event: <ul style="list-style-type: none"> ○ Mix of large and small establishments ○ Mix of manufacturing and service-based establishments ○ Mix of organizations who have hired apprentices before vis a vis who have not hired apprentices. ○ Sector focus/ job role focus 																											
5	Submit feedback of the event from a minimum of 10 establishments.																											
6	Provide details of stakeholders joined: <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;">S.no.</th> <th style="width: 70%;">Stakeholder Name</th> <th style="width: 20%;">Count</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>RDSDE Staff Details</td> <td></td> </tr> <tr> <td>2</td> <td>DET Staff Details</td> <td></td> </tr> <tr> <td>3</td> <td>Count of Industry Clusters who attended the workshop.</td> <td></td> </tr> <tr> <td>4</td> <td>Count of SSC who attended the workshop</td> <td></td> </tr> <tr> <td>5</td> <td>Count of TPAs who attended the workshop</td> <td></td> </tr> <tr> <td>6</td> <td>Count of PMKVY, DDUGKY training providers who attended the workshop</td> <td></td> </tr> <tr> <td>7</td> <td>Count of SSDM staff including SEO and DSC officials who attended the workshop</td> <td></td> </tr> <tr> <td>8</td> <td>Count of MGNF fellows who attended the workshop.</td> <td></td> </tr> </tbody> </table>	S.no.	Stakeholder Name	Count	1	RDSDE Staff Details		2	DET Staff Details		3	Count of Industry Clusters who attended the workshop.		4	Count of SSC who attended the workshop		5	Count of TPAs who attended the workshop		6	Count of PMKVY, DDUGKY training providers who attended the workshop		7	Count of SSDM staff including SEO and DSC officials who attended the workshop		8	Count of MGNF fellows who attended the workshop.	
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The detailed report of the workshop must be submitted by RDSDE within 10 days of completion of the workshop.

The format for the workshop is presented below:

Apprenticeship Advocacy Workshop in <*District Name*>

Summary of advocacy efforts conducted for the event

<Please provide details of the medium, frequency and nature of stakeholders reached out, along with specific efforts undertaken to bring in maximum number of establishments and candidates. Highlight any specific geographical best practices undertaken for the event>

Overall Statistics of the workshop

- Date of regional workshop
- Venue of the workshop (including complete address with postal code)
- Total number of establishments participated
- Total number of MSME establishments participated

Additional information on the nature of Establishments

Establishment Related Data

- Number of inactive establishments on the apprenticeship portal who registered for the workshop vis a vis who attended the workshop.

- Number of new establishments who registered for the workshop vis a vis who attended the workshop.
- Nature of establishments who joined the event:
 - Mix of large and small establishments
 - Mix of manufacturing and service-based establishments
 - Mix of organizations who have hired apprentices before vis a vis who have not hired apprentices.
 - Sector focus/ job role focus

Feedback from a minimum of 10 establishments.

Photo Gallery

<Submit a few photos from the event>

3.6 Expected Outcome

The expected outcome of the workshops is to create awareness on various initiatives taken by the ministry in process simplification for establishments to engage apprentices. Further to educate establishments on the Return of Investment (RoI) of apprenticeship training. The quantitative parameters to measure the success of these workshops are listed below:

S. No.	Parameters	Measured Through
1	Percentage increase in establishments registered on the portal in the District/ State	Apprenticeship Portal
2	Percentage increase in MSME's registered on the portal in the District/State	Apprenticeship Portal
3	Percentage increase in registration of RA 4 Industry Clusters present in the State on the Portal	Apprenticeship Portal
4	Percentage increase in apprentices contracts generated in the District/State	Apprenticeship Portal
5	Percentage reduction in grievances raised in the State/ District	Apprenticeship Portal

3.7 Schedule and Tentative Agenda of the workshop

A tentative agenda for both the workshops is provided below. This can be customized according to the specific needs of the State.

S. No.	Topic	Duration
1	Introduction to Apprenticeship landscape	30 minutes
2	Key provisions in the Apprenticeship Act, Rules, and guidelines	40 minutes
3	Benefits for establishments	10 minutes
4	Introduction to NAPS - Integrating NAPS and NATS	20 minutes
5	Reforms undertaken for simplifying Apprenticeship processes	30 minutes
6	Apprenticeship portal walkthrough	30 minutes
7	Q & A and way forward	10 minutes