



# Developing India's Management and Employability Skills

UKIERI Project Success Story by  
All India Management Association & NOCN, UK  
2015

**By**  
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## **UKIERI Institutional Capacity Building Project - 'Creation of a Management and General Skills Sector Skill Council'**

### **All India Management Association (AIMA) and NOCN, UK Awarding Body**

Key to economic growth, social development and employment generation is skill development. Major challenge of skill development initiatives is to address the needs of huge population by providing skills in order to make them employable and help them secure employment.

Scale of India's skill development is to create 500 million skilled workers by 2020, harnessing the demographic dividend.

At present the capacity of skill development in India is around 3.1 million persons per year. The 11<sup>th</sup> Five Year Plan envisions an increase in that capacity to 15 million annually.

A task of skill development has many challenges which include increasing capacity and capability of existing system to ensure equitable access to all, capacity building of institutions and creating institutional mechanism for research development, quality assurance, examinations & certification, affiliation and accreditation.

Addressing the issue to skill development and institutional capacity building AIMA partnered with UKIERI, under UKIERI's institutional capacity building project - 'Creation of a Management and General Skills Sector Skill Council'. AIMA has partnered with two UK institutions in the project including the Asset Skills, a UK SSC and NOCN, one of UK's largest awarding organization.

### **FUNDING**

UKIERI funding	£50,000
UK, Institute funding	£25,000
Leverage funding	£25,000
New leverage funding 2nd stage	£50,000

### **QUOTE**

"UKIERI project has helped us considerably to develop the SSC for management and general skills, but AIMA in the position to be able to support all sectors of India's industry. The management and employability skills courses for entry level managers we will be introducing as a result of the support we have received from the UK will give the Indian economy a firm foundation for developing the next generation of Indian management."

Rekha Sethi, Director General, All India Management Association

## OBJECTIVES

UKIERI's project aims to strengthen AIMA's links with industry and to provide a business plan for setting up a Management and General Skills Sector Skills Council (SSC), with supporting courses and also strengthen employability skills in all sectors, where skill gap existent at entry level managerial positions across sectors formulates definition of 'Employability Skills'.

## OUTPUTS

- AIMA after the first visit to UK learnt UK model of skills, Apprenticeship and Adult learning in addition to learning UK assessments, awarding, certification and quality control systems and management and employability skills model in practice (refer table 1).

Table 1	
<b>AIMA representatives visited the UK and learnt</b>	
•	Operation of NOS development and outline draft NOS
•	Reviewed LMI systems and learnt specification for LMIS system for India
•	UK's systems on qualification and accreditation
•	Reviewed project plan and updated activities
•	Also met key stakeholders to understand UK skill gaps and systems.

- In addition to learning from UK, an Employers' Engagement Group was formed to lead the development of NOS. Supported by intensive research (refer table 2) and feedback collection from stakeholders led us to identify ten employability skills required for entry level professionals, across sectors and job roles with reference to Indian job market (refer table 3).

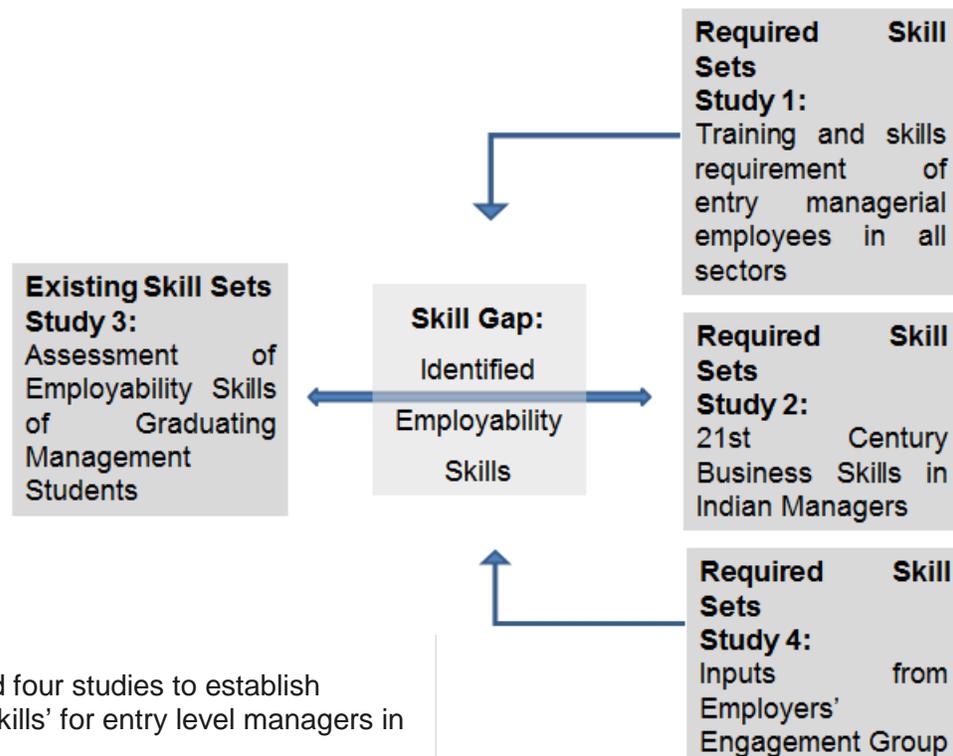


Table 2  
AIMA conducted four studies to establish 'Employability Skills' for entry level managers in India

**Table 3**

**10 Employability Skills for entry level managers in India**

Cumulating the feedback received from Employers' Engagement Group and other parts of the project study AIMA proposed following Skills, which will enhance the *Job Readiness* of Indian students, these are referred as '**Employability Skills for entry level managers in India**':

1.	Communication & Listening Skills
2.	People Skills
3.	Productivity - Cost Consciousness
4.	Planning , Organizing and execution skills
5.	Flexibility , Adaptability and Learning Orientation
6.	Problem Solving with Creativity and Innovation
7.	Numeric Skills
8.	English Speaking/ Writing
9.	IT/ Computer Skills
10.	Self-Management

- 10 NOS have been developed for employability skills for entry level managers across all industry sectors in India
- During the course of the Project, AIMA has developed a model for Labour Market Information System to provide quantitative and the qualitative information and intelligence on the Labour Market.
- We are also developing a range of courses for entry level managers to help them develop their employability skills.

**OUTCOMES**

**Beneficiaries so far in the project:**

**a) Faculty Members**

AIMA faculty of 10 people were trained on development of NOSs and course outlines along with assessment criteria

**b) Students**

The employability skill training conducted for over 100 AIMA students.

**c) Entry level executives**

As part of induction training, employability skills training was incorporated and was delivered in Industry.

**d) Institution Building**

AIMA's study centres are being taken into the fold to deliver Employability Skills trainings across the country.

AIMA proposed creation of a Sector Skill Council in the area of Management, Entrepreneurship and Training to the Indian Government's National Skill Development Corporation (NSDC) and has received the final approval for the SSC in March 2015.

<b>Management, Entrepreneurship and Training Sector Skill Council</b>			
<b>Status: Approved by NSQC</b>			
<b>Lead Organization(s): AIMA</b>			
<b>Type: Section 25 Company</b>			
<b>Likely Deliverables in 10 years</b>			
<b>Number of Job Roles for which National Occupational Standards to be created</b>	<b>Certifications</b>	<b>Trainers Trained</b>	<b>Training Institutes Affiliated</b>
47	7,91,500	5,500	202
Mr Dilip Chenoy, CEO and Managing Director, NSDC shared in an AIMA Conference on 1 <sup>st</sup> April 2015			

## **IMPACT**

The extended roll-out of the accredited training courses will support the skills development for 1 million new managers across all industry sectors in India.

**In this collaboration AIMA has gained the experience of setting up and running a SSC.**

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