



# Rustomjee

## ACADEMY FOR GLOBAL CAREERS

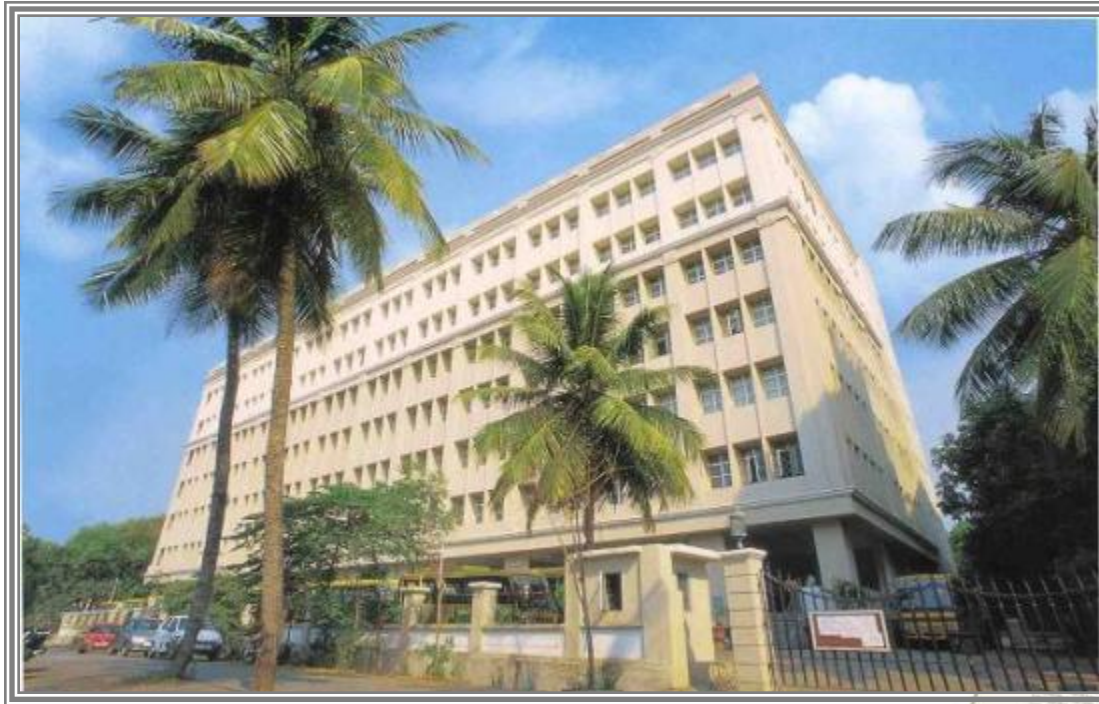
To make India the Capital of Skilled Manpower





# Rustom Irani Foundation

Established 1998





# **Rustomjee Academy for Global Careers (RAGC)**

- A CSR initiative started in January 2008
- To provide training in technical/vocational skills
- To meet skill requirements in various industries
- To create gainful employment opportunities
- To bring forth hidden talents of students
- To make them industry ready
- To aid “vertical growth” in specialized technical areas

**“An Empowering Alternative  
to Academic Education”**





# **RAGC – Core Objectives**

- Develop vocational and career based programs
- Get local, national and international authority / board/ University recognition
- Establish Pan-India footprint
- Course content developed with industry counsel
- A dynamic relationship with the relevant sectoral industry players for placements

**To make Vocational Education a Prime Choice in the Student's Career**







# **RAGC – Vocational !**

## **Students in Academic Education**

- Lack employable skills
- Course content outdated
- Curriculum not as per industry norms
- Course structure very rigid
- No option for multiple point entry / exit
- Employers need to provide additional training
- Lack of a holistic approach towards development





# Value proposition @ Vocational Institute

- Govt. Recognised programs
- Internship / Apprenticeship
- Earn while you learn
- Learn at your pace
- Industry recognised with definite placement opportunities
- Activity based learning system
- International affiliation





# Global careers

The sectors of our involvement; current and planned:

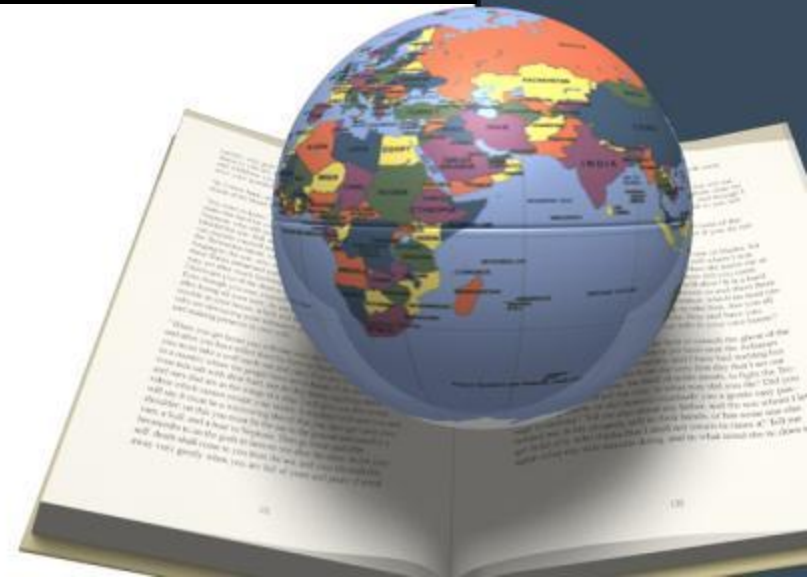
- Infrastructure
- Automobile
- Electrical
- Hospitality
- Retail
- Facility Management
- Para medical / Nursing
- Sports





# The Education Scenario

Criteria	India	China
Vocational Education and Training Institutes	8000	5,00,000







# Skilled Manpower Requirement Till 2022 (in millions)

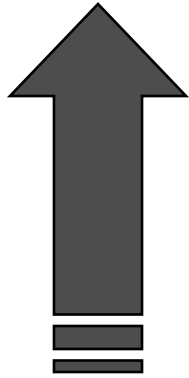
Industry	Requirement (In Millions)
Building & Construction	33.0
Infrastructure	103.02
Real Estate Services	14.0
Organized Retail	17.3
Auto & Auto Components	35.0
Tourism & Hospitality	3.6
Construction Material & Building Hardware	1.4
Media & Entertainment	3.0
Furniture & Furnishings	3.4
Other Trades	120



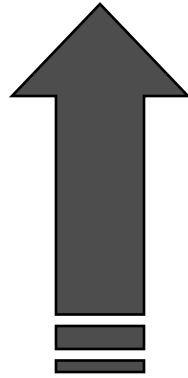
*Source: IMaCS analysis*



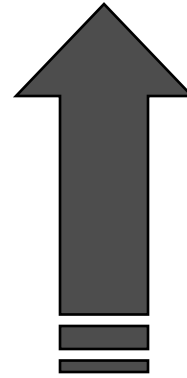
# Our Vocational Verticals



***Vocational  
Institute***



***PPP Projects***



***SDI Projects***





## Our Training centres

- Dahisar
- Kurla
- Karjat
- Khar
- Virar
- Gadchiroli (Nagpur)
- Dahanu





# Our Certificate Programs

- Construction Site Supervisor:
  - Duration – 1 year
- Electric Supervisor Program
  - Duration – 1 year
- Automotive Mechanic Supervisor / Service Advisor Program
  - Duration – 1 & ½ year
- Building Maintenance and Services Program
  - Duration – 1 year
- Hotel Management
  - Duration – 2 years





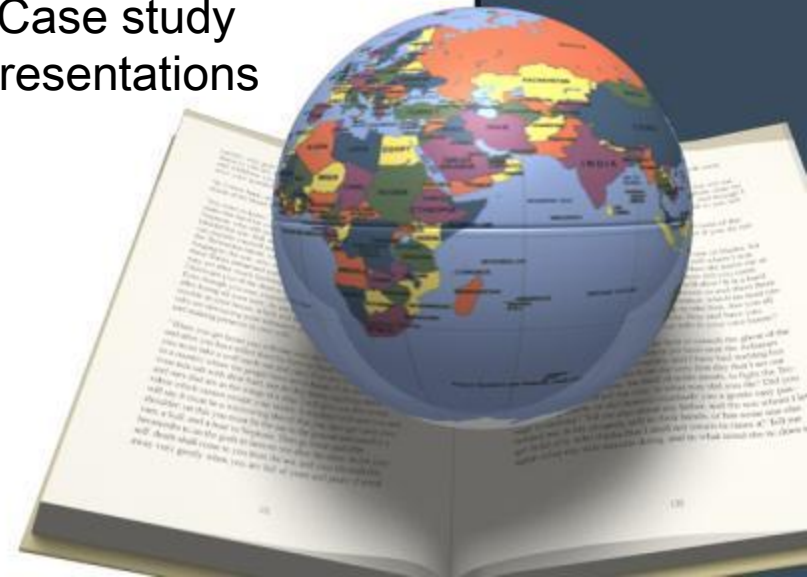
# Vocational Education & Training Institute







# A Holistic Approach – 360°



# Public-Private Partnership Project





# ITIs adopted by Rustomjee



CENTRE OF EXCELLENCE  
CONSTRUCTION  
2009



CENTRE OF EXCELLENCE  
HOSPITALITY  
2009



CENTRE OF EXCELLENCE  
DESIGN  
2010



## • OUR COMMITMENT

- To empower students with life long skills
- Earn while learning
- Participation in competitions
- Train the Trainer programs
- Creation of cultural festivals
- Introducing technology in delivery and service
- Infrastructure to match international standard





# Skill Development Initiative Projects

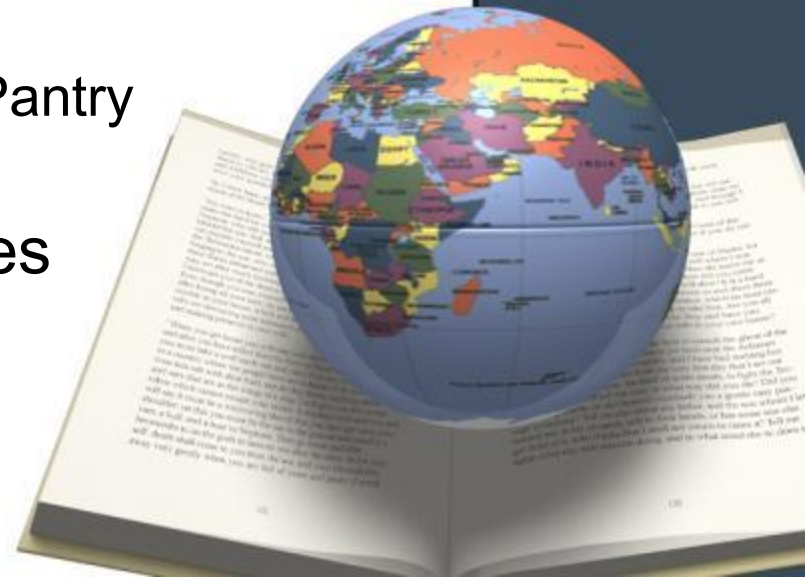






# Skill Development Initiatives

- Construction
  - Carpenter
  - Mason
  - Fitter
  - Plumber
- Hospitality Industry
  - Housekeeping and Maintenance
  - Food Production
  - Food and beverage services / Pantry
- Electrical
- Retail – Customer Care / Sales





# Affiliations & Recognitions





# Indira Gandhi National Open University

- “Community College” status granted by IGNOU
- The following programs are recognised
  - Construction Site Supervisor
  - Electrical Supervisor
  - Automotive Mechanic
  - Hospitality Management





# Maharashtra State Board of Vocational Education Examination

- 2 yr Full time Diploma courses en par with HSC
- More than 200 courses offered
- RAGC 1<sup>st</sup> Institute to be granted affiliation
- Eligible for Educational Loans





# Directorate General of Employment & Training

- Programs being run at ITIs are affiliated to DGET
- All students granted certificates under
  - National Council for Vocational Training (NCVT)







# Maharashtra Chamber of Housing Industry

MCHI has recognized and co-certified the following programs of RAGC

- Construction Site Supervisor Program
- Skills Development Program
- Supervisory Construction Practices

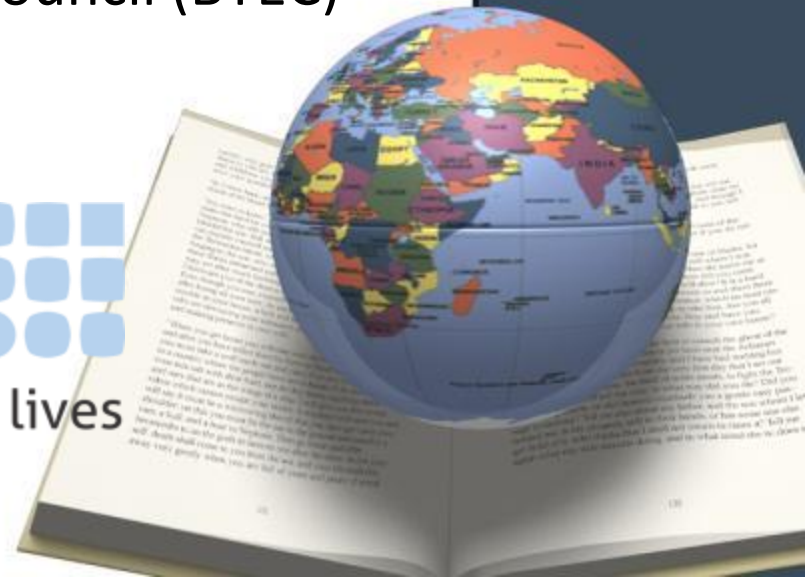




# Edexcel Board – United Kingdom

- A UK Examination board
- Awards 15 Lac Certificates Worldwide
- Same as Cambridge International Exam
  - 'A' LEVEL
  - IGCSE
- Business & Technical Education Council (BTEC)  
Level 3 Extended Diploma

**edexcel**   
advancing learning, changing lives





# The Way Forward

- Create Vocational Training as an Empowering Alternative to Academic Education
- To make Vocational Education a Prime Choice in a Student's Career





# OUR NEW VENTURE RAGC - DAHANU







# Our Dahanu Campus





# RAGC - Dahanu

- Affiliation with Edexcel Board & MSBVEE
- First time in India Level 3 Extended Diploma
- 1<sup>st</sup> Institute to run 2 yr MSBVEE Diploma Program
- Equivalent of HSC
- Opportunity for higher studies up to PhD
- Courses Offered in following trades;
  - Hospitality
  - Construction
  - Automobiles
  - Business







# Trades @ Dahanu

- Currently operational 2012
  - Hospitality
  - Construction
- Admissions open for 2013
  - Automobiles
  - Business



# VOCATIONAL EDUCATION QUALIFICATION FRAMEWORK

## RAGC PATHWAY

Edexcel BTEC (UK)

Maharashtra State Board of  
Vocational Education Examination

Level 8

Doctorate (PhD)

Doctorate (PhD)

Level 7

Master's Degree - M.S. / M.E. / M.B.A. / M.A. / M.Sc.

Master's Degree - M.S. / M.E. / M.B.A. / M.A. / M.Sc.

Level 6

University Degree - B.A. / B.Sc. /  
B.M.S. / Engineering (B.E. / B.Tech)

University Degree  
B.A. / B.Sc. / B.M.S.  
Engineering (B.E / B.Tech)

Level 5

Higher National Diploma

Level 4

Higher National Certificate

Level 3

12th

L 3 Extended Diploma  
(National Diploma)

11th

MSBVEE  
(Diploma)

12th

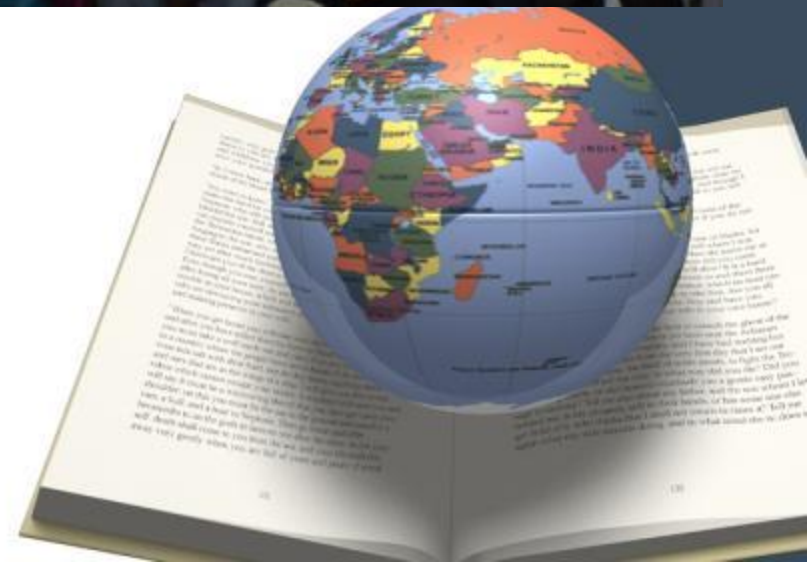
11th

Level 2

**STD. X PASS**



# The Founding Batch





# The Inauguration







# Other Initiatives

- Craft Course in Hotel Operations
- Craft course Construction Supervisor
- Housewife Short courses
- Hospitality Club for all “JAZBA”





# OUR INDUSTRY PARTNERS





# Industry Partners - Hospitality



**FOUR SEASONS**  
*Hotels and Resorts*



**WESTIN**  
HOTELS & RESORTS®



**JW MARRIOTT**  
HOTELS & RESORTS



**Kohinoor**  
Continental



**TAJ**  
Hotels Resorts  
and Palaces



THE  
**ORCHID**  
— FIVE STAR ECOTEL HOTEL —  
FRIENDLY. ECO-FRIENDLY



**TAJSATS**  
AIR CATERING



**THE LEELA**  
PALACES HOTELS RESORTS



**The Lagoon**  
*Resort*  
AN ECOTEL HOTEL





# Industry Partners Building Services



*Real value in a changing world*





# Industry Partners - Automobiles



**TATA MOTORS**



**HONDA**



**Mercedes-Benz**







# Industry Partners Construction

**Mahindra**  
LIFESPACES



**The Wadhwa Group**  
Landmarks planned with passion  
Realty • Infrastructure



**Shapoorji Pallonji**  
Built to last... since 1865



**B.E. Billimoria & Co. Limited**  
Civil Engineering Construction Contractors







# RAGC Press Releases





# Education World Recognizing RAGC's work Issue dated January 2011, Pg. no. 28

## INSTITUTION PROFILE

### Rustomjee Academy for Global Careers, Mumbai

*Promoted by the Rustomjee Irani Foundation, in a short span of three years RAGC has built itself a sound reputation for offering hands-on vocational education and training, and has certified over 2,500 students*



Rustomjee International School, Mumbai: an RAGC VET centre

**A**FTER BEING INEXPENSIBLY neglected for over half a century, vocational education and training (VET) is getting the attention it deserves. Subsequent to prime minister Dr. Manmohan Singh announcing a major drive to disseminate and upgrade VET across the country in 2006, a slew of initiatives have been announced to build and expand VET infrastructure nationwide. Among them: 1,500 industrial training institutes/centres and 50,000 skill centres in PPP (public-private partnership) mode by 2012; introduction of a National Vocational Educational Framework by March this year; promotion of a separate exam board under Central Board of Secondary Education to certify students trained in vocational skills; and the launch of the National Skills Development Corporation in 2009 which aims to catalyse the skilling of 150 million youth countrywide by 2022. Moreover in the Union Budget 2010-11 the Central

government provided Rs. 1,167 crore for skills and technical development.

Against this backdrop it's unsurprising that private sector entrepreneurs are also investing money, time and expertise to promote VET institutes and churn out trained workers to meet the estimated shortage of 500 million skilled personnel countrywide. Among these new genre private sector VET institutes is the Mumbai-based Rustomjee Academy for Global Careers (RAGC, estb. 2008), which offers short-term study programmes for the infrastructure, aviation, automobile, information technology, and hospitality industries, and nursing. Promoted by the Rustomjee Irani Foundation (estb. 1998), in a short span of three years RAGC has built itself a sound reputation for offering hands-on VET, and has certified over 2,500 students. On August 19 last year, it was conferred Best Vocational Training Provider 2010 certification by the UK-India Skills Forum.

"Provision of high-quality vocational education and training has been continuously neglected over the past six decades by government and the private sector. The outcome is that Indian industry is facing a huge shortage of skilled manpower. Therefore the primary objective of RAGC is to address this shortage by providing well-designed, contemporary VET programmes to prepare youth for employment in the infrastructure, hospitality, aviation, automobile and IT industries," says Percy Chowdhry, an alumnus of Mumbai University and Harvard Business School, director of Mumbai-based real estate firm Keystone Realson Group aka the Rustomjee Group, and co-promoter of the Rustomjee Irani Foundation (RII) together with Bollywood actor Boman Irani. Today, RII comprises seven educational institutions including the Rustomjee International School and Rustomjee Teachers Training Institute, and boasts an aggregate enrolment of 6,500 students.

**C**URRENTLY RAGC OFFERS CERTIFICATE courses of 30 days to 24 months duration in the construction, electrical, hospitality and other technical trades to 1,500 students instructed by 45 faculty, including 20 visiting faculty. Instruction and training is provided in extant RII educational institutions spread across the city after school hours, three government polytechnics in Mumbai, one in Pune and in three government-promoted Industrial Training Institutes sited in Karjat, Gadchandi and Mumbai and adopted by RAGC. Moreover training for the 30-days skill development programmes is conducted on the project sites of the Rustomjee Group and/or partner companies. All RAGC managed VET centres are equipped with modern workshops and laboratories where students are delivered hands-on training by industry experts.

"RAGC is committed to disseminating quality VET to meet Indian industry's demand for trained employees. Therefore curriculums have been designed and developed in close consultation with industry to ensure they are relevant, contemporary and make our graduates industry ready. The common thread of all our programmes is the

www.educationworldonline.net

# EducationWorld

THE HUMAN DEVELOPMENT MAGAZINE







## Articles in OUTLOOK magazine recognizing our efforts in ITI, Issue dated 15<sup>th</sup> May 2010 Pg. no. 66, 67, 68 & 69



**“There is a pressing need for skilled manpower in the industry. Partnerships with ITIs are aimed to meet this requirement.**

—Shobha Vigneshwara  
Deputy Managing Director, Toyota Kirloskar Motor

So, how has this association with industry partners worked out for the ITIs? It's too early for an across-the-board assessment, as only three years have passed since the initiative began. Getting the institutes to shed their old ways and become more market-friendly is a challenging task. Government officials aren't willing to let go of their turf or change their ways so easily, though the PPP programme has clearly reduced the extent of their roles.

Each institute has a governing body, the Institute Management Committee (IMC), which consists of six government representatives and five industry nominees. The

industry partner nominates the Chairman and has financial and academic autonomy, so that it can provide the management expertise to run the institute. The government-appointed team, including the principal, looks after administrative matters.

### Going Forth To Conquer

One obvious way to gauge the success of the partnership is to look at the placement records of these institutes. In Maharashtra, things seem to be going in the right direction. “So far, the PPP ITIs in the state have seen 100% placement. Earlier, in government times, it was just about 60%,” says JD Bhattacharya, Director of Training, Ministry of

Education. Its involvement has led to more seats being added to these institutes as well. Normally, an ITI has about 500 seats. Some of them are taking in more students in a phased manner. ITI Karjat, which epitomizes the best of private reform and participation in these institutes, would have enrolled 400 students by the end of this year; it plans to increase this number to 700 by next year. Also, the connection with the private sector is helping the ITIs draw more companies for placement.

Indeed, the placement cell is a big, new feather in the cap of these institutes. Earlier, no such hand-holding policies existed. Students had to find jobs by themselves. Now, the institutes take that responsibility. An industry is involved in designing the curriculum, teachers find it easier to train students on the basis of industry needs.

For instance, at ITIs adopted by Toyota Kirloskar, instructors do not stop at theory, but take students out for practicals and internships in Toyota facilities. “The students of these institutes are given preference when they apply for jobs in Toyota,” says Viswanathan of Toyota Kirloskar. About 60% of the students in Toyota-adopted ITIs are absorbed by the company annually.

### Kindling Dreams

Ganesh Dighe still remembers the New Year celebrations at the Intercontinental in Mumbai. The lights and sparkle still gleam in his eyes when he talks about his internship at the super-luxury hotel. The 18-year-old from Karjat, who is studying hospitality skills at the Karjat ITI, worked there as a waiter to get some experience.

Earlier, learning English was not considered essential for someone learning plumbing. But today, it is a part of the curriculum, whatever the course might be. These institutes know the importance of soft skills like good communication and teamwork. That is the reason employers like Prem Pathak, General Manager of Rivergate Resort, Kar-

jat, prefer students from such institutes. “They are well-behaved and hard-working. Their practical knowledge is very useful for us.” Once the current batch of students learning hospitality skills at ITI Karjat graduate, he plans to hire a few of them.

There are enough examples of the difference in thinking. ITI Karjat's hospitality course boasts of a bakery and confectionary programme, which is well known. The institute decided to train all the hospitality instructors in the state's ITIs in this programme. The government nominees, however, felt this would be too big a project for the institute to handle. But the management team took up the challenge and finished it in record time. Twenty instructors from different parts of the state went back to their institutions with certificates, and new capabilities in this area.

Indeed, it has always been a challenge to bring the two worlds together. After working for the government for years on end and following its cumbersome processes, some officials find it difficult to collaborate with the corporate world all of a sudden.

In order to ease the transition, workshops are held for principals of ITIs with the help of industry players. “This was done to eliminate conflicts between the IMCs and the principals,” says Bhattacharya of the Maharashtra government. During these workshops, they were told to work under the guidance of the private players to run their institutes professionally.

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Director of Training, Ministry of Higher Education, Maharashtra

### Change Has Come

The partnership with the private sector has revitalised every aspect of an ITI's working. PPPs are ensuring that projects are implemented on time and within budget, proving that better government prevents cost overruns. The government has laid down a set of procedures to follow for all financial transactions. Also, the Central government's National Steering Committee and the Ministry of Labour and Higher Technical Education at the state level monitor these ITIs, to ensure the private partner uses the Rs 2.5 crore for designated purposes only.

On their part, many of the corporates are realizing that such initiatives are a sure and far easier way to meet their talent crunch. As Percy Chowdhury of Rustomjee Group points out, it was the shortage of skilled



manpower that led the company to vocational training.

Although financial contribution is not a pre-condition to strike such a partnership with an ITI, the private partner generally shells out some money for infrastructure, and so on. For instance, the Rustomjee Group has spent about Rs 25 lakh on renovating ITI Karjat, as has Toyota Kirloskar for each of its 17 ITIs. Most of the money was spent on buying equipment, hiring staff and training instructors. Chowdhury describes it as a socially responsible act.

The government too is more than ready to invite them on board. “We request more industry players to join this scheme as a social cause. There is a need to increase the employment rate,” says Bhattacharya. “CI members have adopted 247 ITIs so far. We expect to add another 100 this year,” says Colonel IS Gahlaut, Director of Skills Development at CI.

In countries like China and Switzerland, the responsibility of training manpower lies with the private sector (with the help of government subsidies). But in India, it has always been the responsibility of the government, and quality took a hit on every front. The involvement of the private sector is changing that, at least in some institutes. ■



**“Our real estate projects were stuck due to the shortage of skilled manpower. This need got us into vocational training.**

—Percy Chowdhury  
Director, Rustomjee Group

Higher Education in Maharashtra. The state has about 411 ITIs, out of which 177 have been converted to the PPP model.

Not only that, the quality of training has improved. Earlier, students from these institutes had to be trained again. Now, as Bhattacharya points out, they are “fit to start work from day one”. Nibha Khanolkar, Director of MS Engineering Works, a Mumbai-based supplier of machine tools, confirms this. “The students' knowledge and approach to work is much better and they are confident about what they learn. This makes them more employable.” Teachers have become more dedicated, he adds, with a smile. MS Engineering picks up 90% of its workers from ITIs.

The private sector is also making a quan-

**“The students from PPP institutes are well-behaved and hard-working. Their practical knowledge is very useful for employers like us.**

—Prem Pathak  
General Manager, Rivergate Resort







## Articles in OUTLOOK magazine recognizing our efforts in ITI, Issue dated 15<sup>th</sup> May 2010 Pg. no. 66, 67, 68 & 69

### FEATURE ITIs



# THE PRIVATE TOUCH

Partnerships with the private sector can revolutionise government industrial training institutes. That's what a few ITIs have demonstrated.

Ahona Ghosh

**N**ESTLED IN THE GREEN HILLS OF KARJAT, a suburb 70 km from Mumbai, the Karjat Industrial Training Institute (ITI) is like a beacon of hope. All around it are gloomy, ramshackle, tin-roofed shops. But the spanking new building, painted in bright yellow, is a study in contrast. The old one was crumbling and the institute shifted to the new campus a couple of years ago, after it

was adopted by Mumbai-based realty Rustomjee Group. It's not just the building that's new. Curriculum has been revamped and better qualified instructors have been appointed ever since the realty company tied up with the government institute.

It was three years ago that the government announced a programme to run the ITIs in the country as private-public partnerships (PPP) and improve the quality of education and training. The proposal has the potential to revolutionise vocational higher education

in India. But the spread and speed of change across these public-private ITIs is not the same. Some of them still remain trapped in old mindsets and practices, but there are others, like ITI Karjat, that are turning over a new leaf.

The Rustomjee Group has so far taken on 3 ITIs under its wings. Several other companies, including Toyota Kirloskar, Iridal Steel Works, NTPC, Iqat, Tata Power and Raymond, have also adopted ITIs in different parts of the country.

#### Bridging The Skill Gap

ITIs are the backbone of vocational education in India. They supply the skilled workforce required by the industry. The courses taught in these institutes include electrical, secretarial, welding, plumbing,

refrigeration, air-conditioning and food-processing programmes, among others.

But, over the years, the institutes have faced many difficulties. They didn't have enough trained instructors, their equipment and machinery was outdated, and their training was out of sync with the market. These insufficiencies created a mismatch between the people churned out by these ITIs and those industry required.

According to a Federation of Indian Chambers of Commerce and Industry (Ficci) report on vocational training, the overall skill gap in the country is over 10 million and growing. Says Shekhar Vasa-nathan, Deputy Managing Director of Toyota Kirloskar Motor: "There is a pressing need for skilled manpower in the industry. Partnerships with ITIs are aimed to

**JOB READY:** After being adopted by Rustomjee Group, the quality of instructors and equipment at ITI Karjat has improved. So has the quality of passouts from the institute.



**Of the 2,000-odd ITIs in India, 1,396 were proposed to be brought under the PPP model. So far, 900 have been adopted by the private sector.**

meet this requirement." The company has adopted 17 institutes across 12 states. "A few years ago, our real estate projects got stuck due to a manpower shortage. People were not trained enough for the right jobs," says Percy Chowdhury, Director of Rustomjee Group and Chairman of ITI Karjat.

To address such concerns, the Central government launched a scheme in 2008 to upgrade old ITIs and set up new ones. Under this, industry groups adopt institutes in their locality, while the government provides funds (Rs 2.5 crore to each ITI) as interest-free loans, payable over 30 years (with a moratorium of 10 years). Of the

2,000-odd ITIs in India, 1,396 were proposed to be brought under this model. So far, about 900 have partnered with various industrial groups.

Says BP Pant, Director of the Labour, Employment & Skill Development Division at Ficci: "About 300 ITIs are released annually under this PPP scheme." The government has a corpus of Rs 750 crore to give out every year, which covers around 300 ITIs. The companies are chosen on recommendations from industry bodies like the Confederation of Indian Industry, Ficci and the Associated Chambers of Commerce and Industry of India.







## Articles in The Economic Times recognizing our efforts in SDI Issue dated 26<sup>th</sup> November 2010, Pg no. 6

### Rustomjee Group

## The Slab Test

It helps people from rural areas build a long-term career in the construction industry

**M**ILES AWAY FROM HIS HOME IN Manipur's Longhar village, K John, a 23-year-old high-school dropout, is busy knocking nails into wooden planks at a hot, dusty construction site in Mumbai. Till just over a fortnight ago, John worked with his father, a farmer, in a paddy field in the village. With stars in his eyes, he was brought to Mumbai to work on local developers Rustomjee and Everdhine Group's residential complex, Global City Vista.

He is enrolled in Rustomjee Group's skill development programme, where he is being taught carpentry along with other youngsters from his state. "I want to learn this work here as there is no one to teach me these skills back home and earn more wages as a professional carpenter," says John.

At the construction site, master carpenters and a team of supervisors are shouting instructions to a group of 20-somethings, who are learning to build a staircase. At least 70 youngsters, school and college dropouts like John, have been brought here for a month's training by voluntary organisations from villages across Manipur and Amaravati in Maharashtra.

Started four months ago, the group's skill training initiative is aimed at running an efficient supply chain to meet tight construction deadlines. At this stage, the projects need labourers to put up building foundations, and workers skilled in shuttering and carpentry. The group has 1,800 labourers with experience and requires 3,000 to finish the work on time. "Nearly 40% of our residential units in this phase have been sold and we need to finish this project by 2012," says Rakesh Dogra, vice-president (projects) at Rustomjee.

Phase one of global city's construction has begun on 217 acres, with 18,000-20,000 houses and shops. For the first block of 160 buildings, the joint venture

between Rustomjee and Everdhine group needed skilled labourers to complete this project, and Rustomjee fell back on people from rural, below-the-poverty-line backgrounds to fill in the slots.

"We have 4.5 million sq ft of construction work going on and we need a huge quantum of manpower to be deployed," says Percy Chowdhury, director of Rustomjee Group. Chowdhury, who has some experience in education, is spearheading the training initiative. "Skilled workers increase efficiency in terms of quality and time lines by 30-35%," he says.

#### Statistical Analysis for United Group

Sector	Construction
No. of centres	1
Student intake	70
Course duration	1 month
Course fee	Nil

After a month, the trainees will be placed in the Rustomjee Everdhine site. They will earn ₹150 per day, which works out to ₹4,500 a month. "In four years' time, if they are consistent and good at their work, they could earn up to ₹20,000 a month," says Kavi Luthra, vice-president-strategic alliances at Rustomjee Academy for Global Career, the real estate group's education arm.

For people like 32-year-old CS Katarba, a paddy farmer from Manipur's Matam Centre village and the oldest among the trainees, this can make a huge difference. Katarba harvests 100 tons of rice a year, and earns Rs 10,000 a year. He has no illusions about why he is here: "I have come here to earn

some money," he says.

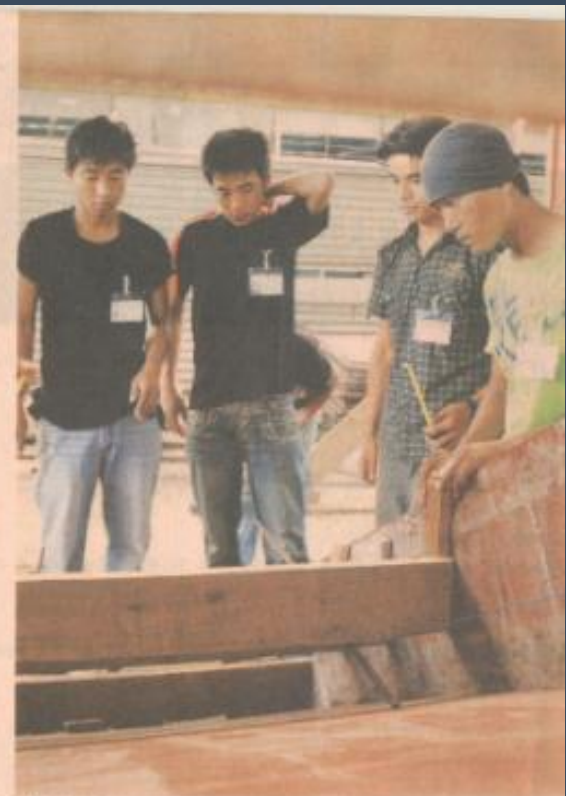
The trainees practice the skills of their trade each morning in a tin-roofed enclosure. After this, they are sent to work on the main construction site from 2.30 pm to 6.30 pm for some on-the-job experience. On this shift, they earn a stipend of ₹30 a day, meant to be an incentive for them to hang on.

Despite this, the young, homesick trainees are eager to return home. Some even run away. In the previous batch of 10-15 people, nearly 40% packed up and escaped in the wee hours of the morning. "Between 30% and 40% of our recruits leave," says Dogra. Getting used to a big city like Mumbai, apart from weather conditions and the food, is not easy for the 18-25-year-olds.

Luthra, whose job it is to find recruits and enrol them in this programme, has tied up with various local NGOs. Yet, the results have been dismal. "Our main challenges are to get people from rural areas and incentivise them to stay on," says Luthra. They have trained 50-60 people in four months.

The company gives Luthra ₹3,000 per trainee, which goes into providing accommodation, food, paying teachers' salaries, and facilities like water and electricity to camps where the trainees stay. Unlike the regular labourers, who work on the site and live in cramped tents dotted along the borders of the 217-acre plot, the trainees live in a building constructed just for them. Each 80-sq-ft bedroom has two triple bunk beds, a fan and a bulb. At least six trainees fit into a room. "These living conditions are better than what they are used to back home," says trainer Biswaji Santra.

Rustomjee Group has plans to develop a dedicated training institute over a 5-acre plot in Kasara near Nashik, Maharashtra. The idea of investing in vocational training, says Chowdhury, is to help "make India the skill capital of the world."



**BUILDING BLOCKS:** Rustomjee teaches 20-somethings like K John (in green) the skills of construction. If he's good, his salary can increase to ₹20,000 a



## Articles in Construction World recognizing our efforts in Training Construction Sector Issue dated January 2011, Pg. no. 70 to 82



such it was difficult to convince these workers to relocate to construction sites leaving behind their family and land as agriculture is the most dependable source of income for many. With local employment increasing owing to various government schemes, rural youth have become complacent."

### The cause

Why are resources not in place? It is not that the government, industry and its associates were unaware of the hanging sword of Damocles. As Dr Swarup enumerates, "Some of the reasons behind the present crunch of skilled workers are reduced migration of workers from traditional locations like Orissa, Chhattisgarh, Bihar and Rajasthan on account of availability of local employment opportunities (like rural road constructions and National Rural Employment Guarantee schemes); poor service conditions, inadequate capacity of vocational training institutes; and lack of good and trained trainees." Concurs Kavi Lathra, Vice-President (Strategic Alliances), Rustomjee Academy for Global Careers (RAGC), "Manpower has to be sourced from various rural areas. As



**"With local employment increasing owing to various government schemes, rural youth have become complacent."**

• Kavi Lathra, Vice-President (Strategic Alliances), RAGC

### MINDS UNDER CONSTRUCTION



Students undergoing training at the RAGC Centre.







# Recognitions for RAGC





# UK – India Skills Forum Award 2010

**Best Vocational Training Provider**

In the presence of

**His Excellency Sir Richard Stagg**

(British High Commissioner)

**Shri Mallikarjun Kharge**

(Hon. Minister Labour & Employment)







# ITI Karjat gets A+ Gradation





Look at the sky. We are not alone. The whole universe is friendly to us and conspires only to give the best to those who dream and work.

***A.P.J. Abdul Kalam***

