

SKILLS 2013

2nd International Conference
on Life Skills & Livelihood Skills-
Challenges for International Cooperation

December 12-14 , 2013
at National Academy of Construction, Hyderabad.

CONFERENCE REPORT



Organized By:



Ministry of Skill Development and Entrepreneurship

Supported By:



Government of India
Ministry of Skill Development and Entrepreneurship



National Academy of Construction
Hyderabad

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A Note of Thanks

SKILLS2013 is the second in a series of Life Skills and Livelihood Skills International conferences aimed towards developing the skill levels, especially among the underprivileged with a focus on rural and unorganized sectors.

With the theme 'Life Skills & Livelihood Skills – Challenges for International Cooperation', the SKILLS2013 International Conference took place in 12-14 December 2013 at the National Academy of Construction in Hyderabad, India. Over 300 participants representing a wide spectrum of regulatory, academic, industrial and other sectors of life across India and overseas had been there to honor us with their presence.

SKILLS2013 had an extreme agenda of 30 high-level speakers, and panel sessions on a wide variety of topics. SKILLS2013 provided participants with new insights on how to promote international collaborations towards skills development in India, and a platform to have stimulating discussions, sharing knowledge, producing ideas and initiating collaborations.

The conference's presentations and a photo gallery have been made available on the conference website www.skills2013.org.

All this certainly haven't been achievable, however for the excellent teamwork, involvement of galaxy of distinguished Conference Committee, the support and assistance from various individuals and organizations to the SKILLS2013 Conference all through. It is definitely difficult to reckon or even capture in words the holistic impact of support received. Nevertheless, we wish to place our gratitude to all the individuals and organizations that have supported us in whatever manner; be it in money, time, resources and skills or ethical support for this great global cause.

I, on behalf of the conference steering committee, take pleasure in presenting this post conference report. We look forward to sharing with you our future successes and your continued support in realizing the conference resolutions.

Ravi K Reddy

Member, Steering Committee - SKILLS2013

Secretary - REEDS

Hyderabad; 1 January 2014

Conference Report

SKILLS2013: International Working Conference on
Life Skills and Livelihood Skills- Challenges for International Cooperation
12-14 December 2013, Hyderabad, India



SKILLS2013 is the second of the series of conferences on Life Skills and Livelihood Skills, an initiative by Rural Economic and Educational Society - REEDS a not-for-profit organization that associates with programs relating to improved quality of rural life.

The 3 days event was organized by REEDS with an aim to bring diverse stakeholders together to deliberate on the challenges and possible solutions in the critical area of skills development, in collaboration with Directorate General of Employment and Training – DGET, Ministry of Labor & Employment, Government of India; and Department of Employment & Training, Government of Andhra Pradesh.

The conference was supported by internationally drawn Advisory Committee and a number of national and international institutions. In addition to students and trainees; the conference gathered professionals, academicians, government officials, and education and training providers. The conference attracted participation from Australia, South Africa, Sri Lanka, South Korea and USA besides India.

Summary & highlights

12 December 2013 - Day 1

Inaugural Session

Welcoming the gathering, Mr. Ravindra Vikram, Chairman of REEDS, spotted that the continued challenge of India remains to be education and skills development, and expressed hope that SKILLS2013 would act as a platform for all the stakeholders to discuss and create space for mutual efforts and forging partnerships for improved skill development process.

Two minute silence has been observed as a respect to the memory of Prof. PV Indiresan who passed away on 24 February 2013 at 85. He had been an inspiration and a guide to the current conference series. Dr. SK Hajela, founding member of the Conference series steering committee presented honor message.

Conference also paid tributes to Dr. Nelson Mandela who passed away on 5 December 2013. Few of the participants including those from South Africa recollected their memories with the great visionary and reminisced his famous quote on education - "Education is the most powerful weapon which you can use to change the world."

Prof. R Sadananda, another founding member of the Conference series steering committee, presented an expose on the primary activities of the SKILLS2013 conference. Pointing that inclusion of Asia Pacific Dialogue in the conference program is an exemplar, he trusted these conference series pave way towards shaping a sustained professional community interested in exploring the theoretical and practical foundations of skills and its manifestations in many ways.

Ms. Kyile Bell, Trade and Investment Commissioner-South Asia, Australian Trade Commission, the chief guest at the inaugural function, considered that the event would provide opportunity for mutual learning among the experts in the area of skills development and to address the astounding Indian skill development target of 500 million. She indicated that joint endeavors have begun to understand the issues India is facing, and how Australia with its world's best vocational education and training skills development systems can partner with India to deliver the solutions in skills development.

Prof. Marmar Mukhopadhyay former director NIEPA, in his keynote address at the inaugural session, referring to his researches where majority of university graduates are found without employability skills, felt that along with qualification, combination of technical and soft skills are required for employability. Sharing his '*Udang*' experiment of coupling community needs in skills training needs in his village, he suggested to have location specific micro planning in the skills development endeavor though a challenge. He remarked that Skill Development field is absolute with tremendous future and demand, and it depends upon leaders who will take this up.

Shri JC Sharma, Principal Secretary to Government of Andhra Pradesh, Department of Labour & Employment, in his address provided an overview of the skills development efforts of Government of Andhra Pradesh. Explaining two different approach pursued by Government of Andhra Pradesh in the area of skills development through *Rajiv Yuya Kiranalu* and Government of India's Modular Employability Skills, he felt that these programs were not being perceived properly by the beneficiaries despite of efforts by the governments. He extended an invitation to the VTPs to join hands with Government of Andhra Pradesh in extending skills without any inhibitions and offered all out assistance and support to those VTPs willing to associate.

Prof. KC Reddy, Chairman REEMAP in his inaugural address, while sharing thoughts on contemporary skill development issues, said, India's greatest strength today is its huge young human resource, that was neither there earlier nor will it have this strength beyond 2025 or 2030. He emphasized the need for a country like India to utilize the resource that is available in abundance properly, rationally and efficiently towards ultimate inclusive development. For the purpose, he find the need is for inclusive investment not just expenditure.

Pointing that at lower levels of education, social returns are high and at the higher levels of education the private returns are higher. When compared to the social benefits, skills development is to be considered as a strategy in conceptualizing a holistic society. He pointed out to perfect skills market assessment right directions state interventions such National Skill Development Corporation, Modular Employability Skills, *Rajiv Yuva Kiranalu* initiative of Andhra Pradesh etc are needed. He felt all these efforts by the industry, by the government and by the academia to be aligned and the collective effort only can take us forward.

Inaugural session was concluded with Mr. Ravi Reddy, another founding member of the Conference series steering committee and Secretary of REEDS, proposing vote of thanks to all the participants, supporters, organizing committee and the hosts.

Session 1: “Skilling 500 million”

The session had 5 speakers with different expertise. Mr. Shashi Bhushan Kumar, IAS, Commissioner of Rural Development, Government of Andhra Pradesh, Mr. Ranjan Choudhury Principal - Program Development of National Skill Development Corporation, Prof. Ms. Bhavani of Amrita University, Dr. Jaya Indiresan, Educationist, and Prof. K.R. Ramana, Dean, Construction Industry Staff College. The session was chaired by Prof. Satish Kumar Manocha, former Chairman and Managing Director, ITI Ltd, Bangalore

The deliberations focused on initiatives of the Government of Andhra Pradesh and Government of India finding solutions through Mission based; Region based; Special strategy wise approach and by Special Purpose Vehicles and PPP models. Establishment of over 100,000 training centers and of new Centers of Excellence for relevant up-skilling is thought to help out for out-reach for the needs of trainers. The presentation threw light on the policy setting, effective skills development implementation strategies and few best practices adopted by Government of Andhra Pradesh while highlighted the continuing challenges.

In her presentation on ‘Development and Deployment of CVET in India Issues’, Prof. Bhavani explicated how technology based solutions developed at Amrita University help with faster assimilation and proper understanding for learning and in addressing the issues plaguing Vocational Education. An illustrative Multimodal approach for skill development in vocational training developed and adopted by Amrita University was demonstrated which included multilingual, Human Centric design, Videos /animated Lectures, Simulated Workshops, Continuous Evaluation, first haptic device developed for VET in the world.

In the presentation titled 'Skill Training for Empowerment A Study of Women in Agriculture', Dr. Jaya Indiresan shared her experiences from two of the rural women empowering projects she was associated and supported by British Council and Danida. She talked about how these projects helped a large percentage of females, where initial trainings were carried out in two southern states with the technological support developed. For women in agriculture, she concluded that specific cultural and societal background played a big role in success of work carried out in 5 states. This provides a lead how to carry out directed programs for specific learners group.

Prof. Ramana in his proffering on 'Skill development in Construction Sector: The Need and Evaluation', while highlighting the steady growth in the infrastructure construction in the country which poses a great demand for workers of different trades and skill levels, underlined the skilled labour force shortage in India. The presentation was focused on the challenges underlying to develop a criteria by National Academy of Construction in Andhra Pradesh for evaluating the skills acquired by the trainees and on the frame work with dimensions and measures proposed as a tool for evaluation.

The next speaker to speak was Mr. Ranjan Choudhury Principal - Program Development of National Skill Development Corporation. In his 'Empowerment through Skill Development' presentation, Mr. Ranjan presented an overview on Skills Development Institutional framework in the country, targets versus achievement so far and NSDC's performance in achieving its goals. The deliberation included how NSDC is helping to develop a conducive environment for skills development, its international engagement and how NSDC encouraging international entities to set up training ventures to serve a market need.

Session 2: “Care Industry & Skills”

Topics of the session were: ‘The Future of Care’ by Prof. R. Sadananda of National ICT Australia; ‘Care and Ethics’ by Dr. Ram Prakash Gupta, Founder, Shanti Mukund Hospital, Delhi; ‘Care Work – Pathway to Global Career’ by Ms. Kay Ganley, CEO, Charlton Brown, Australia; and ‘Skill Challenges for Migrant Care Workers’ by Dr. K V Swamy of OMCAP Ltd. Andhra Pradesh. The session was chaired by Prof. R. Sadananda.

Prof. Sadananda shared remarkable views on the huge skills gap being discussed quantitatively and cautioned to be aware of the numbers. While appreciating relentless advances of technology in the health care area, he opines ‘confident face’ of the surgeon and the ‘assuring smile’ of attending nurse is too valuable to be lost in the process and that the friction between technology and humane should be in right amount for our well being.

Ms. Kay in her presentation while providing overview on the aging population across the world while India set to become the world’s youngest country with 64 % of its population in the working age group by 2020 espoused why training and education for the world’s youngest country will become critical in the area of care skills. She shared her organization – Charlton Brown’s experiences on how the Australian expertise is taken benefit of by many countries of the world.

Dr. RP Gupta in his convoluted presentation had delineated healthcare challenges in rural India that constitutes 70 % of communicable diseases and about 50% of non-communicable diseases and the suggestions in overcoming the same. He finds the biggest challenge of all remains the substantial gap in accessing healthcare and underscored the need for investment to improve access to both primary and tertiary care. While expressing concern on diminishing ethics in the care profession, he called all professionals for upholding the standards of professionalism to support access to medical care for all people.

Dr. KV Swamy in his presentation, while providing an outline on skill challenges for migrant care workers, shared the data on international women migrants who constitutes almost 50% of total migrants of 215 million and majority being in the care industry. He presented a synopsis on the key streams, trends and reasons of women migrants and deliberated on the issues and concerns in women migration and the skill challenges for women workers. He opined that State machinery needs strengthening for enforcing fair policies and prevention of future problems of migrants.

Session 3: Asia Pacific Dialogue

Asia Pacific Dialogue was an interactive session moderated and facilitated by Mr. Steve Quirk and Ms. Linda Barbero, Executive Directors of The Frontline Group of Australia. Four Discussion papers were provided to the participants to be discussed and debated in small groups and share their views with all the participants. Discussion papers presented were -1) Educational Partnerships & Collaborations; 2) Human Capital Trends; 3) Employment & Productivity in the Informal Sector; and 4) Skilling & Workforce Development.

Major Theme of the Conference being “Life Skills & Livelihood Skills – Challenges for International Cooperation”, this rap session was one of good importance. Recap of the interlocution discussion paper wise has been:

- 1) Importance of educational partnerships and collaborations across countries and on the variety of methods facilitating diversity of education needs, challenges of maintaining partnerships, SWOT analysis in finding the right partner and ideal agreement contents;
- 2) Challenges of human talent to growth of economy and region, future of Asia Pacific region with a focus on India’s demographic shift, recognizing large mismatch in skills available in each sub-region, action plans based on that, increasing demands for new talents, and talent management processes;
- 3) Status of informal sector workforce in Asia pacific region, social and economic challenges, need for suitable learning techniques in informal sector, need for innovative methods to encourage motivate learning with due consideration to local culture, recognition of prior knowledge/experience, facilities available, and the role of NGOs in bridging the gap; and

4) Importance of skill development in Asia Pacific region for sustaining growth in economy, increasing need for more vocational education and training with higher level of content in developing nations, skill challenges in training the trainers, matching the training needs with industry growth in each local area, increasing industry partnerships and building a systematic approach, and the role of private sector in developing need based skills for sustaining the economic growth in the region.

Special Address

Conference had a privilege to have a special address by his Excellency Dr. K Rosaiah, Governor of Tamilnadu. In his eclectic address, Dr. Rosaiah recalling his presence at the first Conference in December 2010 focused on challenges for Institutional Development at the very same venue appreciated the objectives of the current conference as timely and a welcome one. He acknowledged the effort initiated by international voluntary group of professionals to empower rural masses to foster inclusive development and expressed confidence with the help and support of such able and dedicated gathering, the challenges in achieving our national aspirations and global wellbeing would meet.

Acknowledging that the international cooperation will help a great by learning from each other across the countries of the world, he perceived that the conference comprising international professional community would bring about a significant outcome in addressing the challenges in skills development. He wished the Conference success in its deliberations and in establishing cooperation and relationships globally in pursuit of attaining the national goal of skilling 500 million people by 2022 with emphasis on rural empowerment. [See page 22 for the full text of the Dr. Rosaiah's address.](#)

Sri G Venkataswamy, former Union Minister for Labour & Employment, Government of India and mentor of the conference series who had been a guest of honor at the event expressed his sincere thanks to Dr. Rosaiah for being present and providing motivational address to the gathering and appreciated the conference organizers for their valuable effort of global consequence.

First day conference session was concluded with Mr. Ravi Reddy proposing vote of thanks to Dr. Rosaiah, Shri G Venkataswamy and all the participants.

Session 4 – ‘Building skills for SMEs’

First session on the second day of the conference has been on Building skills for SMEs that was chaired by Mr. Srinivasa Rao, former Managing Director of APITCO Ltd, India. There were three presentations at the session – ‘Modes of skill up gradation in SME sector - means and constrains’ by Srinivasa Rao, ‘Enhancing Skills for MSME Development’ by Mr. K Suryaprakash Goud, Associate Faculty, ni-msme, India, and ‘South Africa response to the Mobile Learning Challenges’ by Mr. Harrikrishna A Narismulu, Head, Hire Intelligence, South Africa.

In his presentation, Mr. Srinivasa Rao highlighted that Small and Medium Enterprises (SMEs) accounting for more than 90% of all firms outside the agriculture sector, constitute a major source of employment and generate significant domestic and export earnings. He stresses that access to training and efficient utilization of skills in SMEs has long been an area of concern. He considers the Governments and Industry Associations have to play a pivotal role in designing and delivering more flexible SME-centered training packages and the SMEs should understand the values of “Learning while doing!”

In the presentation followed, Mr. K Suryaprakash Goud representing ni-msme brought out the gaps in skill sets both soft and hard skills by which SMEs are suffering and felt the need for change in the attitudes towards employee training. In the context of India going to have highest young manpower in the world by 2030, he felt this young energy need to be directed in right direction in making SMEs benefit. He provided overview on ni-msme working for skill building. He further added, in order to multiply the results of skill building initiatives some more interventions like active participation of Industry Associations, R&D Institutes, and Educational Institutes is needed.

Mr. Harrikrishna A Narismulu made a presentation about mobile technologies highlighting the South African experience. He explained in detail how some South African private education and training providers as well as some public institutions have found novel ways to respond to the skills challenge given the relatively poor bandwidth and high costs of internet access environment in the Southern African region and also cost-effective solutions adopted to overcome the challenge of expensive textbooks, creating wider access, etc.

Session 5: 'Skills for Agriculture and Rural Livelihoods'

Dr Sadamate a noted Agriculture convergence Expert World Bank chaired this very lively session with presentations by Dr S Venku Reddy, Agricultural Extension & Rural Development Specialist, India and Dr. M. Suryamani, Professor at Extension Education Institute, Hyderabad, India.

Dr Venku Reddy in his presentation titled 'Skills for Agriculture and Rural Livelihoods - Challenges for International Cooperation' highlighting that agriculture holds key for reducing poverty and increasing the security of livelihoods, considered advancement in skill development will have phenomenal effect on productivity and gainful employment. He emphasized the need to expand the outreach of both schools and training institutions in underserved rural areas, outreach measures through ICTs, and strengthen coordination and collaboration with the private sector in skills development both to increase the relevance of training and to improve and facilitate its delivery by Private-Public Partnership mode.

In the subsequent presentation titled 'An Evaluation Study on Selected Soft skills imparted to the Extension Professionals of Tamil Nadu and Odhisa, India' by Dr Suryamani, she shared her study experiences on the effect of Soft skills imparted to the extension professionals on their ability to effectively interact with the agricultural community.

Dr. Sadamate spoke in detail on 'Skill Development in Agriculture and Allied Sectors' covering policy issues with a focus on XII plan where he himself was instrumental in Developing XII Plan in Agricultural sector. Marking out the challenges in agriculture and allied sectors in the context of skills development, he appraised on the strategic initiatives incorporated in XII plan towards farmers' empowerment.

He opined that Governments, both Federal and States, should promote policies to enable skill development efforts of the local agencies and encourage private investments and partnerships.

Session 6: 'Skills & Economy – Global Experiences'

The Session 6 was on "Skills & Economy – Global Experiences". Dr C Rao Kasarabada, former Chairman, United Telecom Group, India chaired this interesting session with three presentations from Australian enterprises and one from an Indian technical writer.

Ms. Sue Freeman, India Director, Australian Retail College, Australia in her presentation titled 'Trials, Tribulations and Triumphs - a Perspective from an International Vocational Skills Provider' spoke about her experiences in establishing a joint venture in India for retail skills training. The presentation highlighted the importance of collaboration and shared values when building partnerships and establishing joint ventures.

Ms. Paula Johnston, Director, Skills Think Consulting, Australia in her presentation on 'How do you recognize quality e-learning?', shared an e-learning quality model devised to help key vocational education and training players and had taken the attendees through two key areas – the initial research, design and pilot of the e-learning quality model; and an explanation of the model itself.

Mr. Ramesh K Raju, Technical Writer, Freescale Semiconductor, India, made a presentation on 'Leveraging Technology and using simulation based learning to impart skills'. In his presentation he attempted to highlight the efficacy of the simulation based learning and ways to maximize the workforces' efficiency.

Mr. Sean Freeman, COO, NSL Consolidated Limited, Australia in his talk titled 'Behavioral Safety and issues related to Global Recruitment and Skills Development' spoke about NSL JV implemented in Andhra Pradesh. He highlighted behavioral safety and the issues related to global recruitment and skills development, with a particular emphasis on the Indian resources industry.

Special Talk

There was a special Talk by Dr. Richard Oliver, Founder and CEO, American Sentinel University, USA entitled '*Billion Brains*'.

Dr. Oliver had in his talk presented the thesis that India has a unique opportunity to lead the world in education growth by 2050, and consequently become the world leader in economics, technological innovation, culture, and in many other areas as well.

He emphasized his belief that India has the unique opportunity and the goal is to empower a billion citizens and make them economically active by 2050 and thus India would have the leading Global Share of Brains. If it does rise, he opine, it will become the world's new storehouse of intellectual human capital.

In this context, he outlined American Sentinel University's evolving virtual campus model that could offer an unprecedented opportunity to learn and grow professionally and civically at anytime, anywhere, and in their own time and space of their own choosing.

He articulates that India with one billion brains, with certified competencies making an economic contribution has potential to bypass the current forecast of India to go from 13th rank in 2000 as the 3rd largest country by GDP by 2050. He strongly enounce that a billion Indian brains employed in the service of the economy, innovation and contributions to the arts, politics, culture and social progress, and all other productive parts of our lives, will positively transform not only India, but the world. He propounds that India, therefore, must resolve to put at the very least, a billion brains to work by 2050.

Valedictory Session

Mr. M R Vikram, Chairman REEDS had extended welcome to all the guests and participants to the valedictory session of the conference. Mr. Robert O'Meara, Chief Finance Officer, Australian Trade Commission and Mr. G Vinod, Former Minister for Labour & Employment Government of Andhra Pradesh were the guests of honor at the Valedictory Session provided their address to the participants.

Mr. Sutirtha Bhattacharya, Chairman & Managing-Director, Singareni Collieries Company Limited, Andhra Pradesh, India delivered an inspirational Valedictory address and wished the best in the endeavor.

Dr S.K. Hajela member of the Conference Steering Committee presented the summary record of the event.

Mr. Ravi K Reddy, member of the Conference Steering Committee and Secretary of REEDS concluded the event with extending a vote of thanks on behalf of the conference committees to all the moderators, presenters, discussants and the participants for making the conference successful and purposeful.

Workshops

On the third day, there was a special workshop conducted with presentations by Dr. K V Swamy of OMCAP Ltd, Andhra Pradesh and Mr. Madhu Babu of IL&FS Education. Ms. Kay Ganley, Chief Executive Officer, CHARLTON BROWN, Australia chaired the session.

In the presentation on 'Initiatives by AP Government on Overseas Employment & Welfare', Dr. K V Swamy provided an overview on the status of Andhra Pradesh overseas employment, initiatives by government in promoting overseas employment and measures towards streamlining the placement processes and protection of overseas employees. While sharing experiences on challenges and issues involved in overseas placements and employment, he detailed OMCAP's role and its efforts in this regard.

Mr. Madhu Babu representing IL&FS Education made a presentation on 'Evolving PPP Models in Skills Development: An Indian Private Sector Experience'. Providing an overview on Indian Skills Development Imperative encompassing key socio-economic challenges, he shared the data on the astounding incremental HR requirements to support domestic economic growth till 2022 and underlying India's demographic dividend window of opportunity to become "global skills factory".

Throwing light on government supported institutional mechanism for PPP in Skill Development to meet the challenges; he explained how IL&FS leveraged its PPP experience to support the initial pilots and implementation of mandates under PPP in skill development leading to become one of the top two models for skill development in the world. He also elucidated on how IL&FS Skills has skilled over 1,000,000 people since 2005 through a network of Hub & Spoke institutions across India and how their standardized technology enabled training methodology ensures quality with scale.

Village Visit

A visit was organized to Narasappaguda, a village in Mahaboobnagar District on the third day of the conference i.e Saturday, 14 December 2013, with a view to provide an opportunity, particularly for the overseas participants to have a firsthand feel of a typical Indian Rural Village, and to interact with the community and authorities to know the current status of skills development programs in rural areas, particularly woven around agriculture and women empowerment and to understand how rural communities could be equipped with knowledge in formal, non-formal and informal settings and new ways of promoting rural employment.

A group of 17 conference delegates including 11 overseas participants taken part in the village visit and interacted with village communities and experienced the ongoing skill development initiatives there at. The entire participants find the engagement in discussion with women groups and village community found rewarding and appreciated the spirit of coordinated efforts of women self help groups in empowering themselves.

His Excellency Dr. K Rosaiah, Governor of Tamilnadu special address to the conference on 12 December 2013

At the outset I congratulate REEDS for organizing this International conference on Life Skills and Livelihood Skills - Challenges for International Cooperation.

It is a pleasure to inaugurate this conference and address this distinguished gathering here today. It is timely and a welcome one. You may recall that I had the pleasure of being with you at the first such International Conference in December 2010, focused on challenges for Institutional Development at the very same venue.

Since I hail from a middle class Family and it is the community interest in me that had made me become a part in the area of life skills and livelihood skills development. I am happy to see Sri G Venkataswamy, the mentor of this community programme herewith us today.

I am glad to learn that this conference series is initiated by an international voluntary group of professionals and hosted by REEDS, the Andhra Pradesh based not for profit non-government organisation. REEDS commitment to involve in educational and economic well-being of rural masses with a view to empowering them to foster inclusive development deserves appreciation. I am sure with the help and support of able and dedicated voluntary Organisations like REEDS we would meet the challenges in achieving our national aspirations and global wellbeing.

Today India is one of the fastest developing countries in the world. We have seen a green revolution, a white revolution and a brown revolution and we are on the verge of a second Green Revolution. India occupies 2.4 % of the world's land area and supports over 17.5 % of the world's population. 2001 census reveals that about 72.2 % of the population lives in about 6,38,000 villages. Sensitizing the rural masses on the need for developing Life skills and livelihood skills is the need of the hour.

Napoleon Hill said, "Strength and growth come only through continuous effort and struggle."

The growth in service sector at large is creating corresponding increase in demand for skilled manpower causing an acute shortage of skills, thus creating a paradox. The paradox is the co-existence of millions of unskilled and semi-skilled population while there is a demand for skills in many sectors. The resolution of this paradox is both a social and equally an academic challenge. I call upon the stakeholders to undertake research

and to involve themselves dedicatedly to work on the modalities which would seed solutions for such issues.

Another critical issue, I would like to bring before you is the question, where do skills end and knowledge begins. The investigation here would lead you to, among others, sociological and psychological dimensions.

I am sure that the international cooperation will help a great deal here by learning from each other across the countries of the world. I am happy to learn that Delegates from across the globe are participating in this conference. I am pleased to learn that a significant number of delegates are professionals and they are from Australia, USA, South Africa, Sri Lanka, and South Korea. I am sure that formation of a sustainable international professional community who are passionately interested in skill development across the world is an added impetus to this conference. I am confident that it would bring about a significant outcome in our mission to address the challenges for International Cooperation on Life Skills and Livelihood skills.

The advancements in science and technology have created immense opportunities. We have to create access to tremendous amount of knowledge and skills for the benefit of mankind. I am sure that this conference would dwell in depth to explore on the new ways for promoting rural employment, on the need for education and skill development, work on the strategies for Collaborations and International Cooperation and on developing innovative skills through improved partnerships and coordination amongst diverse stakeholders at national and international level.

I convey my warm felicitations to the Organisers, to the participating Delegates from India and abroad and to all those who are associated with this great task.

I conclude with the words of Henry Ford, "Coming together is a beginning; keeping together is progress; working together is success."

I wish the Conference success in its deliberations and in establishing cooperation and Relationships globally in pursuit of attaining the national goal of skilling 500 million people by 2022 with emphasis on rural empowerment.

My Greetings to you all.

Jai Hind!

Conference Committees

Steering Committee

- Hajela SK, ITU-APT Foundation, India
- Ravi K Reddy, REEDS. India
- Sadananda R, Griffith University. Australia

International Advisory Committee

- Alisher Umarov, UNESCO, India
- Amitabh Mattoo, Australia India Institute, Australia
- Anil Bhardwaj, FISME, India
- Anila Sadananda, Carrick Institute of Education, Australia
- Aruna Seneviratne, NICTA ATP Laboratory, Australia
- Dilip Chenoy, National Skill Development Corporation, India
- Esa Kujansuu, Tampere University of Applied Sciences, Finland
- Ghose Aditya, University of Wollongong, Australia
- Goyal N.K, CMAI Association of India, India
- Harikrishna A Narismulu, Hire Intelligence, South Africa
- Jomphong Mongkhonvanit, Federation of PC TVE, Thailand
- Kay Ganley, Charlton Brown, Australia
- Khan Abdullah, Earthcad Environment FZ-LLC, UAE
- Kushil Gunasekera, Foundation of Goodness, Sri Lanka
- Linda Barbero, The Frontline Group (International) Pty Ltd, Australia
- Marycel Carreon Engracia, Mindanao TVET Association, Philippines
- Mike Wallace, Australian Retail College, Australia
- Peter Linford, OGM Technical Institute, Australia
- Pradeep Khanna, Global Mindset, Australia
- Ramakoti Sriraja, Indian Business Alliance, Russia
- Richard W. Oliver, American Sentinel University, USA
- Sattar Abdul, Griffith University, Australia
- Shashi Bhushan Kumar, Commissioner, RD, GoAP, India
- Shantha Sinha, National Commission for Protection of Child Rights, India
- Shekar Babu, Amrita University, India
- Sourav Kundu, Knowledge Solutions Group Inc., Japan
- Srinivasa Rao, Former Managing Director – APITCO, India
- Venku Reddy S, PRDIS, India
- Vijay Sastry Kotamarti, Certified General Accountant, Canada
- Vikram Ravindra M, MV Foundation, India
- Vinod G, Former Minister for Labour and Employment, GoAP, India
- Virender M. Trehan, Mekaster Group, India
- V.S.Reddy, Sun Shine Hospitals, India
- Young Soo You, International Venture Network, South Korea

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Conference Host

REEDS is a Hyderabad, India based voluntary, not-for-profit non-government organization established in the year 1989. With an objective of ensuring improved quality of life for the rural population, REEDS is involved in formulating and implementing programs related to various spheres of rural life – Safe Drinking Water, Sanitation, Hygiene Education, Rural Entrepreneurship, Rain Water Harvesting and Evaluation Studies.

REEDS programs/projects spread across in six states - Andhra Pradesh, Gujarat, Karnataka, Maharashtra, Odisha, and Tamilnadu.

Vision: An inclusive and sustainable social and economic rural empowerment.

Mission: Apply innovation, commitment and expertise to promote and implement sound socio-economic strategies that improve and enhance the quality of life of rural communities.

Contacts:

Rural Economic and Educational Development Society (REEDS)
C-206, Vijaya Hills,
11-4-646, AC Guards,
Hyderabad, Andhra Pradesh
India - 500 004

Telephone: (91) 40 2339 7141

Telefax: (91) 40 2339 2221

E-mail: inforeeds@gmail.com

URL: www.reeds.in

Messages

Venkat Rangan P

Vice Chancellor
Amrita University

December 11, 2013

On behalf of our Chancellor and world renowned humanitarian leader Sri Mata Amritanandamayi Devi (AMMA), greetings to all presenters and participants of SKILLS2013!

AMMA believes skill development and vocational training leading to entrepreneurship, employment and empowerment is very important for India's vast population, and even more so for India's women population. AMMA has initiated university wide programs that have expanded into national and international reach in the area of technology assisted vocational training.

AMMA says that ultimately education should be for life, and not just for a living. Skills development combined with cultural values has the potential to transform the vast Indian landscape once again back into a prosperous and happy nation.

We congratulate the team of SKILLS2013 for organizing this international conference. We pray to the Universal Mother that the delegates have intellectually and emotionally elevating and rewarding exchange of ideas and they all safely return with highly motivated, new and exciting plans to work for the development and transformation of our people and the society.

with best wishes,



Dr. P. Venkat Rangan
Vice Chancellor

Pradeep Khanna

CEO, GLOBAL MINDSET

Executive Director, Integra+ng Australia with Asia

I am indeed impressed by the aim, construct and the final shape of the conference. The conference has excellent themes and great speakers and I am sure it will be a great success.

I wish you all the best.

Pradeep Khanna

RCM Reddy

MD & CEO

IL&FS Skills Development Corporation

Heartiest congratulations to the organising committee for the second edition of SKILLS 2013 – Global Conference. The special focus on Life Skills and Livelihood Skills is aligned to the current need of preparing our workforce.

In India where the education system produces 1 graduate every 10 seconds and yet majority of these do not have basic employability skills, it is imperative to create programmes that enhance the work skills of the students. Such conferences provide the platform to share knowledge and best practices especially around innovation, partnerships and career opportunities for the youth. Participation of international organisations, senior government officials and experts from private sector clearly reflects the seriousness they attach to the forum.

I wish the conference a grand success and look forward to the outcomes of the deliberations.

RCM Reddy

Ahmed C Bawa (Professor)

Vice-Chancellor and Principal
Durban University of Technology

It gives me great pleasure, on behalf of Durban University of Technology, to wish the organisers of the Skills 2013 meeting every success for a gathering of minds that has undeniable importance at a time when economies such as that of India and South Africa head towards being more industrial, more knowledge intensive, more inclusive. The challenge of producing the human resources necessary for the development of such economies stretches way beyond the traditional role of universities and institutions of higher learning.

The importance of this meeting is that it will force us to think about the nature of programmes of education that lead to skills development. There are two constant challenges in this area. The first is to understand how we might ensure that all skills development programmes are articulated with other learning programmes. The second is to ensure that the skills developments programmes are infused with general education elements that ensure that students are seen as active, innovative participants in the economy, rather than passive cogs in a machine.

I am very sorry that I am unable to attend this meeting and I wish to thank Mr Ravi Reddy and his team for inviting me to attend and to participate. My best wishes for an outstanding meeting.

Peter Linford
CEO OGM Technical Institute Pty Ltd
Australia

It is with pleasure we offer our congratulations to Skills 2013 for their initiative in bringing this highly important event to all who will benefit in India. While there is no shortage of manpower in India, the skills deficiencies are well documented and it is therefore critical that skills training, especially in vocational sectors is delivered to produce "skilled and work ready" trades people matched to the needs of industry within India, and globally where there is increasing demand.

This presents solutions for industry needs, solutions for worker needs and raises standards of employment and empowerment at all levels in a "win, win, win" scenario.

We wish all delegates and attendees a highly successful event in Hyderabad

Yours sincerely
Peter Linford

Tanja Gonner
Chair of the Management Board
GIZ
Bonn, Germany

"The addressed topics are of great interest for the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. Especially your international approach, bringing together not only non-governmental organizations, academics and business, but also relevant stakeholders from all over the world, is very promising.

I wish you good luck and all the best for the conference and your further work on Life Skills and Livelihood Skills."

Lord Mayor
Brisbane
Australia


I was very pleased to hear that SKILLS2013 is now moving into its second year and continues to advocate integrating life and livelihood skills in communities. As Lord Mayor of Brisbane, I share your commitment with these important focal points in city building and understand the key role skilled communities play in this endeavour.

The world is unquestionably moving towards extensive globalisation and is benefitting from international cooperation more than ever. The current growth experienced across a range of knowledge-based industries demonstrates the remarkable opportunity for businesses, both local and international, within cities like Hyderabad and Brisbane. These collaborations not only facilitate knowledge sharing between communities but also contribute to greater economic development of these regions.

Within Brisbane, talent attraction and global connections is one of the five key objectives in our *Brisbane Economic Development Plan 2012-2031*. In particular, vocational training and skills development have been areas of recent successful collaboration between our two cities in the recent past contributing to this purpose. I am delighted to know that Brisbane has a strong representation at this conference which, as you know, is a great outcome of our growing sister-city relationship.

I will be keen to know some highlights from the event and offer you my most sincere compliments and best wishes for the conference.

Yours sincerely



Graham Quirk
LORD MAYOR

Shri Pallam Raju M M

Human Resource Development Minister, India.

Hon'ble Minister of Human Resource Development, Government of India
conveys his best wishes for the success of the Conference.

- Shri Seshu Kumar,
OSD to Minister of HRD
Government of India

Shri Narasimhan E S L
Governor of Andhra Pradesh, India

Hon'ble Governor of Andhra Pradesh wishes all the best for the success of the function.

- ADC to Governor

Shri Pranab Mukherjee
President, India.

The President of India wishes the function all success.

- Private Secretary to the President of India

Program Schedule

DAY 1: THURSDAY, 12 DECEMBER 2013

0900-0930: Delegate Registration		
0930-1100: INAUGURAL SESSION		
GUESTS OF HONOR		
Prof. KC Reddy Chairman Rajiv Education and Employment Mission[REEMAP], Government of Andhra Pradesh		Mr. Jagdish Chander Sharma, IAS Principal Secretary to Government Department of Labour, Employment & Training Andhra Pradesh, India
Ms. Kylie Bell Trade and Investment Commissioner – South Asia Australia Trade Commission		Prof. Marmar Mukhopadhyay Former Director, National Institute of Educational Planning and Administration
1100-1115: TEA BREAK		
1115-1330: SESSION 1: SKILLING 500 MILLION		
Chair: Prof. Satish Kumar Manocha Former Chairman and Managing Director, ITI Ltd, Bangalore		
Mr. Shashi Bhushan Kumar Commissioner of Rural Development Government of Andhra Pradesh, India		Dr. Jaya Indiresan Educationalist, India Topic: Skill Training for empowerment: a study on Women in Agriculture
Prof. K R Ramana Dean, Construction Industry Staff College, India Topic: Evaluation of Skill development for Urban Poor in Construction sector		Prof. Bhavani Amrita University, India
Mr. Ranjan Choudhury Principal - Program Development National Skill Development Corporation		
1330-1430: LUNCH BREAK		
1430-1600: SESSION 2: CARE INDUSTRY & SKILLS		
Chair: Prof. Sadananda R Professor & Senior Researcher, National ICT Australia Topic: Future of Care		
Dr. Ram Prakash Gupta Founder, Shanthi Mukund Hospital New Delhi, India Topic: Care and Ethics	Ms. Kay Ganley Chief Executive Officer CHARLTON BROWN Australia Topic: Care Work - The Pathway to a Global Career	Dr. K V Swamy General Manager, OMCAP Ltd Andhra Pradesh Topic: Skill Challenges for Migrant Care workers
1600-1615: TEA BREAK		

1615-1845: SESSION 3: ASIA PACIFIC DIALOGUE	
Facilitators	
Mr. Steve Quirk & Ms. Linda Barbero Executive Directors Frontline Group Australia	
1845-1900: TEA BREAK	
1900-1930: SPECIAL ADDRESS	
His Excellency Dr. K. Rosaiah Governor of Tamil Nadu	
Guests of Honor	
Shri. G Venkataswamy Former Union Minister for Labour & Employment, Government of India	Shri. G Prasad Kumar Hon'ble Minister for Handlooms & Textiles, Small Scale Industries Government of Andhra Pradesh, India
END OF DAY 1	

DAY 2: FRIDAY, 13 DECEMBER 2013

0930-1100: SESSION 4: BUILDING SKILLS FOR SMEs	
Chair: Mr. S Srinivasa Rao Former Managing Director APITCO Ltd, India Topic: Modes of skill up gradation in SME sector - means and constrains	
Mr. K Suryaprakash Goud Associate Faculty, ni-msme, India Topic: Enhancing Skills for MSME Development	Mr. Harrikrishna A Narismulu Head, Hire Intelligence, South Africa Topic: South Africa response to the Mobile Learning Challenges.
1100-1115: TEA BREAK	
1115-1245: SESSION 5: SKILLS FOR AGRICULTURE & RURAL LIVELIHOODS	
Chair: Dr. V Sadamete Agriculture Convergence Expert World Bank. India	
Guests of Honor	
Prof. S Venku Reddy Agricultural Extension & Rural Development Specialist, India Topic: Skills for Agriculture and Rural Livelihoods - Challenges for International Cooperation	Dr. M.Suryamani Professor Extension Education Institute
1245-1330: LUNCH BREAK	
1330-1515: SESSION 6: SKILLS & ECONOMY - GLOBAL EXPERIENCES	
Chair: Dr C Rao Kasarabada Former Chairman, United Telecom Group, India	
Ms. Sue Freeman India Director, Australian Retail College, Australia Topic: Trials Tribulations and Triumphs - a Perspective from an International Vocational Skills Provider.	Ms. Paula Johnston Director, Skills Think Consulting, Australia Topic: How do you recognize quality e-learning?
Mr. Ramesh K Raju Technical Writer, Freescale Semiconductor, India Topic: Leveraging Technology for Current Hybrid Environments	Mr. Sean Freeman COO, NSL Consolidated Limited, Australia Topic: Cultural Complexity in a Global Organisation – Skills Development for Risk Management
1515-1530: TEA BREAK	
1530-1615: SPECIAL TALK	
Dr. Richard Oliver Founder and CEO, American Sentinel University, USA Topic: <i>Billion Brains</i>	
1615-1730: VALEDICTORY	
Guest of Honour	
Mr. Sutirtha Bhattacharya Chairman & Managing-Director Singareni Collieries Company Limited, Andhra Pradesh, India	Mr. G Vinod Former Minister for Labour & Employment Government of Andhra Pradesh
Mr Robert O'Meara Chief Finance Officer Australian Trade Commission	
END OF DAY 2	

DAY 3: SATURDAY, 14 DECEMBER 2013

1000-1330: WORKSHOPS/NET WORKING	
<p>Chair: Ms. Kay Ganley Chief Executive Officer CHARLTON BROWN Australia</p>	
<p>Presentation by: Dr. K V Swamy OMCAP Ltd, Andhra Pradesh</p>	<p>Presentation by: Mr. Madhu Babu IL&FS Education</p>
1330-1430: LUNCH	
END OF CONFERENCE	

Photo Gallery

INAUGURAL SESSION



SESSION 1: SKILLING 500 MILLION

		
Prof. Satish Kumar Manocha	Shri Shashi Bhushan Kumar - IAS	Prof. Jaya Indiresan
		
Prof. K.R.Ramana	Shri Ranjan Choudhury	Prof. Bhavani

SESSION 2: CARE INDUSTRY & SKILLS

		
Prof. R Sadananda	Dr R.P. Gupta	Ms. Kay Ganley
		
Dr. Swamy K V	Section of session delegates	

SESSION 3: ASIA PACIFIC DIALOGUE

		
Mr. Steve Quirk	Ms. Linda Barbero	Session in progress
		
Session in progress		

SPECIAL ADDRESS by His Excellency Dr. K Rosaiah, Governor of Tamilnadu

		
Dr. K Rosaiah & Shri G Venkatswamy	Dr. K Rosaiah	Special Address
		
Section of delegates	Shri G Vinod & Shri Ravi Reddy	Section of delegates

SESSION 4: BUILDING SKILLS FOR SMEs

		
Shri S Srinivasa Rao	Shri K Suryaprakash Goud	Mr. Harrikrishna A Narismulu
		
Section of delegates		

SESSION 5: SKILLS FOR AGRICULTURE & RURAL LIVELIHOODS

		
Dr. V.V.Sadamate	Prof. S. Venku Reddy	Dr. Surya Mani
		
Session in progress		

SESSION 6: SKILLS & ECONOMY - GLOBAL EXPERIENCES

		
Dr C Rao Kasarabada	Mr. Ramesh K Raju	Ms. Paula Johnston
		
Ms. Sue Freeman	Mr. Sean Freeman	Section of delegates







SPECIAL TALK by Dr. Richard Oliver

		
Dr. Richard W. Oliver, Dr. Jaya Indiresan and Mr. G.Vinod		
		
Dr. Anila Sadananda	Session in progress	

VALEDICTORY SESSION

		
Session in progress	Mr. M R Vikram	Dr. S K Hajela
		
Mr. G Vinod	Shri. Sutirtha Bhattacharya, IAS	Mr. Robert O Meara

WORKSHOPS/NET WORKING

		
Mr. Madhu Babu	Dr. KV Swamy	Ms. Kay Ganley
		
Session in progress		

VILLAGE VISIT

