

Government of Jammu and Kashmir (UT)
Office of the Superintendent, Industrial Training Institute, Udhampur.

To

The Mission Director,
J&K Skill Development Mission,
J&K(UT).

No: - ITI/UDH /2021/ 68-69

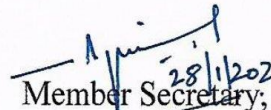
Dated:28/1/2021.

Subject: District Skill Action Plan of District Udhampur.

Sir,

Kindly find enclosed herewith the District Skill Action Plan in respect of District Udhampur, as approved by the worthy Deputy Commissioner, Udhampur for information and further necessary action at your end please.

Yours faithfully,


28/1/2021
Member Secretary, DSC
(Superintendent)
Industrial Training Institute
Udhampur

Copy to:
The Director, Skill Development, J&K for information please.

DISTRICT SKILL COMMITTEE

**DISTRICT SKILL
DEVELOPMENT
PLAN**

UDHAMPUR

(January 2021)

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**District Magistrate
Udhampur, J&K UT
(Chairman District Skill Committee)**

FOREWORD

I have the pleasure in writing the foreword for handbook titled '**District Skill Plan Udhampur**' presenting the information of subject and first ever District Skill Plan in reference to the District Skill Committee constituted by Government Order No. 992 GAD of 2019, Dated:-05-09-2019. The book covers information on Skill Study, Skill Mapping, Skill Analysis, Skill Gapping and Skill fulfillment of this District. This book contains text to understand the Skill Development & Entrepreneurship to agencies in implementing number of Skill Sector Schemes. It will undoubtedly be of great importance to training workers, startups, unemployed youth and general public. This booklet has been prepared after series of meetings by DSC members as well as representatives of prominent Udhampur based Industrial Units and District officers of different departments. The Skill Development Plan covers the priority sectors of District Udhampur for Skill enhancement in proposed Courses/Job Roles (Both Long Term and Short Term) with a special focus on **Prime Minister Koushal Vikas Yojna PMKVY 3.0** launched recently by Ministry of Skill Development & Entrepreneurship Govt. of India, New Delhi and Department of Skill Development, J&K UT. I have no doubt, therefore, that the admirable efforts of District Nodal Skill Centre and **Er. Ajay Kumar, Superintendent, Govt. ITI, Udhampur** being Convener of DSC will go a long way in assisting professional men in discharging their responsibilities more effectively in assessment of District Skill Ecosystem.

Any suggestion for improvement of contents will be highly appreciated.

January 2021


Dr. Piyush Singla (IAS)
Deputy Commissioner
Udhampur

BRIEF PROFILE OF DISTRICT UDHAMPUR

Udhampur District is a part of Indian Union Territory of Jammu and Kashmir. It is the third-largest city of the Jammu region and the fifth-largest city in the UT of Jammu and Kashmir. Named after Raja Udham Singh, it serves as the district capital and the Northern Command headquarters of the Indian Army. The district is situated in the southern part of the Jammu & Kashmir State and is bounded on the west by Reasi District, in the North by Ramban, in North-East by Doda district, in South-East by Samba & Kathua Districts and in the south-west by Jammu district.

Brief demographic characteristics of district Udhampur are as follows:-

- POPULATION : 5.557 Lacs (as per 2011 Census)
- SC POPULATION : 1.39 Lacs (25.04 %)
- ST POPULATION : 0.56 Lacs (10.09%)
- RURAL POPULATION : 4.47 Lacs (80.54%)
- URBAN POPULATION : 1.08 Lacs (19.46%)
- POPULATION DENSITY : 211 Persons/Sq. Km.
- SUB DIVISIONS : 04 (Basantgarh, Ramnagar, Chenani, Dudu)
- TEHSILS : 08
- AREA OF DISTRICT : 2380.00 Sq. Kms.
- BLOCKS : 17
- PANCHAYATS : 236
- VILLAGES : 357 (as per census 2011)

In district Udhampur, 84% of the population resides in the rural areas and is mostly dependent on Agriculture sector. The farmers have very small land holdings ranging from 1-2 hectares and 92% of cultivation area is dependent on rains for cultivation.

Out of 17 Blocks, 04 Blocks namely Tikri, Udhampur, Narsoo and Chenani are situated on National Highway 44. The holy river Devika (Believed to be the elder sister of Ganga) flows through the District headquarter with large number of Lord Shiva Temples on the bank of the river. The famous Pandev Temple located at Kiramchi 8 kms towards North of the district headquarter. In surroundings of district Udhampur Chountra Devi, Babore Temples, Pingla Devi, and heritage places such as Ramnagar Fort, Sheesh Mahal are other tourist spots.

Dr. Shyama Prasad Mukherjee Tunnel exists. Tourist friendly environment and climate offers huge Potential for heritage, religious and adventure tourism. Important Tourist Spots/ Secnic beauty places are Sanasar, Patnitop, Nathatop, Sudhmahadev, Dudu-Basantgarh, Mansar Lake. Potential for developing Tracking routes, village Tourism at Seodhar, Jugdhar, Sankri, Ladda Sankhpal. etc.

DISTRICT SKILL COMMITTEE (DSC)

India is one of the youngest nations in the world, with more than 62 percent of population in the working age and about 54 percent below age of 25 years and approximately 12 million youth will enter labour force every year for the next 20 years. However only a small percentage of working age people have undergone formal vocational education & training vis-a-vis significantly higher percentage in industrialized countries.

To bridge the skill gaps, the Ministry of Skill Development & Entrepreneurship Government of India encouraged states to develop District Skill Development Plans (DSDPs) focussing on their local supply and demand conditions by constituting the District Skill Committees (DSCs) under the chairmanship of District Magistrates.

In UT of Jammu and Kashmir, the District Skill Committees were constituted vide Government Order No.992-GAD of 2019 Dated:-05-09-2019. The DSC has been formed to ensure quality, consistency and convergence in the Skill ecosystem of the district besides generating awareness of initiatives launched by the Ministry of Skill Development & Entrepreneurship Government of India. The broad activities of DSC as envisaged in this said order are as under:

- a. Assess the nature and magnitude of the skill gap across the district and suggest appropriate measures in terms of vocational or other training to bridge the gap.
- b. Generate awareness among the unemployed youth about the industry demand for various trades, project future demand at district level and suggest/explore methods in order to increase livelihood opportunities across the district and facilitate enhanced job creation.
- c. Review the infrastructure, machinery available with various vocational training providers engaged in implementing Central and State Government Schemes (Like ITIs, PMKVY/NSDC centres etc.) across the District.
- d. Coordinate the efforts of various Govt. Departments and industry in the District for building & nurturing a valuable skill base having regard to the local art, crafts & trade.
- e. Training and creating a pool of trainers in various trades across the districts to facilitate the implementation of various Skill Development initiatives of the Central and State Government.
- f. Exploring and making use of Satellite Based District Learning (SBDL), Massive Open Online Courses (MOOC) & other digital technology to facilitate and enable the improvement of learning outcome of the training.
- g. Mentoring and nurturing of new & relevant vocational institutes by seeking inputs from the local labour market of the District and proposing appropriate course designs in consultations with other Vocational Institutes especially ITIs.
- h. Organizing and providing infrastructure and other facilities for facilitating placement of skilled youth in job melas to be organized in the District.
- i. Organizing and conducting counseling sessions for skilled youth/vocational graduates of the district with regard to awareness of various schemes & programmes of the central/State Govts. and financial incentives/schemes available for financing local entrepreneurship. Registration on National Career service (NCS)/Labour market Information System (LMIS) portals
- j. Organizing convocations for vocational graduates of the district ushering them a sense of pride & accomplishment thereby encouraging them the concept of self employment.
- k. Monitoring the registration & progress of various apprenticeship schemes with industrial establishments.

Members of DSC Udhampur

In order to ensure quality, constituency and convergence in the skill ecosystem of the District besides generating awareness of various initiatives launched by the Ministry of Skill Development and Entrepreneurship, Govt. of India, the District Skill Committee has been constituted comprising of the following members:-

Representatives from Government Departments

1	District Magistrate Udhampur	Chairperson
2	General Manager DIC Udhampur	Member
3	Chief Education Officer Udhampur	Member
4	District Social Welfare Officer Udhampur	Member
5	Assistant Labour Commissioner Udhampur	Member
6	Superintendent Govt. ITI Udhampur	Convener DSC
7	Representative of Mission Director J&K Skill Development Mission	Member
8	District Officer J&K Entrepreneurship Development Institute (JKEDI) Udhampur	Member
9	District Manager SC/ST Corporation	Member
10	Manager District Lead Bank Udhampur	Member
11	Chief Agriculture Officer Udhampur	Nominated Member
12	Director RSETI Udhampur	Nominated Member
13	Assistant Director Handicrafts Udhampur	Nominated Member
14	Assistant Director Handloom Udhampur	Nominated Member
15	Principal Govt. polytechnic Udhampur	Nominated Member

Representatives from Prominent Udhampur based Industry

1	Sh. Raghubir Gandotra M/s Shivam Industries	Representatives from Industries
2	Sh. Pardeep Bakhshi M/s Isro Products	Representatives from Industries
3	Sh. Abhimanyu Gupta, MD, M/s Devika Hyundai Udhampur	Representatives from Industries

In this regard, DSC meeting held under the chairman ship of worthy Deputy Commissioner Udhampur in which the members of DSC, District Officers of all Government Departments dealing with the Skill Training Activities & public welfare related centre/State Government schemes and representatives from prominent industries were participated for detailed discussions on Formulation of Optimized District Skill Development Plan for Udhampur District focusing on local supply and demand conditions along with incorporation of **Prime Minister Koushal Vikas Yojna PMKVY 3.0** launched recently by the Ministry of Skill Development & Entrepreneurship Govt. of India New Delhi and Department of Skill Development J&K UT. The District Skill Development Plan is hereby formulated as per the guidelines issued under Govt. Order No: 992-GAD of 2019 dated: 05.09.2019.

UT		Jammu and Kashmir			
District		Udhampur			
Basic Administrative Information of District Udhampur					
Area	Sub Divisions	No. of Tehsils	No. of Blocks	No. of Panchayats	No. of Villages
2,380 Sq.Kms	04	08	17	236	357

Educational Profile of District Udhampur														
Schools in Udhampur District	Primary Schools		Upper Primary Schools		Secondary Schools		Higher Secondary Schools		Army School		KVs		JNV	
	No	Enrolment	No	Enrolment	No.	Enrolment	No	Enrolment	No	Enrolment	No	Enrollment	No	Enrollmen t
Govt.	897	20704	453	35290	121	40383	45	24533	3	5077	3	3943	1	500
Private	101		83		51		17				--	--	-	-
School Drop-Out (as per UDISE)														
Year	Elementary				Secondary									
	Boys	Girls	Total		Boys	Girls	Total							
2018-19	4.69	4.35	4.525		18.72	18.11	18.45							

Higher Educational Profile of District Udhampur			
Colleges / University in Udhampur	Degree Colleges		
	No	Streams	
Govt.	07	Arts, Science, Com., BCA, Home Science,etc	
Private	01		

No Medical / Engineering College is functional in District Udhampur.

(Source: Data from respective departments)

Skill Development Scenario in District Udhampur Government ITI (Long Term Regular Courses)					
S. No	Long Courses available in ITI	Duration	Qualification	ITI Where Course is running in District	Intake Capacity
1	Electrician	2-Years	10 th	ITI Udhampur	44
2	Mechanic Motor Vehicle	2-Years	10 th	ITI Udhampur	24
3	IT & ESM	2-Years	10 th	ITI Udhampur	24
4	Computer Operator& Programming Assistant (COPA)	1-Year	10 th	ITI Udhampur	44
5	Sewing Technology	1-Year	8 th	ITI Udhampur	20
6	Fashion Design Technology	1-Year	10 th	ITI Udhampur	24
7	Plumber	1-Year	8 th	ITI Udhampur	44
8	Welder	1-Year	8 th	ITI Udhampur	20
9	Stenographer & Secretarial Assistant (English)	1-Year	10 th	ITI Udhampur	24
10	Refrigeration & Air conditioning Technician	2-Years	10 th	ITI Udhampur	24
11	Software Applications	6-months	10 th	ITI Udhampur	24
	Total Intake Capacity in ITIs of Udhampur District (Long Term Regular Courses)				296

(Source: Data from ITIs)

Skill Development Scenario in District Udhampur Government Polytechnic Udhampur (Long Term Regular Courses)				
S.No	Branch	Duration	Qualification	Intake Capacity
1	Civil Engineering	3-Years Diploma	10 th	60
2	Automobile Engineering	3-Years Diploma	10 th	60
		Total Intake Capacity		120

Skill Development Scenario in District Udhampur					
Government Departments other than ITIs/Skill Training Institutes					
S. No	Government Department	No. of Centers	Short Term Courses details	Duration	Persons to be Trained in this year
1	Chief Agriculture Office Udhampur	03	1. Mushroom grower Training 2. Apiculture Training	07 Days 07 Days	170
2	JKEDI Udhampur	01	1. Seed Capital Fund Scheme 2. Youth Start up Loan scheme 3. NDMFC Scheme 4. Himayat Self employment Scheme	Three Week EDP (Short Term)	40
3	Chief Education Office Udhampur	29	IT/ITE'S	10 courses as	1222
			Agriculture	One	22
			Apparel Home Furnishing	vocational	54
			Beauty & Wellness	Subject in	178
			Healthcare	10 th & 12 th	391
			Media & Art	Classes	96
			Retail		235
			Plumbing		30
			Sports Physical Education Fitness		110
			TOTAL		2338
5	District Social Welfare Officer	11	Cutting & Tailoring ,Embroidery and Knitting	11 months	175
6	Horticulture Dept.	01	Certificate Course in Art of fruit & vegetable Preservation	01 month	150
7	RSETI	01	Piggery, Womens' tailor, House Wiring	01 Week ,	325
			Mushroom Cultivation	One Month	

(Source: Data from Departments)

Skill Development Infrastructure in District Udhampur

Type of Training Center	Scheme Implemented	Long Term / Short Term	No. Of center	Training capacity	Training Sectors	Total No. Of sanctioned trainers(if any)	Total No. Of current trainers(if any)	Supporting staff(Counseling/Mobilization/Placement /Resources) etc.	No. Of Training centers active as on date
ITI's	CTS	Long Term	03	440	12	20	19	06	03
Polytechnic	Diploma Courses	Long Term	01	120	02	05	05	02	01
JKSDM (PMKK)	PMKV Y 2.0	Short Term	02	240	04	04	00	02	02
Agriculture	Agriculture related	Short Term	01	150	02	01	01	02	01
Social Welfare	Skill Training	Long Term	11	175	01	11	11	10	11
Handloom	Skill Training	Long Term	05	55	02	09	07	00	05
Education	Vocational Subject	Short Term	29	2338	10	29	29	00	28
JKEDI	SCFS, YSLS, NMDFC	Short Term	01	40	01	02	01	00	01

(Source: Data from Departments)

Skill Development Training Information in District Udhampur

Department	Scheme	Centre/State/UT funded	No. of courses / Sector	Name of the Qualification	Duration	Certifying Body	No. of Students Trained 2017-19	No. of Students Certified 2017-19	No. of Students Placed 2017-19
Govt. ITI	CTS	UT	15	NTC/STC	1 & 2-Years	NCVT/JKBOTE	760	680	50
Govt. Polytechnic	--	UT	02	Diploma	3-Years	JKBOTE	210	140	-
School Education	Vocational	UT	10	Certificate	1-Year	JKBOSE	2338	2338	--
Agriculture Department	CSS	Centre	Apiculture & Mushroom	Certificate	7 Days	Agriculture Deptt	-	-	--
Horticulture	CAPEX	UT	Food Preservation	Certificate	One Month	-	150	70	-
Social Welfare	CTP	UT	01	Diploma	11 months	Social Welfare	175	175	--
Handloom	CTP	UT	Handloom	Certificate /Diploma	01 year	Handloom Deptt.	30	30	-
RSTI	-	-	Rural Development	Certificate /Diploma	1 month & others	-	1026	1026	746

(Source: Data from Departments)

Economic Profile of District Udhampur

Every sector in the district plays its important role in following way:

Agriculture and Allied Sector

The economy of the District mainly depends on Agriculture and Allied Sector including Horticulture, Animal Husbandry & Fisheries. Majority of the population involved in agriculture. Major food crops are Wheat, Paddy and maize. The Agriculture Department provides equipments related to farming, Hybrid seeds to increase yield at subsidized rates through various schemes besides Training of Farmers about latest techniques of farming.

Horticulture is also an important activity in the district. Food crops & medicinal plants are grown in the district. Major fruits grown are, citrus, Pear, stone fruits, Grapes, walnut litchi etc). Department is promoting the horticulture crop growth in the district by way of incentivizing farmers by providing subsidies on cost of crop development and training as well.

Also people are also involved in Animal & Sheep Husbandry activities such as dairy farming, sheep rearing, goat rearing which would enable them to earn additional income apart from their primary occupation.

Handicrafts & Handloom Sector

The handicrafts and handlooms are an important activity found in the district and for majority of the artisans, this is a traditional skill. Handicraft artisans from Udhampur are well for their craftsmanship. One of the famous handicraft products of the district is the Basohli Paintings. This miniature painting, which uses primary and peculiar facial formula, is an internationally acclaimed artifact. This is majorly found in and around the town of Basohli and so the origin of the name of this type of painting. The department assists in skill development, providing loan under micro-credit plan schemes and formation of co-operative societies among craftsmen.

There are also a good number of weavers found in the district. Handloom is a cottage industry and the weavers perform their work in the house. There are more than 700 weavers in the district and most are registered with the cooperative societies in the district. Department of Handloom is working for the development of this sector and are involved in setting up of cooperative society among weavers and providing training to them. The department is engaged in improving the skill of the weaving community through its nine training centers.

Tourism Sector

Udhampur District has great tourism potential and is well known for various tourist places. Udhampur District would become major tourist destinations in coming days. There will be immense potential for the youths of Udhampur district to earn their livelihoods. Major Tourism Development Authorities are created to develop the unexplored tourism potential in the district viz. Patnitop Development Authority, etc. Main Tourist Places to visit are:

- PatniTop.
- Nathatop.
- Sanasar Lake.
- Devika
- Krimchi Temples.
- Naag Mandir.
- Chenani-Nashri Tunnel.
- Sudh Mahadev And Mantalai
- Shankri Devta temple
- Mounгри Cave Shrines

- Ram Nagar Fort
- Sheesh Mahal

Industrial Sector:

Udhampur is one among the few districts in the UT to have an industrial presence. Availability of considerable area of flat terrain compared to other districts in the state, incentives to industries have led to setting up of some industries in the District. At present 115 industrial units are functional employing around 3826 people. Most of the other units in the district fall under the Micro, Small and Medium sized Enterprises (MSME) category.

The district has a good number of wood based industries and is known for different type of products. There are around 54 small wood based units registered with District Industries Centre in the District. End products manufactured in these units include furniture, etc. Wood based industries may establish a common facility centre to make more value added products. Common facility centre may be installed with machineries and equipment enabling production of high value goods and training on such products (skill up gradation) can be conducted in the centre to the workforce.

Other manufacturing industries in the district have also great potential for absorbing skilled youths of the District in their establishments. Some Industries have also signed MOUs with ITIs in the district to upgrade the training programmers as per industry needs and also recruit the pass outs trainees to some extent.

Services Sector

Based on discussions with the stake holders of the District, we observe that the service sector has shown a good growth in the last five years. This is mainly because of private player entrance in the market. Private players in service sectors such as telecom, banking, etc. (companies such as Airtel, Reliance, HDFC, Axis Bank, etc) have started their operations in the district and many youths are employed in these sectors also.

Industry Profile of District Udhampur	
Number of Registered Business entities (Industrial & Service Sector)	115
Estimated Number of Unregistered entities	--
Top 5 Sectors	<ol style="list-style-type: none"> 1. Industry (Manufacturing & Services) 2. Automobile /Service 3. Handicrafts & Handloom 4. Travel & Tourism.
Top 3 Emerging Sectors	<ol style="list-style-type: none"> 1. Industry (Manufacturing & Services) 2. Automobile /Service 3. Agriculture & Allied

(Source: Data from Industry Department)

Youths Aspiration

In the process of identifying the growth engines for the Udhampur district, we held youth group discussion in the district to understand their aspirations. Their key points are summarized below:

Sector Interests		Youths Aspirations	
		High	Low
Employment Potential	High	Services	Agriculture
	Low		Retail, Self Employment

(Source: Skill study by NSDC)

Entrepreneurial zeal

Based on our discussion with the youth in the district, we observe that most of them prefer working in a unit rather than setting up an own venture, which signifies they are risk averse. Their preference is to go for Government jobs only, as they provide a secure source of income. Based on our discussions, we found that only around five to ten per cent of the students want to go for self-employment opportunities. Also, we observe that most of the youth are unaware about the schemes offered by various government agencies for assistance on self employment.

Based on our discussions with youth, it is observed that the youth are willing to move out of the district and state for employment as there are limited opportunities in the district. Some of the places where youths are willing to transfer for opportunities include Punjab state, NCR region. Also, we observe that the youth in the district move to other places such as Jammu and out of state for pursuing higher Education.

Satisfaction with existing Education Infrastructure

Youth prefer Government educational institutions for its high weightage in the job market and low fee structure. Youth also mentioned that infrastructure of educational institutes (including schools), especially in rural areas, needs to be upgraded.

Interest on higher studies

We observed that only around 10 to 20 per cent of the youth are interested to pursue higher education in technical institute such as polytechnic or engineering college. One of the reasons cited for the same is that there are no higher technical institute in the district and have to move to other district/state to pursue education.

Job preference

Youth prefers to get employed in public sector primarily because of the job security and also their perceived benefits in these jobs such as less work pressure, better pay scale, etc. Preferred sectors to work include automobile, service sectors (such as telecom, banking) and Manufacturing units.

SWOT ANALYSIS OF THE DISTRICT

Strengths

- Best Road Connectivity
- Industrial Presence compared to other districts in the UT

Weaknesses

- Hilly Terrain of the District being hindrance for Industrial Expansion
- Unwillingness among the youth to involve in blue collar works and working in private sector

Opportunities

- Agriculture and Allied Sectors including Horticulture
- Textile
- Wood Based Industries
- Unorganized Sector
- Manufacturing Industries

Threats

- Dependency of Academic as well as Professionally Qualified youth on Govt. Jobs
- Increasing farmer's inability to invest in agricultural production system.
- Rising cost of cultivation
- Less Entrepreneurship zeal among skilled youths.
- Intermittent Power Supply

EMPLOYMENT/UNEMPLOYMENT SCENARIO IN DISTRICT UDHAMPUR

a) Employment Profile working age 18 to 40 years people in District

S.No	Parameter/Indicator	Total
1	Number of employed in formal sector(Manufacturing & Services)	1090
2	Number of employed in informal sector(Manufacturing & Services)	2736

b) Unemployment profile in District

S.No	Parameter / Indicator	Total
1	Total unemployed	5067
2	Educated Unemployed	4557
3	Skilled unemployed	510

As per latest data available at District Employment & Counseling Centre No. of Registered unemployed are: - **5067 (Below is the detail)**

Moreover the actual unemployed data is more than the official data because Registration of unemployed youths is not made mandatory.

Illite rate	Mid dle	10 th	12 th	Gra duates	PGs	Diplo ma Hold ers	Degr ee Hold ers	Draft smen	Skilled other than ITIs	ITI Trai ned	Total
19	97	333	514	370	3243	86	383	1	109	21	5067

Migration Profile in the District

S.No	Parameter/Indicator	Total
1	Number of People Migrated into District	21800

(Source: Data from Departments)

SKILL GAP ANALYSIS ON PRIORITY SECTORS

S.No	Sector	Job Roles Required	Skill Gaps
01	Agriculture and allied Sector	Cultivator	1. Due to small size of land holdings, most of the youth are not willing to involve in agriculture but there is scope in agriculture & allied sectors if the awareness camps be organized at district level by involving new technological methods. Interest towards Cash crops be created among the youths 2. Inadequate knowledge on modern farming methods and equipments used in farming 3. Inadequate marketing knowledge 4. Inadequate exposure to grow high revenue generating crops 5. Inadequate knowledge on crop protection techniques
		Bee Keeper	
		Mushroom Grower	
		Tractor Operator	
		Organic Grower	
		Solar Pump Technician	
		Soil & water Testing Lab Analyst	
02	Wood Based Industries	Artisans	1. Less motivation among youth to be a part of the sector and there is shortage of skilled human resources for the industry 2. Inadequate creative and designing skills 3. Inability to make value add products. For example: Handle for bats (a value add product) is generally procured from Jalandhar for cost 4. Inadequate knowledge to market their own products and depending on middlemen
03	Handicrafts and Handlooms	Artisans	1. Inadequate marketing knowledge. Most of the artisans sell their products to middlemen who reap the benefits. 2. Inability to understand the changing demands of the market and make changes in the product making accordingly 3. Inadequate creative and designing skills 4. Inadequate exposure to use modern equipments and technology in handicrafts

PROPOSED ACTION PLAN

The District Plans to create or upgrade skills of at least **300** yearly youths in **Long Term Courses** (Govt. ITIs) and about **600** youths in Short Term Training under UT Scheme or PMKVY through JK Skill Development Mission during 2020-21 with at least 30% belonging to socially excluded groups like women, SC/ST and PwD. The same will be done by following ways.

- By creating awareness among the masses by means of advertisement, Social Media ,Print Media and seminars about the need, scope and schemes of skill development.
- By creating new vibrant training infrastructure in the new upcoming sectors like Automotive , Renewal Energy Sectors
- By augmenting and streamlining already available training infrastructure in the district by opening new trades which will be more aligned with the industry and market.
- By identifying and training the pool of master trainers and resourceful persons for quality training
- By Use of IT/Digital Technology Tools for Skill Training in Training Institutes/ Centers
- By Broader awareness of Craftsmen Training Scheme (CTS) .Apprenticeship Training Scheme (ATS), Short Term Training Schemes (STT under PMKVY), Dual System of Training (DST) among unemployed/drop outs from school colleges through Panchayati Raj Institutions/Block Development Councils/District Development Councils for maximum reach.
- By Organizing Placement fairs/Rozgarmelas for Passed out trainees in collaboration with Local Industries
- Awareness about Self Employment schemes by different Departments/Banks to become entrepreneurs so that they can become job creators than job seekers.
- By robust monitoring and evaluation using information technology.
- Holding of District Skill Committee Meetings regularly by Addition/Deletion/improvement of Skill Plans on the basis of future role of Public/Private establishments in the District to cater their Skill Demand.
- Continuous Approach of DSC to regularly update the Skill Requirement & Skill Training in Govt. /Private Sectors in District Skill Plans.

SKILL DEMAND IN THE DISTRICT

The current and Predict demand of workforce is given as below

a) Formal Sector demand (Existing and predicted) in District

Large Scale Units (Manufacturing and Services)

S.No	Sector	Number of Units	Total Manpower Employed	Projected Requirement of Human Resource in future	Gap of Manpower
1	Metal Fabrication Industries	151	478	530	52

MSME units (Manufacturing and Services in District)

S.No	Sector	Number of Units	Total Manpower Employed	Approx Requirement of Human Resource in future (2021-22)	Gap of Manpower
1	Brick Kiln	18	365	402	37
2	Cement Manufacturing	8	298	325	27
3	Cement Based	15	175	220	45
4	Stone Crusher	19	325	423	98
5	Pesticide	05	132	153	21
6	Wood Based	54	162	183	21
7	Metal Fabrication Industries	151	478	530	52
8	Lead Based	04	19	23	04
9	Paper & Paper Products	35	52	72	20
10	Electrical & Electrical; Repair	08	17	25	08
11	Non Metallic Minerals /Plaster of Paris	08	56	100	44
12	Flour Mills	06	78	96	18
13	Chemical based	03	11	22	11
14	Cold Storages	01	5	7	2
15	Food Based Processing	145	385	480	45
16	Mineral water Based	02	12	20	08
17	Photography	15	45	50	05
18	Rubber & Plastic Unit	11	41	52	11
19	Rubber Reclamation	04	-	-	-
20	Readymade Garments & Tailoring	78	156	226	70
21	Others	275	524	732	208
Total		1640	3336	4141	755

(Source: Approx Data from Departments/Establishments)

SKILL DEMAND INCREMENTAL FOR 4-5 YEARS

S.No	Sector	Total Demand	Minimally Skilled	Semi Skilled	Skilled
1	Agriculture and Allied Sector	12985	11092	1136	757
2	Tourism ,Travel ,Hospitality & Trade	1549	1007	387	155
3	Other Manufacturing	1994	997	698	299
4	Transport, Storage & Communication	1613	1125	379	109
5	Banking & Insurance	1395	268	447	680
6	Handicrafts & Handlooms	76	23	38	15
7	Education	808	0	16	792
8	Building, Construction & Real Estate	725	609	78	38
9	Auto Mobile Servicing	635	445	127	64
10	Healthcare	982	98	98	785
11	Unorganised Sector (Computer Technician, Mobile phone Technician, LED/TV technician etc	722	217	325	180
12	Gems & Jewellery	645	322	226	97
13	Food Processing	196	116	41	39
14	Textile & Clothing	37	19	15	04
Total		24363	16338	4012	4013

(Source: Skill Study by NSDC)

NEW Central Sector Scheme for Industrial Development of JKUT

Approval of Scheme	Sectors Covered	Employment (Direct & Indirect)	Remarks
By Hon'ble Prime Minister of India in presence of His Excellency Lt. Governor JK UT with New Investment	Industries (Manufacturing & Servicing)	About 4.5 Lakh People in JK UT	Socioeconomic Transformation of region(Udhampur) , Encourage sustainable development , New era of Progress & prosperity for JK People specially Udhampur district , Compete nationally/internationally with other industrial set up in country.
	Agriculture		
	Inland Fisheries		
	Animal Husbandry		
	Dairy		
	Sericulture		

(Source: 7th Jan 2021 News)

Up gradation of 1396 Govt. ITIs through Public Private Partnership Scheme by GoI

Institute Management Committee (IMC) comprising of Members from Industry and Government has been continuously implementing the Scheme and Govt of India has upgraded 1396 Govt. ITIs through Public Private Partnership in the country. Interest free Loan amounting to Rs. 2.5 Crore has been released to upgrade the Infrastructure of ITI Udhampur. Under the Scheme 04 NCVT Trades (MMV, Plumber, Fashion Design Tech. Mechanic RAC) have been upgraded. All the Trades are running successfully in ITI presently.

Pradhan Mantri Koushal Vikas Yojana PMKVY 3.0

Background

Under the Skill India Mission, the Government of India is implementing Pradhan Mantri Kaushal Vikas Yojana (**PMKVY**) to promote skill development in the country by providing grant based placement linked short duration skill training since 2015-16. This programme was successfully implemented under two editions: **PMKVY (1 .0) (FY2015-16)** and **PMKVY (2 0) (FY2016-20)**.

With each newer version of PMKY scheme, major changes were instituted to meet the aspiration of youth, increase the overall reach and improve the outcomes. **PMKVY 2.0 (2016-20)** provided a larger role to the State Governments by introducing Centrally Sponsored State Managed (**CSSM**) known as the **State Component** under the Scheme. Placement linked short term training program was also introduced along with Training of Trainers and Aadhaar based attendance system for Trainees and Trainers.

Based on the Learnings of **PMKVY 2.0** and to reorient the scheme to be in sync with the present scenario of policy changes and changing priority in different sectors, **demand-driven PMKVY 3.0 (2020-21)**, has been conceptualized with the larger engagement of district authority through **District Skill Committees (DSCs)**. The new upgraded scheme **PMKVY (3.0) (FY 2020-21)** by Ministry of Skill Development & Entrepreneurship Government of India has been approved and shall be implemented during **FY 2020-21**

Training under PMKVY 3.0

- 1. Short Term Training (STT)** - The Short-Term Training imparted at PMKVY Training Centres (TCs) is aimed towards the candidates who are either school/college dropouts or unemployed. Duration of the training varies according to the job role, however, majority of courses range between 200-600 hrs (2 – 6 months). The Training is provided according to the National Skills Qualification Framework (NSQF) with Soft Skills, Entrepreneurship, Financial and Digital Literacy curriculum, a part of the curriculum. Upon successful completion of their assessment and certification, candidates are provided placement assistance by Training Partners (TPs).
- 2. Recognition of Prior Learning (RPL)** - Individuals with prior learning experience or skills are assessed and certified under the Recognition of Prior Learning (RPL) component of the Scheme. RPL aims to align the competencies of the unregulated workforce of the country to the NSQF. The duration of the training/orientation ranges between 12-80 hrs.
- 3. Special Projects** - Special Projects component of PMKVY envisages to encourage trainings in special areas and premises of Government bodies, corporate / industry bodies and trainings in special job roles not defined under the available Qualification Packs (QPs)/National Occupational Standards (NOSs). These are the projects which may require some deviation from the terms and conditions of Short-Term Training under PMKVY.

Key Features of the Scheme

- Demand driven scheme with bottom up approach for identification and mapping of job roles. District level plan shall be the fundamental level of implementation.
- District Skill Committee (DSC)** shall be the focal point of implementation of PMKVY 3.0. DSC shall play major role in preparation of District level plan, mobilization and counselling of candidates, formation of training batches, monitoring of quality assurance and post training support.
- The scheme will be aligned with Common Cost Norms and National Skill Qualification Framework (NSQF).
- A phase-wise introduction of vocational courses in schools shall be initiated in coordination with Ministry of Education (MoE). This component shall be implemented for class I to 12 aimed to expose students to skill development avenues.
- Ministry of Skill Development and Entrepreneurship (MSDE) shall coordinate with Central Ministries and State Governments for recognition of NSQF certification as a pre-requisite for hiring of contractual employees and mandating the vendors/contractors to hire NSQF certified workforce as a part of their contract.
- National Skill Development Corporation (NSDC)** shall provide the IT and technical support for the implementation of both Central and State Component of the Scheme.
- As far as possible, endeavor will be made to establish Common Assessment Centers (CACs) so as to ensure quality and transparency during the assessment process
- Focus will be given for on-line blended mode of training for wider coverage.

The scheme is being implemented through two components:

Centrally Sponsored Centrally Managed (CSCM): Centrally Sponsored Centrally Managed (CSCM) component of PMKVY 3.0 will be implemented by. National skill Development corporation (NSDC) with the active support of District skill committees (DSCs).

Centrally Sponsored State Managed (CSSM): Centrally Sponsored State Managed (CSSM) component of PMKVY 3.0 will be implemented by State skill Development Missions (SSDMS) of the States/ UTs with the active support of District Skill Committees (DSCs).

Proposed Targets under PMKVY 3.0 (2020-21) only

S. No	Types of Training under PMKVY	UT	District (Approx)	Implementing Agency
1	PMKVY 3.0 CSCM Short Term Training (STT)	--	30	NSDC
2	PMKVY 3.0 CSSM Short Term Training (STT)	-	90(Approx)	JKSDM
3	PMKVY 3.0 Recognition of Prior Learning (RPL) CSCM	-		NSDC
4	PMKVY 3.0 Recognition of Prior Learning (RPL) CSSM	-	-	JKSDM

(Source: Data from MSDE/JKSDM)

PROPOSED/DEMAND DRIVEN LONG TERM & SHORT TERM COURSES IN ITIs OF UDHAMPUR DISTRICT					
Suggested Long Term Courses	Duration	ITI where suggested	Suggested Short Term Courses NSQF Aligned under PMKVY 3.0	Duration	ITI where proposed
Stenographer & Secretarial Assistant (English)	1-Year	ITI Chenani (Proposed) ITI Ramnagar (Proposed)	Office Assistant	180 hrs	ITI Udhampur
COPA	1-Year	ITI Chenani (Proposed) ITI Ramnagar (Proposed)	Electrician Domestic Solutions	360 hrs	ITI Udhampur
Sewing Technology	1-year	ITI Chenani (Proposed) ITIRamnagar (Proposed)	Technician Refrigerator	360 hrs	ITI Udhampur
Electrician	2-years	ITI Chenani (Proposed) ITI Ramnagar (Proposed)	Automotive Service Technician	490 hrs	ITI Udhampur
Plumber	1-year	ITI Chenani (Proposed) ITI Ramnagar (Proposed)	Domestic Data Entry Operator	440 hrs	ITI Udhampur

(Source: Data from ITIs)

Course can be started subject to:

1. Registration as Training Partner(TP)/Training Centre (TC) by JKSDM Empanelment with Skill Development Mission.
2. Authentication/Approval of Job roles from District Skill Committee Udhampur.
3. Regular Training Programme do not suffer.
4. Well Equipped Infrastructure availability by the Government.
5. Sufficient amount of Budget available.

PROPOSED/DEMAND DRIVEN SHORT TERM COURSES (PMKVY 3.0)

Government Departments

Agriculture Department

S. No	Suggested Short Term Courses/Job Roles NSQF Aligned under PMKVY 3.0	Sector	QP No.	Duration	Proposed to be trained
1	Agri Service Input Dealer	Agriculture	AGR/Q7804	360hrs	5200 No.(Approx)
4	Bamboo Grower	Agriculture	AGR/Q6101	240 hrs	
5	Beekeeper	Agriculture	AGR/Q5301	240 hrs	
6	Gardener	Agriculture	AGR/Q0801	360hrs	
7	Greenhouse Operator	Agriculture	AGR/Q1003	240 hrs	
8	Micro-Irrigation Technician	Agriculture	AGR/Q1002	240 hrs	
9	Mushroom Grower	Agriculture	AGR/Q7803	240 hrs	
10	Organic Grower	Agriculture	AGR/Q1201	240 hrs	
11	Pesticide & Fertilizer Applicator	Agriculture	AGR/Q1202	240 hrs	
12	Seed Processing Worker	Agriculture	AGR/Q7102	240 hrs	
13	Soil & Water Testing Lab Analyst	Agriculture	AGR/Q8103	240 hrs	
14	Solar Pump Technician	Agriculture	AGR/Q6701	240 hrs	
15	Tractor Operator	Agriculture	AGR/Q1101	240 hrs	

(Source: Data from Departments)

Courses can be started subject to:

1. Registration as Training Partner(TP)/Training Centre (TC) by JKSDM in these job roles
2. Empanelment with Skill Development Mission.
3. Prior Approval from Competent authority.
4. Authentication/Approval from District Skill Committee Udhampur.
5. Well Equipped Infrastructure availability by the Government.
6. Sufficient amount of Budget available.
7. Availability of funds including Institutional Charges.
8. Allotment of Target by Department/JKSDM/NSDC

PROPOSED/DEMAND DRIVEN SHORT TERM COURSES (PMKVY 3.0)					
Government Departments					
TOURISM DEPARTMENT					
S. No	Suggested Short Term Courses/Job Roles NSQF Aligned under PMKVY 3.0	Sector	QP No.	Duration in hrs	Approx trainees to be trained per annum
1	Commis Chef	Tourism and Hospitality Skill Council	THC/Q0406	360	1500 under PMKVY
2	Counter Sale Executive	Tourism and Hospitality Skill Council	THC/Q2903	240	
3	Food & Beverage Service Steward	Tourism and Hospitality Skill Council	THC/Q0301	240	
4	Front Office Associate	Tourism and Hospitality Skill Council	THC/Q0102	240	
5	Home Delivery Boy	Tourism and Hospitality Skill Council	THC/Q2902	240	
6	Housekeeping Attendant (Manual Cleaning)	Tourism and Hospitality Skill Council	THC/Q0203	240	
7	Multi-cuisine Cook	Tourism and Hospitality Skill Council	THC/Q3006	240	
8	Room Attendant	Tourism and Hospitality Skill Council	THC/Q0202	240	
9	Travel Consultant	Tourism and Hospitality Skill Council	THC/Q4404	240	

(Source: Data from Departments)

Courses can be started subject to:

1. Registration as Training Centre (TC) by JKSDM in these job roles
2. Empanelment with Skill Development Mission
3. Prior Approval from Competent authority.
4. Authentication/Approval from District Skill Committee Udhampur.
5. Well Equipped Infrastructure availability by the Government.
6. Sufficient amount of Budget available.
7. Availability of funds including Institutional Charges.
8. Allotment of Target by Department/JKSDM/NSDC

DSC under the Chairmanship of Deputy commissioner appreciated the above beneficial proposal and asked Convener DSC to discuss the proposal with higher authorities of Skill Development so that youths of Udhampur District can get the gainful employment in Textile sectors at their door steps.

PROPOSED/DEMAND DRIVEN SHORT TERM COURSES (PMKVY 3.0)					
PRIVATE SKILL TRAINING PARTNERS/TRAINING CENTERS					
S. No	Center Name	Suggested Short Term Courses/Job Roles NSQF Aligned under PMKVY 3.0	Sector	QP No.	Training for Next Five Years
1	Virtual Computer Education	Field Technician Computing And Peripherals	Electronics & Hardware	ELE/Q4601	3600
2	Virtual Computer Education	Plumber general	Plumbing	PSC/Q0104	3600
3	Virtual Computer Education	Self Employed Tailor	Apparels	AMH/Q1947	3600
4	Virtual Computer Education	Assistant Electrician	Construction Skill Dev.	CON/Q0602	1800
5	Virtual Computer Education	Medical record & Health information Technician	Health care Sector Skill	HSS/Q5501	2500
6	Virtual Computer Education	Pedicurist & Manicurist	Distribution Line man	BWS/Q0402	1800
7	Devika Skill Development Centre	Self Employed Tailor	Apparels	AMH/Q1947	1800
8	Devika Skill Development Centre	Plumber general	Plumbing	PSC/Q0104	1800
9	Devika Skill Development Centre	Domestic Data Entry Operator	IT-ITeS	SSC/Q2212	1800
10	Devika Skill Development Centre	Assistant Beauty Therapist	Beauty & Wellness	BWS/Q0101	1800
Total Proposed in next Five Years(All Including Other Departments)					30800 (Approx)

(Source: Data from Skill Centres)

Courses can be started subject to:

1. Empanelment with JK Skill Development Mission
2. Prior Approval from Competent authority.
3. Authentication/Approval of Job Roles by District Skill Committee Udhampur
4. Well Equipped Infrastructure availability.
5. Allotment of Target by Department/JKSDM/NSDC

BUDGET AND FINANCING

Training Cost

The funds required for running the above **short term courses** under PMKVY 3.0 will be as per norms of government, whereas all long term courses have regular budget flow. Mainly below is the Training Cost per hour per trainee but subject to any change by the Government of India from time to time.

S.No	Trade sector	Rate
1	Category I	46.70/hour/trainee
2	Category II	40/hour/trainee

(Source: Data from MSDE/JKSDM)

Funding Support to DSC

Funds Flow	Centrally Sponsored State Management (State Component)	Centrally Sponsored Centrally Managed (Central Component)
Awareness	2%	2%
Post Training	1%	1%
Admin/Monitoring Expenses	2%	2%
Total	5%	5%

(Source: Data from MSDE/JKSDM)

MONITORING & EVALUATIONS

- I. The subcommittees (skill Task force) comprising of some DSC members will do regular inspection of all the Training Centers/Institutes imparting Skill Training. The task force will interact with students and trainers to address challenges and shortcomings
- II. Designing of App and Portal for tracking the placement of pass out trainees and continuous feedback of trainers, trainees and other stakeholders.
- III. Six monthly analysis of Placement, market trends, quality of training and trainers for course correction.
- IV. Daily updating of activities by various training providers and number of students who attended the lectures by means of Google sheet
- V. Continuously monitoring trends in skill marketing and updating the Skill gaps
- VI. Introduce the Market/Industrial oriented Courses or Job Roles in the Training centers/Institutes as well as projecting in District Skill Plan.

Main Stake Holders in Formulation of District Skill Plan

1. Representative from Industries, Udhampur
2. General Manager District Industries Center Udhampur.
3. Chief Agriculture Officer Udhampur.
4. Chief Animal Husbandry Officer Udhampur
5. Chief Education Officer Udhampur
6. Chief Horticulture Officer Udhampur
7. District Social Welfare Officer Udhampur.
8. Deputy Director District Employment & Counseling Center Udhampur.
9. Assistant Director Handloom Udhampur
10. Assistant Director Handicraft Udhampur
11. District Officer J&K Entrepreneurship Development Institute Udhampur
12. District Officer SC/ST/OBC Corporation Udhampur
13. Principal Govt. Polytechnic Udhampur
14. Representative J&K Skill Development Mission
15. Director RSETI-SBI Udhampur
16. District Manager Lead Bank Udhampur

LIST OF ABBREVIATIONS

DSC: District Skill Committee

DNSC: District Nodal Skill Center

CTS: Craftsman Training Scheme

NCVT: National Council for Vocation Trainings

PWD: Person with Disability

SC: Schedule Castes

ST: Schedule Tribes

OBC: Other Backward Classes

ITI: Industrial Training Institute

RSETI: Rural Self Employment Training Institutes

COPA: Computer Operator and Programming Assistant

PMKVY: Prime Minister Kaushal Vikas Yojana

IT: Information Technology