

## Skills Strengthening for Industrial Value Enhancement (STRIVE)

Skills Strengthening for Industrial Value Enhancement (STRIVE) project is a World Bank assisted - Government of India program with the objective of improving the relevance and efficiency of skills training provided through ITIs and apprenticeships.

STRIVE is a five year program, implemented by the Ministry of Skill Development & Entrepreneurship (MSDE) through State Governments, Industrial Training Institutes (ITIs), Centrally Funded Institutes (CFIs) and Industry Clusters (ICs). The closing date of STRIVE is November 2022. It also supports two sub-missions of the National Skill Development Mission (NSDM), namely: (i) institutional training, and (ii) trainers.

STRIVE is a Central Sector Scheme (CSS) with a budget of Rs. 2200 crore (50% funding through World Bank assistance). The Project has following components:

S.No.	Component	Tentative Cost (Rs. in crores)
1	Improved Performance of ITIs	1000
2	Increased Capacities of State Governments to support ITIs and Apprenticeship Training	330
3	Improved Teaching and Learning	435
4	Improved and Broadened Apprenticeship Training	212
	Technical Assistance	223
	Total	2200

STRIVE falls under the Program for Results (P4R) based category of World Bank that ensures outcome driven funding i.e. disbursement from the World Bank would be based on achievement of Disbursement Linked Indicators (DLIs) as given below:

- DLI 1 Increase in the number of graduates from Project ITIs
- DLI 2 (i) Percentage of trainees undergoing Industrial training / On the Job Training (OJT) in Project ITIs  
(ii) Percentage of graduates in gainful employment one year after graduation from Project ITIs
- DLI 3 (i) Reduction in trainers' vacancy rate in government ITIs by at least 20%  
(ii) Number of CITS trades upgraded and rolled out in distance learning/blended mode
- DLI 4 Number of participating states conducted tracer studies
- DLI 5 Number of industry clusters that introduced at least two different apprenticeship programs
- DLI 6 (i) Female enrolment rate across Project ITIs  
(ii) Industry clusters that have at least 20% female enrolment rate in apprenticeship program

The releases to the implementing agencies i.e. States, ITIs, Central institutes and Industry clusters (ICs)/apprenticeship training would also be based on achievement on Key Performance Indicators (KPIs), as defined in the Operations Manual.

Component wise details of the program are provided below:

### **(1) Improved Performance of ITIs**

The component will address key challenges of ITIs by supporting them in improving quality of their skill development programs, enhancing labour market relevance and efficiency of operations. The

scheme has a strong focus on upgrading training equipment and adding new trades in the ITIs. Eligibility of major machinery / equipment will be as per NCVT approved standard tool list and no funds will be provided for civil works.

A total of 500 ITIs be covered under the scheme. While recognizing the importance of private ITIs in the skilling eco-system in the country, it is decided that a 400 government and 100 private ITIs will be taken up under the scheme. An average allocation of Rs. 2 crore will be available per ITI and funds will be provided to the Institute Management Committees (IMCs) constituted by ITIs in the form of a society.

Government and private ITIs will be competitively selected. ITIs will be shortlisted on the basis of final grading score of ITIs. Shortlisted ITIs will be invited to submit detailed Institutional Strategic Plans (ISPs) and final selection will be on the basis of evaluation of ISPs. The number of ITIs will be tentatively allocated to the states/UTs based on a formula by taking into account the number of government and private ITIs. Another key focus area in the selection of ITIs would be cleanliness, i.e. – Swachata of the ITI.

## **(2) Increased State Capacities to Support ITIs and Apprenticeship Training**

Under this component, state governments will be incentivized for policy and regulatory reforms that are aimed at improving the overall environment for ITIs and apprenticeship. Funding will be provided to states/ UTs for adopting following policy related reform activities i.e Key Performance Indicators(KPIs) :

1. Conducting tracer studies
2. Reducing vacancy of ITI trainers
3. Career progression policy for ITI trainers (based on guidelines to be issued by the MSDE)
4. Centralized admission process
5. Data reporting on MIS
6. Reforms including examination system
7. Refresher training for ITI trainers in industry
8. Establishing equivalence of CTS certificate with State Board certificate
9. Encouraging dual training as a policy measure
10. Increased financial and administrative autonomy to ITIs

Fund allocation to the states/UTs will be based on the objective criteria and states will be required to submit proposals for utilization of the said funds. Funds may be utilized towards undertaking reform activities and for any Skill Development related eligible activities. States may also hire project management consultants (PMC) to augment capabilities of State Project Implementation Unit (SPIU) through funds received under this component.

## **(3) Improved Teaching and Learning**

This component covers activities that would complement the institutional reforms in vocational training under DGT. The sub-components are as below:

- Establishment of a system for need based market driven curriculum development and revamping of course curricula and instructional material.
- Upgradation of terrestrial Distance Learning Program (DLP) to a Satellite based Distance Learning Program, and creation of multimedia instructional content.
- Undertaking Reform activities including examination reform viz. timely declaration of results, outcome-based assessment, fairness and transparency in the examination procedure, question bank development, translation of question banks in regional

languages, transparency in appointment of examiners, streamlining process of uploading marks, etc..

- Provision of soft loan to private ITIs with the aim to encourage private ITI investment in new and emerging technologies which require a high up-front investment and are not sufficiently represented in the country. These areas include: CNC, mechatronics, Programmable Logic Controllers (PLCs), Robotics etc.
- Curricula and e- learning material development in emerging areas such as Internet of Things (IOT), Artificial Intelligence (AI), etc.
- Capacity building of government officers and institutions in their respective fields, such as capacity building of NIMI for development of learning material/ multimedia content.

#### **(4) Improved and Broadened Apprenticeship Training**

The project aims to encourage Small and Medium Enterprises (SMEs), to engage in Apprenticeship Training through the involvement of business associations / industry clusters (ICs). Under this component, the Industry Apprenticeship Initiatives will strengthen the capacity of ICs to promote apprenticeship within it's member firms and to assist in managing the entire gamut of the apprenticeship process right from Identification of trainees to assessment, certification and final job placement of trainees.

A total of 100 ICs would be covered pan India, States would shortlist ICs and selection would be on the basis of proposals submitted by ICs. An average financial outlay of about Rs. 1 crore per IC would be utilized towards cost of establishing and running an apprenticeship cell in the cluster, development of curricula, hiring of trainers, training of trainers, awareness raising, etc.

Additionally, this component also focused on:

- Research and awareness creation to examine the interest of employers in apprenticeship and benefits derived from apprenticeship.
- Setting up State Apprenticeship Monitoring Cell (SAMC) with a mandate to support and monitor apprenticeship activities under STRIVE and support implementation of National Apprenticeship Promotion Scheme (NAPS).
- Capacity Development of state/central government officers and industry to create awareness of apprenticeship training programs, policies and benefits.

Apart from the above functional components, STRIVE also has a Technical Assistance Component, through which the National Project Implementation Unit (NPIU) at national level and State Project Implementation Units (SPIUs) at the State/UT level will be funded. For external checks on the progress against DLIs, MSDE will hire third party agents to validate the data.