

File No.DGT-49(3)/2019/AP-Part1
Government of India
Ministry of Skill Development & Entrepreneurship
Directorate General of Training

Employment Exchange Building,
Pusa Complex, New Delhi,

Dated: 28th May, 2021

To

The State Apprenticeship Advisor
Odisha, Karnataka, Tamil Nadu, Kerala

**Subject: Selection of Five Unique ICs under IAI programme of STRIVE
Project-reg.**

Sir/Madam,

As per the reference section 2.2.5 of Operations Manual for STRIVE, approved on 3rd January, 2019 by the Steering Committee Chaired by Secretary, Ministry of Skill Development and Entrepreneurship (MSDE), a National Cluster Evaluation Committee (NCEC) was constituted for selection of Industry Clusters (ICs) under Result Area 4: "Improved and Broadened Apprenticeship Training" under STRIVE project.

2. National Cluster Evaluation Committee (NCEC) on 12th February 2021 selected 19 Industry Clusters for the scale up phase. NCEC also selected 10 Industry Clusters in waiting list based on the ranking which could be notified should there be any drop out from the actual list of 19 ICs which were approved. (Refer NCEC MoM page 2)
3. In the fourth meeting of National Steering Committee (NSC) for STRIVE held on 24th February, 2021 under the chairmanship of Shri Praveen Kumar, Secretary, Ministry of Skill Development & Entrepreneurship (MSDE) through VC (Zoom), Ratification of selection of 19 Industry Cluster under scale up phase of Industry Apprenticeship Initiative (IAI) was discussed. During discussion it came to light that many unique clusters could not make out to the selection list due to lack of capacity. NSC decided to give another opportunity to such unique clusters and formed a subcommittee (led by Director AT, DGT) to select 5 such clusters either from the pool of existing current list of applications or identify and call for fresh IC applications on nomination basis. Subcommittee was empowered by NSC to define the rules and processes for selection of such clusters. NSC empowered and authorized National Project Director/DG for

approving composition, overseeing functions of this subcommittee and approval of such Industry Clusters recommended by the subcommittee. (refer NSC MoM, para 6, page no 5).

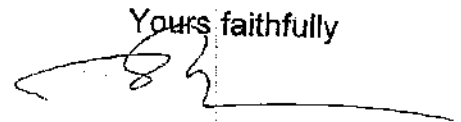
4. In accordance of above point, a subcommittee was constituted by DG/AS vide OM No. DGT-49(3)/2019/AP-Part1 dated 15th April,2021 and meeting was organized on 24 th May 2021. As per the NSC minutes dated 24th February 2021, Sub Committee's Recommendation and Powers there in to National Project Director/DG, five clusters are approved as reflected in Table 1.

Table 1 – Approved List of 5 Unique ICs

S N	IC Name	State	NCEC Marks	Cluster profile
1	Ethamozhy Coir Cluster	Tamil Nadu	29	Coir
2	The INOSERVE	Tamil Nadu	28	Tea Plantation
3	Pipli Applique Cluster	Odisha	25	Ornamental needlework and handicraft
4	Kerala Hotels and Restaurant Association	Kerala	24	Hotel and Restaurant
5	Simha Shakti Okkuta Food Cluster	Karnataka	14	Food Processing

5. The States concerned are requested to please communicate the selection to concerned ICs as mentioned in Table 1 above.

Yours faithfully



(Ishwar Singh)
Director (AT)