

No.DGT-49(3)/2019-AP  
Government of India  
Ministry of Skill Development & Entrepreneurship  
Directorate General of Training  
Employment Exchange Building, IARI Campus  
Pusa, New Delhi-110012  
Dated 20.05.2020

To,

Director/State Apprenticeship Advisor  
State Directorate Name

Subject – Launch of Scale Up phase of Industry Apprenticeship Initiative (IAI) under World Bank assisted STRIVE project-regarding.

Madam/Sir,

As you are aware, DGT is implementing Skills Strengthening for Industrial Value Enhancement (STRIVE) project assisted by The World Bank. The STRIVE project has four thematic areas. The 4th result area aims at modernizing the Gol's apprenticeship training systems, through the provision of Industry Apprentice Initiative (IAI) grants to industry clusters (ICs) for the development and implementation of apprenticeship programs that increase the influence of industry, in particular SMEs, in defining the programs' contents, and strengthening their cooperative delivery modes amongst its cluster members.

2. Under the project total of 100 Industry Clusters (ICs) would be selected pan India. In the pilot phase of Industry Apprenticeship Initiative (IAI) under STRIVE, nine states participated which had SAMC approved by DGT and 10 industry clusters were selected. Remaining clusters will be selected through nomination/competitive selection process and will be open for all states/UTs under scale up phase. This letter is to inform you that DGT is launching scale up phase and advertisement call for participation is already uploaded in DGT portal.

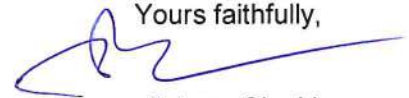
3. State/UT has a very critical role in the selection process of clusters. Applications by prospective Industry Clusters from all states/UTs will be invited through email submission only, for online coordination ease, DGT will receive all the applications and will share the received applications to each respective states/UTs for evaluation. As per the STRIVE operational manual, states through SAMCs will be responsible for coordinating, and administer the Industry Apprenticeship Initiative (IAI) grant scheme which includes mobilization of potential clusters, evaluation of received applications forms, extend technical assistance and capacity building of Industry Clusters etc. States also needs to constitute State Cluster Evaluation Committee (SCEC) to screen and evaluate the application forms submitted by ICs. Please refer to the STRIVE operational manual for the detailing on selection process, role of SAMC in the selection process, application/proposal formats, KPIs and funding milestones etc.

4. Hence, in the context of scale up phase, your cooperation and state's/UT's participation is solicited, you may please act on the following:-

1. Release of the advertisement in local vernacular for greater outreach and dissemination amongst potential clusters about the IAI project opportunity. You may also upload the advertisement in your respective state directorate website. The last date of the submission remains the same as specified in advertisement at the DGT

- website. Please refer the DGT advertisement available in DGT website, you may suitably customize it without changing the submission process and timelines.
- II. Identify potential Clusters from the state as per the format and share with DGT. And organize local level workshops for populating and disseminating the project opportunity, reach out and encourage potential clusters to participate and submit applications. SAMC shall offer all technical assistance to clusters in preparing the proposals.
  - III. Consider setting up a help desk through SAMC for handling application submission related queries, organize preparatory workshops for understating the IAI project details and putting link of proposal and STRIVE operational manual in the departments website.
  - IV. Constitute the State Cluster Evaluation Committee as per the composition prescribed in the STRIVE operational manual
  - V. Provide the details of SAMC staff, DGT will design a training program roster for orientation on the selection process.

Yours faithfully,



(Ishwar Singh)  
Director (AT)

Enclosed:

1. Advertisement template used by DGT
2. List of potential industry clusters
3. SAMC staffing details to be shared by state/UT to DGT by 30<sup>th</sup> January 2020.

CC:

1. Regional Director, RDSDE (all states/UTs)
2. Head - Apprenticeship, NSDC (with a request to disseminate across its SEOs)

Enclosed (in order)

(1). Advertisement Format

**Call for application from Industry Clusters to implement the Industry Apprenticeship Initiative**

Ministry of Skill Development and Entrepreneurship (MoSDE) through Directorate General of Training (DGT) announces the selection of Industry Clusters under the second phase of Skills Strengthening for Industrial Value Enhancement (STRIVE) a project by MoSDE which is being jointly funded by Govt. of India and World Bank. It is an initiative to empower and capacitate MSMEs to participate in formal apprenticeship system through a cluster approach. Application are invited from all the eligible and interested Industry Clusters (IC) for execution of the project during the project period with a maximum funding of 1crore per IC.

The applications are to be submitted on the prescribed format which can be downloaded from the Website of Directorate General of Training and State Directorate of Technical Education. Application forms will all prescribed attachments to be mailed by applicant industry clusters to [striveclusters@gmail.com](mailto:striveclusters@gmail.com) with a subject of email as "IC application <state name>" for example "IC application Haryana." **Applications must be submitted through email only with subject clearly mentioning state name as per above syntax.** Once application is emailed, no further changes will be permitted. Applications failing in submitting applications with subject line and all prescribed attachments will not be considered for evaluation by the respective State Cluster Evaluation Committee (SCEC). Queries related to application submission will be addressed by State Apprenticeship Advisors concerned.

Please download the eligibility criteria and application formats from <https://dgt.gov.in>. Video Tutorial for how to prepare application form with fill specimen application is also available at DGT website. **Last date of sending applications is 30<sup>th</sup> July 2020.**

**(2) Identification of potential industry clusters in the state and creating ready inventory of ICs for scale up phase for Industry Apprenticeship Initiative (IAI) under RA4 of STRIVE**

**Format - List of potential Industry Clusters**

S N	Name of Industry association representing the cluster	Nature of the cluster (products/ services)	Location	Total No of establishments in the cluster (approx.)	% participation of SME (approx.)	Potential Apprentic e seats (approx.)	Contact Details (Name/designate ion/phone no/email)
1							
2							
3							

**Eligibility of Industry Cluster to participate in Industry Apprenticeship Initiative**

Based on the Section 3.4.3 of the STRIVE operational manual approved by NSC on 4<sup>th</sup> November 2019

1. Industry Cluster (IC) must be an industry association formally registered either as a 'society' under relevant Societies Registration Act or trust or an organization under Section 8 Company and have the legal capacity to sign Tripartite Agreements/contracts on behalf of its members
2. Minimum Number of member enterprises consenting to participate with IC for implementing IAI grant must be 20 irrespective of the size of the cluster.
3. Minimum apprenticeship seats available for IAI implementation in the cluster as per the Apprenticeship Act/Norms must be 40.
4. Minimum 50% of the participating members should be from MSME category (as per MSME definition of Govt. of India)

### 3. SAMC Staffing Details

Format: SAMC Staffing Details

State Name \_\_\_\_\_

SN	Post (mention full time/consultant)	No of Posts	Function (provide detailed job role description)	Email & Contact details
1				
2				
3				
4	(add additional rows)			



	Skill Upgradation of Existing Staff
(i) What role applicant IC plays in the recruitment of staff for its members specially at the entry level hiring	
(j) Other activities conducted by IC in the cluster <sup>1</sup> [submit supporting docs]	

## 2. Character of Cluster

SN	Particular	Details
a.	Nature of the Cluster	(Indicate Y for yes and N for No) 1. Multi Sector/Mix Product –  2. Specific Sector/Product centric –  In case 2, Sector/Product Name

<sup>1</sup> For e.g., organizing fairs, imparting skill training, dissemination of Apprenticeship among members, engaging of apprentices, conduct of training for member industries, etc.). This is an indicative list and the IC can mention any other activity which is deemed relevant (conducted in 2017-19)

b.	Employment Scenario in cluster	1.Total members - 2.Total employment in 2019 - 3.Total members who have given support letters- 4.Total employment within participating members- 5.Number of entry level new hire resources by the cluster in 2019-
c.	Geographical Concentration of cluster	(Indicate Y for yes and N for No) Members are located within one defined geographical area – – Members are scattered and not within one define geographical area –

### 3. Previous Training Activities in the IC

(a) Does the IC already have a training unit/ skill development cell to identify the training needs of its member enterprises? Submit Proof (activity photographs, reports)	Yes	No
(b) How many people received training organized by the IC in the previous calendar year (2019-20)? How many of the people trained are women?		
(c) Does the IC have its own training centre? If yes: Submit proof (photographs of tools, centre)	Status of tools/equipment or infrastructure availability in the training centre that can be used as training centre for Basic Training for fresh apprentices. (Indicate Y for yes and N for No) a) Classroom with no or basic equipment – b) Workshop with basic/ intermediate level equipment– c) Workshop with advanced level equipment – {submit picture of training centre – classrooms/tools and equipment/training aids used in centre}	



<p>(d) In case, IC doesn't have its own training centre and going to use training centre of its members for basic training, provide details of such members and their infrastructure</p>	
<p>(e) How many members of the cluster have their own training infrastructure for their staff? Submit proof (photographs of tools, centre)</p>	

**4. Implementation of Industry Apprenticeship Initiative (IAI)**

<p>(a) Has IC identified any training programs where its members will engage apprentices? Provide details of such identified apprenticeship programs with rational clarifying its need amongst participating members of the cluster and the impact it can make in the cluster.</p>				
Trade Name/Job Role/Occupation	Rational of proposing the trade	Reasons of not engaging apprentices currently	How participating members are addressing skill shortage without these apprentices	How IAI grant will help IC and its members in engaging apprentices which are otherwise not engaged despite strong rational amongst members
Name of Trade 1				

Name of Trade 2				
Name of Trade 3				
Name of Trade 4				
Name of Trade 5				

(b) What are the Employment prospects of apprentices who will be trained by participating members of IC under IAI? Max 200 words

(c) What are the plans of impacting non-participating members (remaining members of the cluster who have not consented to participate in IAI) of the cluster for apprenticeship Training? Max 200 words

(d) What are the sustainability prospects of continuing Apprenticeship Implementation Cell which will be setup as part of the project post the closure of the project? Max 200 words

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**5. Members support from Cluster**

SN	Data Indicators	Details
1	Total Member Industries in Cluster	
2	Number of MSME in overall members of the cluster	
3	Number of Member Industries who will participate in IAI implementation	
4	Number of MSME who have consented and participate in IAI	
5	Number of IC members who will engage apprenticeship for the first time	
6	Number of members who have discontinued engaging apprentices (engaging apprentices earlier and stopped engaging from past two years i.e. 2018 and 2019)	
7	How many of them (4.6) have consented to participate in IAI under STRIVE	

**6. Participating members of the cluster are aware about the implementation principles and have provided support letters to the applicant IC (upload support letters) Indicate Y for yes and N for No**

- Pay applicable monthly stipends to apprentices during the training duration –
- Making workplace available for the apprentice training –
- Allow staff members to train apprentices as per the standard training curriculum –

- Provide access to equipment/machines and the workplace for the training of apprentices –

**7. Provide details of participating members [upload excel- format "Support from IC"]**

Specimen  
copy

Annexure 14: Application form for Selection of Industry Clusters

**Name of Applying Industry Cluster:**

**Date of Application:**

**1. Basic information**

(a) Name of Industry Cluster (IC)	Tamilnadu Industry Association (MIA)	
(b) State	Tamilnadu	
(c) Address (both postal address and website)	ATC Road, Ambattur Industrial Estate, Chennai 600058 www.aiema.net	
(d) Contact person name and designation (email, phone number, landline, fax)	Mr Anand Sharma Secretary 011-23232312, 09812662531 anandsharma212321@gmail.com	
(e) Legal status/reg. number [submit proof]	MIA is registered as society under Societies Act 1860 (registration no : 23234)	
(f) Year of establishment of the IC	1993	
(g) Number of staff employed by the IC	Full-time	Part-time
	24	12
(h) List main services provided by the IC to its members directed for its staff on: [submit supporting docs]	Manpower Planning  1. Conducted survey with member industries  Training of New hires  1. Organized 10 induction programs for newly recruited staff of members on English, communication, Fire Safety and Machine operation 2. Organised 3 training programs for new recruits of members on industrial textile and optimum waste management	

	<p>Skill Upgradation of Existing Staff</p> <p>1.Organized 5 workshops on new machines</p>
(i) What role applicant IC plays in the recruitment of staff for its members specially at the entry level hiring	<p>1. Partnership with three ITI's, near by Colleges etc for mobilization of talent for hiring needs of members</p> <p>2. Conducted 10 job mela, recruitment camps for the hiring needs of members</p> <p>3. Conducted preliminary tests through XXX agency and complemented recruitment process of members</p>
(j) Other activities conducted by IC in the cluster <sup>1</sup> [submit supporting docs]	<p>1. Organized 5 workshops with members on Apprenticeship in partnership with local govt</p> <p>2. Participated in road shows/seminars for promotion of skill India campaign</p> <p>3. Organized registration drive of members for apprenticeship</p> <p>4. Delivered 3 Training programs on Automation in textile technology for members</p>

## 2. Character of Cluster

SN	Particular	Details
a.	Nature of the Cluster	<p>(Indicate Y for yes and N for No)</p> <p>1. Multi Sector/Mix Product – N</p> <p>2. Specific Sector/Product centric – Y</p> <p>In case 2, Sector/Product Name</p> <p>Textile</p>

<sup>1</sup> For e.g., organizing fairs, imparting skill training, dissemination of Apprenticeship among members, engaging of apprentices, conduct of training for member industries, etc.). This is an indicative list and the IC can mention any other activity which is deemed relevant (conducted in 2017-19)

b.	Employment Scenario in cluster	<p>1.Total members - 700</p> <p>2.Total employment in 2019 - 2000</p> <p>3.Total members who have given support letters- 90</p> <p>4.Total employment within participating members- 500</p> <p>5.Number of entry level new hire resources by the cluster in 2019- 100</p>
c.	Geographical Concentration of cluster	<p>(Indicate Y for yes and N for No)</p> <p>Members are located within one defined geographical area – Y</p> <p>Members are scattered and not within one define geographical area – N</p>

### 3. Previous Training Activities in the IC

(a) Does the IC already have a training unit/ skill development cell to identify the training needs of its member enterprises? Submit Proof (activity photographs, reports)	<p>Yes YES</p>	<p>No</p>
(b) How many people received training organized by the IC in the previous calendar year (2019-20)? How many of the people trained are women?	<p>1.Association staff training - Communication skills (20)</p> <p>2. Staff of members - Quality Control (200), Advance Fabric Cutting (100), Spinning and coloring (300), machine repair (200)</p> <p>3. Proprietors/Heads of the member firms - GST(80)</p> <p>Total Persons Trained - 980 women participation - 120</p>	
(c) Does the IC have its own training centre? If yes: Submit proof (photographs of tools, centre)	<p>Status of tools/equipment or infrastructure availability in the training centre that can be used as training centre for Basic Training for fresh apprentices. (Indicate Y for yes and N for No)</p> <p>a) Classroom with no or basic equipment – Y</p> <p>b) Workshop with basic/ intermediate level equipment– Y</p> <p>c) Workshop with advanced level equipment – N</p> <p>{submit picture of training centre – classrooms/tools and equipment/training aids used in centre}</p>	



<p>(d) In case, IC doesn't have its own training centre and going to use training centre of its members for basic training, provide details of such members and their infrastructure</p>	<p>Association doesn't has any workshop with advance level equipments that can be used for basic training. However, some of our members have shown interests to offer their workshop for conducting basic training on their infrastructure. Details are :</p> <ol style="list-style-type: none"> <li>1. Abcd Ltd</li> <li>2. XYZ ltd</li> </ol> <p>picture of their workshops is attached in file no 3(d)</p>
<p>(e) How many members of the cluster have their own training infrastructure for their staff? Submit proof (photographs of tools, centre)</p>	<ol style="list-style-type: none"> <li>1. PPP ltd</li> <li>2. kkk ltd</li> <li>3. rrrr ltd</li> </ol>

#### 4. Implementation of Industry Apprenticeship Initiative (IAI)

<p>(a) Has IC identified any training programs where its members will engage apprentices? Provide details of such identified apprenticeship programs with rational clarifying its need amongst participating members of the cluster and the impact it can make in the cluster.</p>				
Trade Name/Job Role/Occupation	Rational of proposing the trade	Reasons of not engaging apprentices currently	How participating members are addressing skill shortage without these apprentices	How IAI grant will help IC and its members in engaging apprentices which are otherwise not engaged despite strong rational amongst members
<p>Name of Trade 1 CNC programmer cum operator</p>	<p>30 % of industries emphasized its need during member consultation. Minutes of member consultation attached</p>	<p>New recruits are being trained but not structurally as per Apprenticeship guidelines</p>	<p>members generally take on skilling newly recruits without documenting them as formal apprentices</p>	<p>Through IAI, unstructured informal skilling of new recruits can be converted into structured apprenticeship</p>

Name of Trade 2 Welder Fitter	demand by approximate 20% of members industries. The role is of vital importance and required by the member companies of association	No mechanism in place for internal training, members prefer market-fit and shop floor ready to operate resources.	Spending additional resources on training new recruits through outsourced training programs	Through IAI, internal capacity of members staff would be strengthened to deliver instructional training programs hence saving on outsourced spends
Name of Trade 3 Machinist	It is one of the role where staff attrition is higher amongst all member industries and a need of consistent and dependent supply line of talent is needed which are groomed according to local requirements	Very poor competencies in the passed-out/fresher resources who come to members. Members don't see any productive contribution.	Ad-hoc arrangements where skills requirements are communicated to contractors and they supply/hire/deploy staff hence addressing skill gap	Through IAI, association will take the mobilization, skill assessment, recruitment of apprentices for its members delivering a membership led apprenticeship
Name of Trade 4 CNC Operator	Skilled persons are not easily available. Members like to opt for better skilled with low premium. great response from members if Freshers as apprentices under IAI can be molded	Entry level fresh resources are not available. Huge overhead cost to train freshers and mold them according to members requirements	largely members prefer hiring mid level or semi experienced resources. No entry level hire is inducted due to the unavailability of skilled entry level resources.	Through IAI, association will help nurturing entry level fresh resources, build processes of capacity building of its members, create training systems for fresher
Name of Trade 5 Press Metal	High demand of the trade amongst MSME members of the association since they don't have own training infr or capacity to design and train specific competencies which larger or mid size members can afford	Skilled required from the resources is very specific and no existing training providers/ITI etc are able to supply the trained manpower hence not inducting apprentices	Members design develop and deliver internal training requirements. Or hire people with higher salaries. But this is limited and not all members particularly SMEs can manage	Through IAI, association will assess such skill requirements, design training programs as per the needs of its members and create talent pipeline available for entire members irrespective of size

(b) What are the Employment prospects of apprentices who will be trained by participating members of IC under IAI? Max 200 words

Generally, our members are facing shortage of trained workforce, for carrying out their regular manufacturing activity. This project provides a structured way of identifying and training of Freshers, who have not been exposed to formal Engineering education. but they could be mentored. This 'home grown' would contribute to the Productivity and Quality of SME / Member Units of cluster. SME Units would not like to loose these 'home grows' and therefore these Apprentices would be absorbed in that SME itself with the decent salary.

(c) What are the plans of impacting non-participating members (remaining members of the cluster who have not consented to participate in IAI) of the cluster for apprenticeship Training? Max 200 words

Association will leverage the IAI project opportunity to start with the number of members who have currently consented to participate and gradually create outreach with larger members which are not participating. Following methods would be adopted :

1. XXXXX
2. XXXXX
3. XXXXXX

(d) What are the sustainability prospects of continuing Apprenticeship Implementation Cell which will be setup as part of the project post the closure of the project? Max 200 words

Association has experience of delivering continuing projects post their closure. Some of the initiatives we had taken for other projects are -

1. XX
2. XX

Association will not wait for the closure of the project to find new venues to support the project but would identify following measures during the implementation itself to strengthen sustainability :

1. Administrative fees from members to deliver apprenticeship support services
2. XXX
3. XX
4. XX
5. XX
6. XX

#### 5. Members support from Cluster

SN	Data Indicators	Details
1	Total Member Industries in Cluster	700
2	Number of MSME in overall members of the cluster	570
3	Number of Member Industries who will participate in IAI implementation	90
4	Number of MSME who have consented and participate in IAI	80
5	Number of IC members who will engage apprenticeship for the first time	87
6	Number of members who have discontinued engaging apprentices (engaging apprentices earlier and stopped engaging from past two years i.e. 2018 and 2019)	2
7	How many of them (4.6) have consented to participate in IAI under STRIVE	1

#### 6. Participating members of the cluster are aware about the implementation principles and have provided support letters to the applicant IC (upload support letters) Indicate Y for yes and N for No

- Pay applicable monthly stipends to apprentices during the training duration – Y
- Making workplace available for the apprentice training – Y
- Allow staff members to train apprentices as per the standard training curriculum – Y

- Provide access to equipment/machines and the workplace for the training of apprentices – γ

**7. Provide details of participating members [upload excel- format "Support from IC"]**

**(Company Letter Head)**  
**letter of support**

To  
The President/Secretary  
<Association Name>  
<Address>

**Sub: Willingness to be a member of <cluster name> for the Implementation of Industry Apprenticeship Initiative (IAI) under project STRIVE of DGT, Ministry of Skill Development & Entrepreneurship Govt. of India**

Dear Sir,

We are willing to be a member of the <cluster name> for Implementation of Industry Apprenticeship Initiative (IAI). We confirm to participate in its implementation and consent to :

1. Notify apprentice seats and engage apprentice
2. Making workplace available for the apprentice training
3. Allow staff members to train apprentices as per the standard training curriculum
4. Making workshop or any other related infrastructure available for apprentice training facility
5. Making staff members/supervisors available for participating in capacity building programme
6. Provide equipment/machine for the training of apprentices
7. Pay applicable monthly stipends to apprentices during the training duration

We shall extend full support and regularly participate in the Industry Apprenticeship Initiative (IAI) meeting/training/program organized by <association name> from time to time. We also authorise <association name> to represent my firm on subjects related with apprenticeship and STRIVE project.

Thanking you  
Yours sincerely

**Sign:**  
**Name:**  
**Co seal:**  
**Date:**

