

Smt. Annpurna Devi flags off Kaushal Rath to empower youth with industry relevant skills



Koderma, Jharkhand, February 27, 2024: Demonstrating its commitment towards bringing skill training to rural doorsteps and driving positive transformation in the communities, **Smt. Annpurna Devi, Hon'ble Union Minister of State For Education** today flagged off Kaushal Rath - a specialized bus providing skill training and certification to aspiring candidates in remote areas – at Jhumri Telaiya in Jharkhand's Koderma.

The bus equipped with state-of-the-art tools, equipment and technology will play a pivotal role in enriching capabilities of the youth in demand-driven skills and open avenues for meaningful employment opportunities across industries. The initiative aligns perfectly with the vision of Hon'ble Prime Minister Shri Narendra Modi of uplifting backward regions to enhance their standard of living, promote inclusive development and create an impact on a large scale.

Speaking on the launch, **Smt. Annpurna Devi, Hon'ble Union Minister Of State For Education** said, "Under the visionary leadership of Hon'ble Prime Minister Shri Narendra Modi, the ministry has undertaken numerous skill development initiatives to ensure that the youth reap the benefits of skill development programmes. Kaushal Rath is poised to upskill youth, enhance employment opportunities, reduce migration and propel socio-economic growth of the region".

"The youth possesses immense potential and we all need is to extend the right opportunities and channelize their talents effectively. I commend NSDC for its efforts in establishing avenues creating avenues that builds awareness, shape professional careers and elevate the professional growth," the Honourable Minister added.

By integrating academic knowledge with hands-on training, the initiative focuses on bolstering their familiarization with latest tools and equipment and allows them to apply these acquired skills in real-life settings. It serves as a catalyst in bridging the geographical divide, democratizing access to high-quality education and empowering individuals with the skills needed to excel in evolving job landscape across industries such as renewable energy, agriculture, and healthcare.

Kaushal Rath aids in promoting the entrepreneurial mindset, digital literacy and employment opportunities for the youth. Through these perpetual efforts, the Kaushal Rath establishes as a one-stop awareness vehicle for employment and skilling which demonstrates the tangible impact of the initiative in preparing individuals for the challenges and opportunities of today's agile and competitive job market.

Furthermore, it serves as a powerful tool in harnessing the potential of the disadvantaged groups that recommends right courses based on their academic background, promotes life-long learning and nurture their skill sets that helps in navigating the evolving job market.

It imparts training in soft skills, personality development and confidence building which in turn will help young aspirants to get better career prospects and simultaneously helps employers to improve productivity and efficiency of their businesses.

NSDC CSR has a clear mission to catalyse impactful change by closing the gap between the public and private sectors to foster innovation and growth within the skill development landscape of India. To make skilling initiatives more accessible and approachable in its approach, it assists in establishing cost-effective buses that traverse long distances and improve the participation of the youth with their programmes.

To ensure seamless implementation of the training ecosystem, NSDC collaborates with implementation partners to offer support for mobilization and counselling strategy development. Furthermore, the systematic mapping of skill requirements at district level aids in designing a curriculum and exploring current trends in workforce demand and supply. It will be followed by the awareness campaigns and workshops that extends the benefits of the programme to the larger audience.

About National Skill Development Corporation (NSDC)

National Skill Development Corporation (NSDC) is the principal architect of the skill ecosystem in the country. It is a unique Public Private Partnership (PPP) enterprise working under the Ministry of Skill Development & Entrepreneurship (MSDE), Government of India. NSDC was established with the objective to catalyze the skilling ecosystem for private sector participation and be the strategic implementation and knowledge partner to Skill India Mission to build efficient vocational training initiatives, empowering India's youth. NSDC provides support to enterprises, start-ups, companies, and organizations that are creating an impact by offering a world of opportunities in futuristic skills to the potential workforce. The organization develops appropriate models to enhance, support, and coordinate private sector initiatives in skilling by offering funding support to eligible entities, concessional loans to the candidates along with other innovative financial products, and builds strategic partnerships.