

NEWSLETTER: January 2016

LSSSDC Progress Highlights:

- 4 'National Occupational Standards'
- 29 QP's under 'Public View' (after completion of Industry Validation)
- 28 QP's under Industry Validation (together the 61 QPs cover over 90% job volume of sector)
 - 5 Assessment Partners
 - 94 Assessors
 - 79 Accredited Training Partners (50 active TP's)
 - 25 Train the Trainer Program
 - 235 Trainers certified
 - Skilling across 18 States
 - Approx 2000 students certified
 - 83 Certified MSR already placed in Small and Medium Enterprises



ACHIEVEMENTS AND MEETING HIGHLIGHTS

Occupational Standards Development:

LSSSDC has completed the Industry Validation of 29 Qualification Packs (QPs) which covers the 45% of Industry Employment. These QPs are currently under Public View. Please visit our website for providing comments, if any.

Model Curriculum and Content Development:

Model curriculum are developed to provide standardized skilling guidelines to various trainings centers affiliated to LSSSDC. The model curriculum is developed with the help of Industry experts so that the skilling commences in alignment to Industry need. Following 8 Model Curriculums have been developed so far

- Production Chemist
- QC Chemist
- QA Chemist
- Medical Sales Representative
- Manufacturing Assistant
- Maintenance Assistant
- Production/ Machine Operator
- Lab Technician

In addition to above 8, LSSSDC has initiated development of 4 new Model Curriculums for following Job roles

- Research Associate- Technology Transfer/ Process Development
- Fitter Mechanical
- Packaging Assistant
- Production Supervisor

Trans-National Occupational Standard Development in Collaboration with UK Govt.:

The Ministry of Skills is keen that the standards that LSSSDC has developed for major job roles should be mapped to International standards, which is important if 'Make in India' campaign is to be a success. With this in mind, UK India Education and Research Initiative (UKIERI) has agreed to fund a project in which select job roles will be

mapped to UK (International) standards. This project has commenced in mid-January 2016 and is expected to be completed within March 16. These transnational standards are being developed in the collaboration with Cogent Skills, UK for following Job roles, under UKIERI project:

- Medical Sales Representative
- Production Chemist
- Machine Operator
- Quality Control Chemist
- Quality Assurance Chemist
- Research Associate- Technology Transfer/ Process Development



These Standards would be used for Skilling Talent & Certification applicable and accepted both in India and overseas (UK).

Assessor Orientation Workshop:

LSSSDC is always focused for achieving the Quality and Industry alignment in each stage of Skilling Ecosystem. In the same direction, LSSSDC has conducted an Assessor Workshop on Jan 17, to standardize the Assessor's quality and certify the current pool of Assessors for Medical Sales Representative Assessment. The workshop has been successful with respect to providing the standard guidelines to assessors and also helped LSSSDC in exploring ground realities to strengthen the system further. Total 21 Assessors participated in the Workshop.

Train the Trainer Program:

LSSSDC ensures standardization of skills of its trainers through a 4 days rigorous train the trainer (TTT) program followed by assessment and certification of qualified trainer. In the month of January 2 TTT program conducted each in Raipur & Delhi.



We have so far done 25 TTT in Delhi and outside Delhi. We now have a pool of 235 certified Trainers, PAN India, skilling more than 10,000 Trainees.

Placements:

Currently approximately 2000 fresh candidates have been skilled and certified as Medical Sales Representative (MSR). This certified fresh talent force is now readily available for Industry to hire.



Placements of certified MSRs has begun with organizations such as Hemodiaz Life Sciences, Win Medicare Pvt Ltd, Asian Laboratories, Abhishek Medical Agencies, Samarth Pharmaceuticals Pvt. Ltd. and many more. By

end of January 2016, 83 certified MSR candidates were already hired by Industry.

Skilladder and Recognition of Prior Learning Program by LSSSDC:



LSSSDC has launched an e-learning portal – Skilladder. It is

an effective instrument in bridging skill gap for Medical Sales Representative (MSR) thus rendering them more confident & productive for the Industry. Since MSRs account for almost a quarter of the total job volume of the sector, special emphasis is given to this. Most of all, the program benefits organisations by providing a critical skill gap analysis of the sales force, whereupon organisations can up-skill their sales force—focusing on areas where MSRs need to strengthen themselves, leading to significantly improved productivity.

LSSSDC aims to fill-in skill gaps identified in the Assessment done for each National Occupational Standards (NOS) defined for Medical Sales Representatives job role under the 'Recognition of Prior Learning' (RPL) program. For detailed RPL Process Framework please refer <http://lssdc.in/document/LSSSDC-RPL-For-MSR-Ver-1.01.pdf>

It is a simple THREE step Program:

Step 1: Pre-Assessment ⇒ on successful completion leads to certification

Step II: Else, Bridge Training through 'Skilladder'

Step III: Post-Assessment ⇒ on successful completion leads to certification

How does the program benefit:

Organisation

- Better productivity and efficient Sales Team with Increased confidence
- Higher strike rates, significantly improved revenue generation per MSR, per call
- Up-skilling without disrupting work
- Skill Gap Identification helps in Performance Evaluation & Appraisal Process.
- Standardization of people and Processes
- Facilitates organisations in overall talent management

Individual

- Enhanced Confidence
- Improved earnings through commissions
- Greater recognition through Certification
- Better career Progression

Referral Note: As a proof of concept, LSSSDC conducted a Pilot RPL Drive and assessed 500 MSRs from ten top organizations across states, interestingly the Assessment **results were surprising as the Pass percentage was found to be 59%.**

In the month of January, major organizations (Indian and MNC) have registered keen interest in Skillladder, and first nominations for using Skillladder have been received.

Indian Army Skilling Symposium 2016:

Directorate of Indian Army Veterans and NSDC has joined hands to recognize the prior learning and upskill the retiring Army personnel on the skill sets required by Industry (QP based skilling). These army personnel would be then available to relevant industry as certified skilled talent pool post their retirement after 15-20 years of service with Army. LSSSDC was part of orientation workshop for Indian Army on 6th Jan 2016. Scope of Army Training center was also discussed in detail. LSSSDC is sure that it can join hands in more than one way with Indian

Army as such skilled talent would be disciplined and experienced on the relevant job roles which would benefit industry.

Industry Engagements:

LSSSDC by the constitution of its board members represents 98% of Industry and has always been with Industry and For Industry in its execution of Skill Development Initiative. Team LSSSDC does not leave any stone unturned to interact and understand the needs of Industry.

In January month one of such event was when Head HR- Mr. P. Krishna Sai along with Ms. Puja from DRL Baddi, visited LSSSDC on 6th Jan, 16 to understand new initiatives in Life Sciences Skilling.



They showed interest in **Recognition of Prior Learning (RPL)** & agreed to run RPL program as a part of evaluation mechanism of their existing workforce's performance.

In January month itself on 22nd Jan 2016, with LSSSDC Team discussed benefits of RPL program with Abbott Team in Delhi & explained how it will help in developing the existing workforce in a more efficient and productive resulting in higher profitability and revenue of organization. This meeting would now be followed up with a meeting at their corporate office in Mumbai in February month.

In the direction of **“for Industry and with Industry”**, LSSSDC has signed MOUs with



leading organizations such as **Wockhardt, Dr. Reddy's Ltd, Aurobindo Pharma, Biocon** and

Cadila Pharmaceuticals for range of activities including hiring of certified workforce.