



Skill Development in Andhra Pradesh

KEYWORDS

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Profile of Andhra Pradesh

The state of Andhra Pradesh was formed on November 1, 1956. Geographically, it occupies the middle portion of the eastern half of the Indian peninsula with an area of 275,068sqkm, which constitutes 8.4 percent of India's total geographic area. The state has long boundaries with Orissa Madhya Pradesh and Chatisgarh on the North, Maharashtra and Karnataka on the west, Tamil Nadu on the South and Bay of Bengal on the East. Among the states of India, Andhra Pradesh has the longest and continuous coastalline of 968km. There are 23 districts in Andhra Pradesh comprising 1,126 Mandals.

Andhra Pradesh had a population of 8.46 Crores according to 2011 census. The rural population stood at 5.6 Crores constituting 66.15 percent of the total population. The scheduled castes and the scheduled tribes accounted for 16.19 and 6.9 percent of total population respectively.

Based on physical, social and economic characteristics, Andhra Pradesh can be divided into three regions namely, Coastal Andhra, Telangana and Rayalaseema. The coastal Andhra region comprises nine districts Srikakulam Vizianagaram, Visakhapatnam, East Godavari, West Godavari, Krishna, Guntur, Prakasam and Nellore. The coastal Andhra region extends over 29,900sq km, and has fertile deltas of rivers Godavari, Krishna and Pennar. A major portion of food and commercial crops that are grown in Andhra Pradesh fall under the coastal Andhra region with the highest concentration of population. The Telangana region comprises the districts viz., Mahaboobnagar, Hyderabad, Rangareddy, Medak, Nizamabad, Adilabad, Karimnagar, Waragal, Khammam, and Nalgonda. The Telangana region extends over an area of 114,800 sq km, which is covered with dry and barren lands, but it is industrially well developed. The Rayalaseema region extends over an area of 67,400sqkm with low density of population and comprising mostly rocky areas and infertile soils, and is prone to recurring droughts. The Rayalaseema region is very backward economically and industrially compared to the other two regions.

Various youth Empowerment schemes in Andhra Pradesh Rajiv Udyogasri

Rajiv Udyogasri established in 2007 was a flagship programme of the Andhra Pradesh government aimed at capacity building of the rural youth. The game plan was a fourfold programme, its immediate plan was, man power shortage to be met by organising job melas to engage existing skilled human resource, its short term plan was to identify local establishments, identify local candidates and organise training programmes, its long term plan was to identify needs of establishments globally, identify unemployed youth, identify government and private training

institutes, standardise testing and certification, ensure supply of competent man power to the establishments and HR meets, by conducting meetings with different associations, builders, retailers, trade unions, IT companies, etc. at National, State and District level. The programme provided skill training in various sectors like textiles, health, retails, security etc. in addition to this trainings were conducted for school dropouts in different trades of ITIs like painting, bar bending, plumbing, etc.

UPADHI

The Andhra Pradesh government formulated an innovative scheme called UPADHI (Urban programme for Advancement of Household Income) with a vision to focus and provide livelihoods to the poorest of the poor in slum areas. The goal was to provide the potential likelihood options for poor urban youth between two age groups 18-35 through skills building as per market requirements. 13.78 lakh youth were provided training under the scheme. 8.90 lakh unemployed youth were provided placements through the efforts till 31.3.2011

Rajiv Yuva Shakti

Rajiv Yuva Shakti was started by the government of Andhra Pradesh in November, 2004 in three categories to benefit individuals groups and also to benefit the youth in their petty needs for setting up projects with assistance of rupees one lakh to five lakhs per project. The objective of the programme was to empower the youth through self-employment schemes and capacity building and financial assistance in the form of subsidies and facilitate them for bank loans.

SETWIN

The society for Employment promotion and training in twin cities was established in the year 1978 by the state government with a view to imparting training in skill development-short-term, need based and job-oriented. The programmes are aimed at educated unemployed youth so that they can become self reliant. Setwin started with two centres and six courses in the late 70's now it has established more than 28 training centres with over 68 courses and has over 117 franchise centres all over Andhra Pradesh.

Rural Marketing Service Center

The government of Andhra Pradesh established Rural marketing service centre (RMSC) at Jangaon, Waragal district for specified target groups to bring them under one roof and to provide skill up gradation as well as to provide backward and forward linkages for production and marketing of their produce. The activities involved, capacity building, skills up gradation, identification and motivation of rural artisans, preparation of project profiles and successful

grounding of units etc.

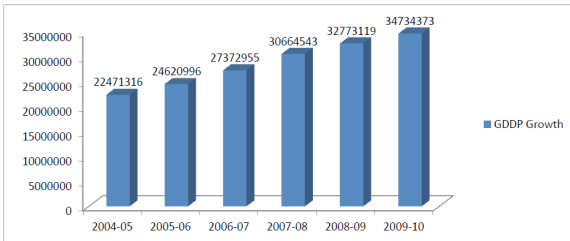
Andhra Pradesh Productivity Council

Andhra Pradesh Productivity Council (APPC) is an autonomous tripartite non-profit making body set up in the year 1958. The council offers tailor made in house training programmes for industries for different levels on skill development and placement services to rural youth, skill development and placement services to urban youth, micro enterprise development programme, Rural entrepreneurship development programme, etc.

Economic Profile of Andhra Pradesh

The economy of Andhra Pradesh registered a (Combined Annual Growth Rate) CAGR of 14 percent at constant prices 2004-2005. The state's economy, in terms of GSDP, is primarily driven by the service sector. There has been a huge development on the industrial front, with the IT sector acting as a growth engine and making the highest contribution to the gross state domestic product (GSDP). Between March 2004 and March 2012, the state saw an average annual GSDP growth of 16 percent as shown in Figure.

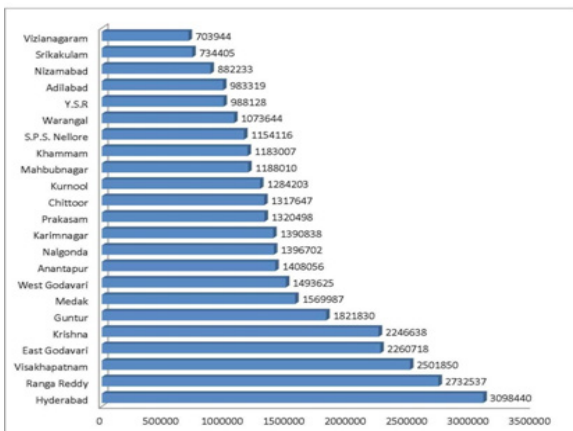
Figure 1 GDDP of Andhra Pradesh at constant prices, Statistical Survey 2011



Source:District wise Skill Gap Study for the State of Andhra Pradesh(201-17) (2017-22)

The district wise split GDP shows that Hyderabad's GDP is higher than other districts in the state owing to the presence of services sector. The top five districts of the state in terms of GDP are Hyderabad, Rangareddy, Vishakhapatnam, East Godavari and Krishna.

Figure 2 District wise GDDP of Andhra Pradesh in 2009-10

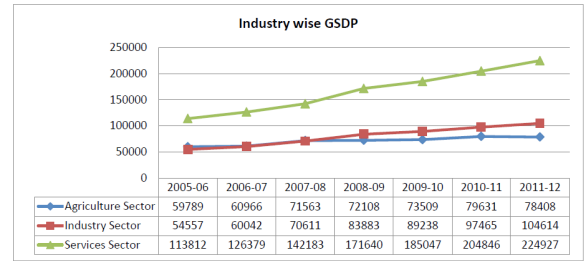


Source: Statistical Abstract of A.P 2011

The figure below shows sector wise contribution to state GSDP from 2005-06 till 2011-12 in Andhra Pradesh. Clearly, service sector has emerged as the greatest contributor to State GDDP over the rise. Agriculture sector, although

still employing the largest share of workforce, contributes minimum to the GSDP

Figure3 Industry wise GSDP of Andhra Pradesh.



Source: Statistical Abstract of Andhra Pradesh 2011

Workforce Requirement in Andhra Pradesh

The human resources requirement was estimated on the basis of the following parameters: historical growth rate of the industry; employment pattern; change in industry productivity; technology changes; change in customer preference; and changes in Government policy. Simultaneously, the availability of human resources was calculated on the basis of the following parameters: current education infrastructure of the ITIs, polytechnics, engineering colleges and arts & science colleges; students pass-out; and employability of human resources. In the demand section of the industries the regression model was used to calculate the overall estimate across major sectors and in supply side the workforce participation along with working population growth were factored in to get the supply of resources over a stipulated period of time.

It is estimated that Andhra Pradesh will face an incremental manpower requirement of approximately 1.10 crore workers from 2012 till 2022, across high-priority

Table 1 Sector wise incremental workforce requirements by 2022

Industry	2012-2017			2017-2022		
	Skilled	Semi Skilled	Minimally skilled	Skilled	Semi Skilled	Minimally skilled
Agriculture & Allied Activities	27174	135869	516304	-43671	-218353	-829741
Mining & Quarrying	43024	-1356	40237	24864	19536	26640
Construction	813170	996003	686462	806854	864486	1290966
Tourism, Travel & Hospitality	1695005	-223513	-308969	582497	262124	174749
Transportation, Logistics, Warehousing & Packaging	128843	65637	21879	122803	62560	20853
IT & ITES Sector	249323	26101	4758	258434	27055	4932
Banking & Financial Services	504792	61062	13769	390280	175626	117084
Insurance						
Real estate	118867	160999	24445	72667	77858	116268
Other Services	263940	-199304	-181260	-140278	-64710	-38611
Electricity, gas & water supply	4036	2200	1837	4036	2422	1615

Food processing*	28575	-163	28738	28575	17145	11430
Chemicals & Pharmaceuticals*	62976	33730	29247	62976	37786	25191
Coke, refined petroleum and nuclear fuel*	11351	6383	4968	11351	6811	4541
Rubber and plastic products*	37201	20589	16612	37201	22321	14881
Auto & Auto components*	38400	19875	18525	41839	25103	16736
Metals & non metallic products*	29238	12802	16435	29238	17543	11695
Textile & leather*	71070	37158	33912	71070	42642	28428
Wood & Paper products*	14100	6938	7162	14100	8460	5640
Total	4141086	1161009	975063	2374837	1386414	1003295

Source:District wise Skill Gap Study for the State of Andhra Pradesh(201-17) (2017-22)

sectors and emerging sectors. Largest employing sectors

will be construction, hospitality, banking and insurance, real estate and IT/ITES. Table below classifies manpower requirements into skilled, semi-skilled and minimally skilled brackets.

Rajiv YuvaKiranalu

Rajiv YuvaKiranalu (RYK) was initiated by the Government of Andhra Pradesh to provide placement linked skills to unemployed youth in private establishment. RYK Vision is to convert large number of non-literate, school dropout, unskilled and unemployed youth into productive workforce by building their skills and thereby promoting inclusive growth. The mission proposed to employ 15 lakh youth in jobs in the private industry by 2014. The implementation shall be on a mission mode.

The Government set up a high level council Rajiv Education and Employment Council of Andhra Pradesh (REECAP) under the Chairmanship of Hon'ble Chief Minister with 9 Cabinet Ministers, Principal Secretaries of relevant departments and 10 representatives of the Industry and Academia to operationalise the programme, create necessary policy environment and guide its implementation. This is a unique body which brings the best of Government, Industry and Academia together to maximize opportunities for unemployed youth.

An exclusive State Level Society named "Rajiv Education and Employment Mission in Andhra Pradesh (REEMAP)" has been registered to coordinate the efforts of all submissions on a mission mode. REEMAP functions through the following eight Sub- Missions constituted in eight Government departments.

1. Sub-mission for rural employment: Rural Development Department implement the scheme for rural unemployed youth.
2. Sub-mission for urban areas: Employment & provides training and employment
3. Sub-mission for urban slums: Urban Development Department identify unemployed youth in urban slums and provides training and employment.
4. Sub-mission for placements in Education Institutions: Technical Education Department identify the students passed from technical and professional institutions and provides training and employment.
5. Sub-mission for differently disabled: Disabled Welfare Department identify physically challenged youth in urban and rural areas and provides training and employment.
6. Sub-mission for Tribes: Tribal Welfare Department identify tribal areas and provides training and employment.
7. Sub-mission for Minorities: To be anchored by Minorities Welfare Department.
8. Sub-mission for Hyderabad city: To be anchored by GHMC Department.

Table 2 District wise placed candidates RYK till 10/08/2015 since inception

DISTRICT WISE PLACED REPORT FROM 01/01/2012 TO 10/08/2015										
S.No	DISTRICT	EGMM	%	MEPMA	EMPLOYMENT AND TRAINING	TECHNICAL EDUCATION	DISABLE WELFARE	MINORITIES	HYDERABAD	TOTAL
1	Srikakulam	9602	69.0	1876	1144	1304	0	0	0	13926
2	Vizianagaram	11187	70.9	2531	712	1351	0	0	0	15781
3	Visakhapatnam	16008	57.1	6759	1292	3924	0	40	0	28023
4	East Godavari	14718	61.6	5643	1874	1642	0	0	0	23877
5	West Godavari	10867	64.4	3144	995	1857	0	0	0	16863
6	Krishna	12271	57.0	5801	1194	2268	0	0	0	21534
7	Guntur	7838	46.1	3650	1886	2308	0	1331	0	17013
8	Prakasam	8178	60.9	2664	1173	1405	0	0	0	13420
9	Nellore	8699	50.0	4202	1543	2914	0	40	0	17398
10	Chittoor	8866	54.8	4593	1319	1412	0	3	0	16193
11	Cuddupah	6362	51.3	4146	780	909	0	211	0	12408
12	Ananthapur	14570	72.9	2888	1014	1509	0	0	0	19981
13	Kurnool	6991	61.7	2507	396	1285	0	159	0	11338
14	Mahabubnagar	8860	72.2	1534	505	1354	0	20	0	12273
15	Rangareddy	9564	55.2	2203	917	4510	0	118	8	17320
16	Hyderabad	33	0.3	11051	91	194	0	2	1199	12570
17	Medak	10442	67.0	1600	2028	1516	0	0	0	15586
18	Nizamabad	8897	72.0	1854	579	872	0	147	0	12349
19	Adilabad	7662	67.0	2179	716	881	0	0	0	11438
20	Karimnagar	13609	69.2	3240	1758	1044	0	1	0	19652
21	Warangal	12619	56.0	6211	1456	2267	0	0	0	22553
22	Khammam	17275	78.9	1678	1440	1489	0	0	0	21882
23	Nalgonda	10898	56.1	6453	938	1121	0	0	0	19410
24	GHMC	8	0.1	0	25	297	0	1	12131	12462
	Total	236024	58.2	88407	25775	39633	0	2073	13338	405250

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	Total	236024	58.2	88407	25775	39633	0	2073	13338	405250

Since inception RYK has placed 405250 trainees in all its sub missions among these EGMM placed majority of the trainees as compared to the other sub missions. Sub mission of disabled was found not to have provided any placement. Considering all the districts the highest placements were on Visakhapatnam with 28023 and the lowest in Kurnool with 11338.

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