

## Skill Training – A Paradigm Shift



## Message from Executive Director



Dear Friends,

The world in 2013 is unlike any period in our history. The pace of change today – across any area of human activity you care to name – is unprecedented. We find innovation everywhere. Our hunger to find better ways of working, of new insights, and closer ways to collaborate seems to know no bounds. In spite of a harsh global economic climate, our ability to fashion new technologies and to harness the power of information appears healthier than ever.

In this modernization of technological era, the Information Technology or known as IT changes the way we live, we think and also on how we act. In addition, the IT more influences the young generation or youth in our country. These youngsters more willingly spend most of their time in front of the computers for playing the games or in cyber café busy in social networking.

We are overtaken by technology evolutions, if we stand and resist, we may be put aside by the crowd. At times, we hold on to our views not knowing that we are on a wrong track. This requires a paradigm shift.

Paradigm shift is the way we 'see' the world-not in terms of our visual sense of sight, but in terms of perceiving, understanding and interpreting. For Ptolemy, the great Egyptian astronomer, the earth was the centre of the universe. But Copernicus related a paradigm shift... by placing the sun at the centre. Suddenly everything took on a different interpretation. Our paradigms, correct or incorrect, are the sources of our attitudes

and behaviours and ultimately our relationships with others.

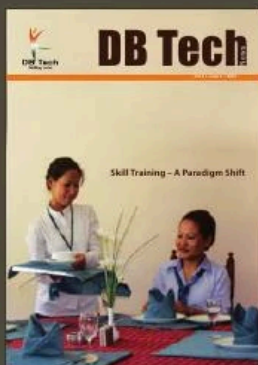
The paradigm shift in skill training is to use the modern technology effectively to acquire competencies in various fields. The advance of technology has saved hard labour and time. What we require is a smooth integration of technology.

As a nation, we look at this decade with lots of plans, hopes and optimism to prepare youth to reap the demographic dividend. The technology can assist us in preparing the youth in acquiring skills and proficiency.

This issue of DB Tech newsletter brings out new initiatives and programmes by the Government and corporate houses towards bringing in the desired growth in skill development.

With best wishes,

Fr. A. M. Joseph



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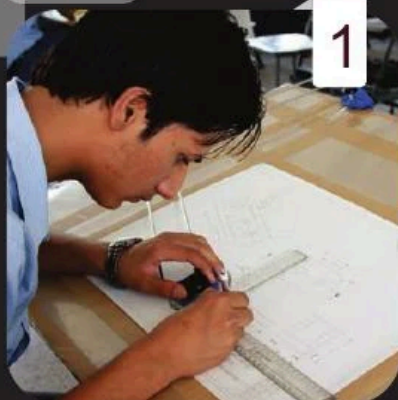
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We are always keen to hear from our stakeholders. We would welcome any feedback you can provide as to where we have exceeded your expectations or how we can do better. We appreciate your input and look forward to hear your reading experience. Please do mail your inputs, comments, suggestions and feedbacks to [comm.dbtech@gmail.com](mailto:comm.dbtech@gmail.com).



# Content



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## Cover Story

### Skill Training – A Paradigm Shift

India has the potential to meet the skill needs of other countries and also cater to its own demand for skilled manpower. The Government of India is therefore strongly emphasizing on upgrading people's skills by providing vocational education and training to them. The realization of this demographic dividend led to the formulation of the 'National Skills Policy' in 2009 which set a target of imparting skills training to 500 million, by 2022. With an eagerness to reach the target, we should not compromise with implementation, process and quality. The cover story highlights the necessity of the next version of skill development, which not only become a viable model to scale-up the program without negotiating the quality but also align with current and expected economic growth to create a pool of trained, certified and skilled manpower.

## Focus

### Reaffirming Government's Determination to Empower the Youth of Jammu & Kashmir

Valedictory functions of Himayat project were organized in Jammu and Srinagar to felicitate the trainees who completed the training program. Over 480 DB Tech trainees from Jammu and Kashmir regions were given job letters by Honorable Ministers. Few of the participants even got the opportunity to share their experience with the Hon. Ministers and other dignitaries.



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### Shilpangon 2013: Don Bosco Tech Job Fair

DB Tech conducted its second job fair, Shilpangon in Kolkata. Carrying the theme "Bridging the Skills Gap", Shilpangon 2013 was organised at Don Bosco (Liluah) on May 4, 2013. 37 companies from 11 technical trades participated in the fair to employ 826 youth trained by Don Bosco Institutes of Kolkata province.



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### Rahul Gandhi visits DB Tech (Budgam)

Mr. Rahul Gandhi (Vice President, Indian National Congress) visited Himayat centre located at Budgam (Srinagar). He accompanied by group of high level dignitaries who interacted with trainees to know the youngsters' view about the Himayat programme. They had a meeting with DB Tech staff and alumni who are successfully working with different organizations.



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## Learning & Development

### Plant Your Ideas - A Communicative English Trainers Workshops

'Plant Your Ideas' - Two day Communicative English Trainers Workshops were organized in Bangalore and Kolkata. Mr Gnanamurali (Asst. Manager-L&D, DB Tech) was the facilitator for the workshops. These workshops provide Communicative English Training to the trainers to improve the teaching of English.



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## Feature

### AMNA Integrated Development Association (Dimapur, Nagaland)

Featuring skill development program in AIDA (Dimapur, Nagaland), which is aimed at empowering the youth of North East by imparting short term skill training to take charge of their destiny and become the forces of social change; and an interview with Br. Sunny Joseph (Board Member and Regional In-charge, Dimapur Province).



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## Rising Star

### Kezenguale Zeliang

Kezenguale Zeliang, one of the DB Tech alumnus, who is working successfully with Vivanta by Taj has taken training from Don Bosco Tech centre located in Dimapur. She chose Spa domain for the reason because it deals with relaxation of body, mind and soul by releasing stress of an individual.



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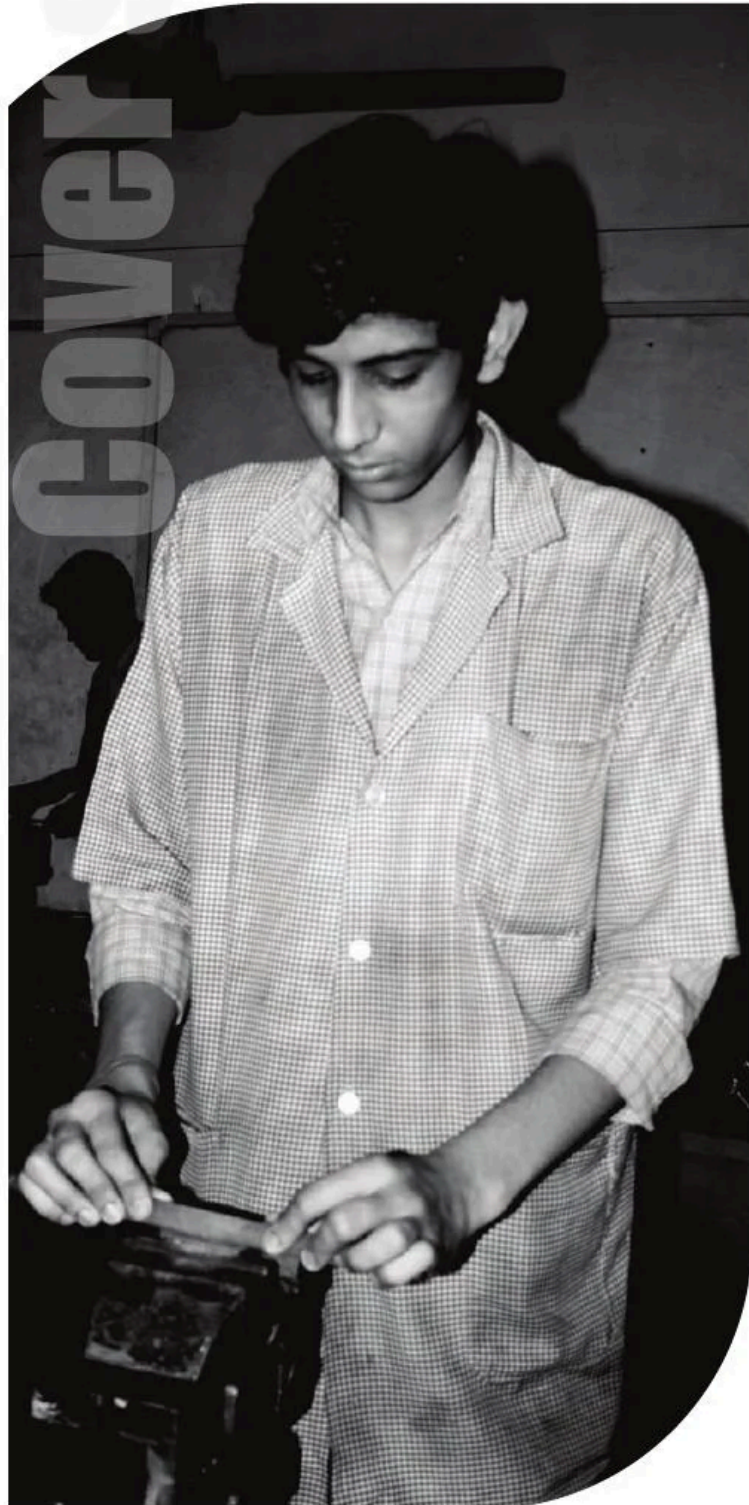
## Correspondents

Andhra Pradesh - Srikant Dara  
Jammu - Mridul Fotedar  
Jharkhand - Pooja Gupta  
Karnataka - Vincent Fernandes  
Meghalaya - Mousumi Khanikar  
Nagaland - K. Kiaya Monica

Odisha - Sradhanjali Parida  
Srinagar - Shahid Imran  
Tamil Nadu - D Revathi  
UP & MP - Abnish Janardan  
West Bengal - Abhishek Waddar



# Skill Training - A Paradigm Shift



It has become a cliché to refer to India's huge population; and more specifically to its large unemployed youth and how they, in absence of any gainful employment, are prone to waywardness and mindless rebellion. Now, it is empathically recognized that fundamental to India's development is the employability and the employment of the youth, and mainstreaming them into the larger productive economy with purpose and sustenance. Over the last half a century, India's growth dynamics has undergone radical change from a primarily agricultural economy to service sector at present occupying the dominant position. People with right and relevant skills to the market need have become fundamental to our economy. How effectively and efficiently the country is able to deploy its manpower in trade, commerce, manufacturing and above all the service sector, will decide India's economic growth path or conversely how deeply we get mired into poverty and unemployment, dissatisfied and disgruntled elements in society, with low productive base. The key, therefore, is skill up our workforce and the youth of the country and guarantee their employability to ensure rapid growth and development.

## Knowledge Economy

Today, we live in a knowledge based economy that is witnessing the blurring of boundaries, with the concept that 'the world is our village and the village is our world'. The Information, Communication and Technology (ICT) has shrunk the world; and with greater mobility and globalization a competent and skilled manpower large base can become the greatest assets. India can emerge as the labour market of the developing world as well as the developed world, who today is facing severe shortage of workforce due to a negative population growth. How well we are able to skill up, skill across and re-skill the workforce will fundamentally decide our future.

India's transition to a knowledge-based economy requires a new generation of educated and skilled people. Its competitive

“ I congratulate DB Tech for delivering quality training and also for ensuring quality outcome. While the Government is there to let a helping hand, real work is done by organisations like DB Tech. The scale of the problem we are addressing is so large that every section of the society needs to do its bit. ”

Mr. J. P. Rai  
Executive Director  
National Council on Skill Development, Govt. of India





edge will be determined by its people's ability to create, share, and use knowledge effectively. A knowledge economy requires India to develop workers – knowledge workers and knowledge technologists - who are flexible and analytical and can be the driving force for innovation and growth.

To achieve this, India needs a flexible education system: basic education to provide the foundation for learning; secondary and tertiary education to develop core capabilities and core technical skills; and further means of achieving lifelong learning. The education system must be attuned to the new global environment by promoting creativity and improving the quality of education and training at all levels.

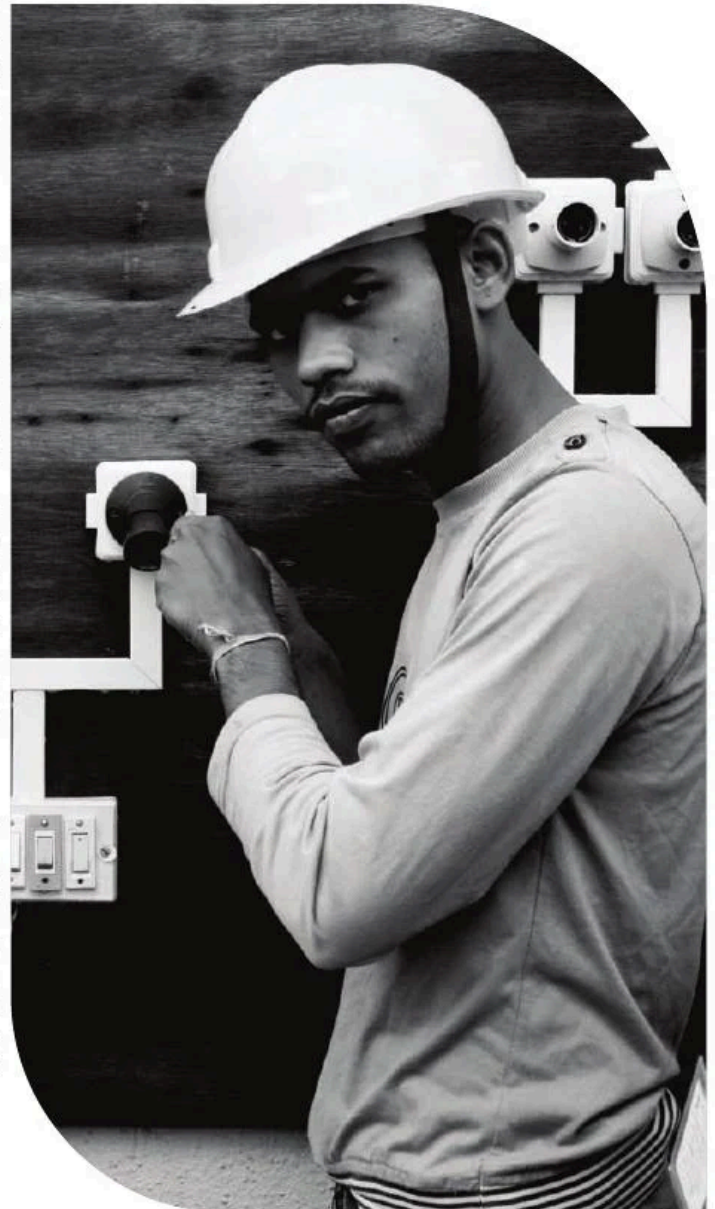
### Demographic Pressure

The country's planners have estimated that roughly 7 million or more people have to be trained in the next few years and employment provided in order to mitigate the problem. They have estimated that the business of skill development and basic education for rendering the youth employable approximately 100 billion dollars will be needed. The institutional set-up and the numbers of training centers that need to be created/established across the country is itself a humongous task, which cannot be left to the Government alone. The society, corporate houses and the NGOs along with the central and state governments must be at the forefront of this task. Devolution of funds to the institutions involved in this task must be institutionalized by the Government as its primary task. The Corporate Social Responsibility funding in the field of skill development has to be greatly expanded and made mandatory.

### Upgrading People's Skills

India is one of the youngest countries of the world and has a very large pool of young English-speaking people. Therefore, it has the potential to meet the skill needs of other countries and also cater to its own demand for skilled manpower. The Government of India is therefore strongly emphasizing on upgrading people's skills by providing vocational education and training to them. The realization of this demographic dividend led

to the formulation of the 'National Skills Policy' in 2009 which set a target of imparting skills training to 500 million, by 2022. The Ministry of Rural Development, Ministry of Labour and Employment, Ministry of Human Resource Development (MHRD) and Ministry of Urban Development & Poverty Alleviation, along with 14 other ministries, have come up



with various schemes on skill development. Hundreds of institutions join hands with the different Ministries to actualise the target of National Skills Policy.

Despite many constructive steps towards the skilling mission, far more needs to be done to engender more employment opportunities for the majority of Indians, particularly the youth which will enable them to participate in the benefits of growth and to contribute to that growth. To become a part of this revolution, the youngsters must

“The reach of the DB Tech is much deeper than most of the organisations in the country. Scale-up, quality and collaboration are the corner stones of most active skill development programmes in the country and also reflective of what NSDC is trying to do. NSDC is privileged to have a opportunity to partner with DB Tech.”

Mr. Dliip Chenoy  
CEO & MD, National Skill Development Corporation





have education and training that equips them for an entry pass to the labour market. One of the best sources of the skilled workforce is the vocational education and training system. Currently, skill development efforts are spread across 35 State Governments and Union Territories. Now these skill development efforts need to be managed in a focused and coordinated manner.

With an eagerness to reach the target of 500 million by 2022, we should not compromise with implementation, process and quality. Now it is time to think about the next version of skill development, which not only become a viable model to scale-up the program without negotiating the quality but also align with current and expected economic growth to create a pool of trained, certified and skilled manpower.

Don Bosco Tech (DB Tech) organized a National Convention on 'Skill Training – A Paradigm Shift: Scale up-Quality-Collaboration' at Don Bosco Technical Institute (Okhla, New Delhi). The leaders from industry, social sector and government gathered in one platform to discuss the next version of skill development. Over 157 representatives from Don Bosco skills training institutions and decision makers from different regions unite at this platform to discuss a viable model to scale-up the program without negotiating the quality but also align with current and expected economic growth to create a pool of trained, certified and skilled manpower.

The National Convention provided a multi-stakeholder forum to explore, highlight and propose actions and partnerships for the skill development sector so that the shared mission can be achieved.

“I really appreciate DB Tech's intervention in one of the most thrust areas of human development, which is also quite aligned with the Don Bosco's mission. With our century long experience and expertise particularly in handling the youth, we will certainly make a difference in the skill development sector in terms of scale-up, quality and collaboration.”

Fr. Thomas Anchukandam SDB  
Chairperson, Don Bosco Tech



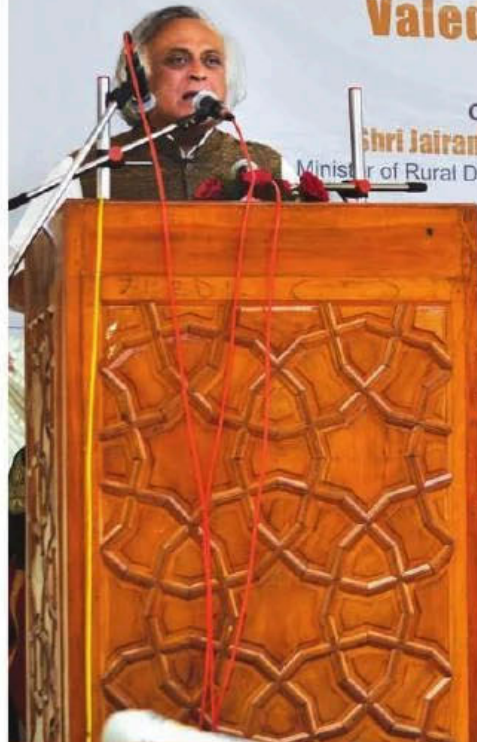
## Valedictory Function

Chief Guest  
**Shri Jairam Ramesh**  
Minister of Rural Development

Guest of Honor  
**Shri Omar Abdullah**  
Chief Minister, Jammu & Kashmir

April 6, 2013

Entrepreneurship Development Institute Sempora, Pampore, Kashmir



## Reaffirming Government's Determination to Empower the Youth of Jammu & Kashmir

Jammu and Srinagar – Valedictory functions of Himayat project were organised at General Zorawar Singh Auditorium of Jammu University (Jammu) on April 3, 2013 and at Jammu & Kashmir Entrepreneurship Development Institute (Srinagar) on April 6, 2013. Shri Jairam Ramesh (Union Minister of Rural Development, Govt. of India) was invited as Chief Guest; and Shri Omar Abdullah (Chief Minister, Govt. of J&K) was Guest of Honour for the valedictory function. Other dignitaries who were present at the function include Mr. Sajjad Ahmad Kitchloo (Minister of State for Industries and Home, J&K), Farooq Ahmad Peer (Commission Secretary, Rural Development Department), M. I. Parrey (Director, JKEDI), T. Vijay Kumar (Joint Secretary, MoRD, Govt. of India) and Santosh Mathew (Joint Secretary, MoRD, Govt. of India). From DB Tech, Mr. Stanley Jones (Project Head-Himayat, DB Tech), Mr. Devi Prasad Mahapatra (Sr. Manager-Communications, DB Tech), Fr. Shaiju Chacko (Project Coordinator-Himayat, DB Tech) with the state team, trainers, parents, employers and over 400 students were present at the valedictory function.

In his keynote address, Shri Jairam Ramesh revealed to an enthusiastic gathering that 5,000 youth from J&K had been trained and helped to get jobs under the Himayat scheme since the day it was introduced by him in 2011. While claiming that 76.42 per cent of the trained youth had proved their mettle and had been retained by the companies, he announced the distribution of Akash palmtops to 400 beneficiaries who had completed one year of service in different companies. Addressing the

gathering, Chief Minister Shri Omar Abdullah said that Himayat scheme is marching ahead to realise the set goal of providing training and jobs to one lakh youth in Jammu and Kashmir mostly to the school drop-outs and lesser qualified in the period of five years.

Over 480 DB Tech trainees from Jammu and Kashmir regions were given job letters by Honorable Ministers. Few DB Tech trainees even got the opportunity to share their experience with the Hon. Ministers and other dignitaries. Ms. Firzana Bano, an alumna of DB Tech (Udhampur) shared, "I have undertaken my training in DB Tech in the Retail domain. Before the training, my life was stand still and there was no reason to live. But after the training, I am extremely happy to be capable enough to work in the private sector. DB Tech has nourished and polished me well. Presently, I am working with Vishal Mega Mart located at Udhampur and drawing the salary of Rs. 8000 per month with incentives. I am thankful to all those who has contributed towards my success." Adding to her success, Firzana's mother Ms. Shakeela Begum said, "I am really happy to see my daughter successfully engaged in the private sector. We all are aware of the insurgency in J&K, I feel if the students will be busy in such things; it will be in the favour of the entire state and country. I am extremely thankful to the Government of India for launching such projects for the youth of J&K."





## Shilpangon 2013

Don Bosco Tech Job Fair

**Shilpangon is one of its kind wherein wide range of industries comes together in one platform and takes part in recruiting the youth trained under several Don Bosco Institutions across Kolkata.**

**D**B Tech has recently conducted its second job fair, Shilpangon in Kolkata. It is essentially the advancement work of DB Tech's founder, St. John Bosco who started job fair during his period to meet up the demands of the industrial revolution. Today, Shilpangon is one of its kind wherein wide range of industries comes together in one platform and takes part in recruiting the youth trained in several Don Bosco Institutions across West Bengal.

Carrying the theme "Bridging the Skills Gap", Shilpangon 2013 was organised at Don Bosco (Liluah) on May 4, 2013. 37 companies from 11 technical trades participated in the fair to recruit 826 youth trained by Don Bosco institutes of Kolkata province. The event started with an inaugural function in the presence of Fr. Thomas Ellicherali (Provincial, Kolkata) and Fr. A. M. Jose (Executive Director, DB Tech) along with some big dignitaries including Mr. P. Roy (Director General, BCC), Mr. Abhinav Chandra (IAS, Dept. of Panchayat and Rural Development, Govt. of West Bengal), Prof. S. K. Sanyal (President, Howrah Chamber of Commerce), Mr. Sankar Goswami (Regional Head, Siemens). The first session started with the welcome note given by the Rector of Don Bosco (Liluah) followed by panel discussion by the dignitaries who clearly elaborated the need of DB Tech's involvement in policy changes and quality enhancement of technical and vocational training in the country. A digital book on Don Bosco Technical Institutions (Kolkata province) was launched by Fr. Thomas. Highlighting the figures, it was put forward that DB Tech (Kolkata) has trained more than 9000 youth in vocational training (Formal & Non-formal) and short term programs. More than 75% of the them placed in different companies. Every year DB Tech (Kolkata) trains and employs more than 2500 youth across its technical institutions.





## Rahul Gandhi visits DB Tech (Budgam)

It was a moment of proud for DB Tech to receive Mr. Rahul Gandhi (Vice President, Indian National Congress) with an elegant bouquet at the Himayat centre located at Budgam (Srinagar). High level dignitaries that include Mr. Jairam Ramesh (Union Minister, MoRD, Govt of India), Mr. Ghulam Nabi Azad (Union Minister, Health & Family Welfare, Govt of India), Mr. Safi-ud-din Soz (MP, State Congress President) and Mr. Waqar Rasool (MoS, MoRD, J&K) visited the Budgam centre on June 15, 2013.

The group of the VIPs interacted with the trainees and visited each class running at the centre for the youngsters' view about the Himayat programme. They had a meeting with DB Tech staff and alumni, who are successfully working with different organizations. They also discussed with their parents who are happy at the success of their children. During the conversation, they asked questions related to the success, hurdles and new courses in Himayat programme. Answering those queries, Mr. Stanley Jones (Project Head, Himayat, DB Tech) and Fr. Shaiju Chacko (Project Coordinator, Himayat, DB Tech) replied that DB Tech is going to include new courses in future and also new centers under the Himayat project. Their discussion also highlighted the



“Thank you for a great introduction to Himayat. I am proud of all the young trainees. You are the future, do well.”

Mr Rahul Gandhi  
Vice President, Indian National Congress

popularity of Himayat that has become a brand itself. Employers recognize it quite well; and they actually visit the centres for interviewing trainees. The group even visited the Hospitality practical class, where the students demonstrated them how to welcome a guest and how to serve food. In the Retail practical class, they noticed the convincing and motivating attitude of trainees and appreciated them for carrying the required attitude along with the much required confidence so well. At last, they visited the computer practical class where they were briefed about the computer training being imparted to the trainees.

Before leaving the DB Tech (Budgam), Mr. Rahul Gandhi wrote some comments about the DB Tech saying, “Thank you for a great introduction to Himayat. I am proud of all the young trainees. You are the future, do well,” and appreciated the work which is being carried out by the DB Tech for the unemployed and marginalized youth of the Jammu & Kashmir.



## Aajeevika Diwas: A Platform to Showcase Livelihood Activities



On the occasion of the second anniversary of Aajeevika – National Rural Livelihood Mission (NRLM), the Ministry of Rural Development, Government of India organized “Aajeevika Diwas 2013” in Pragati Maidan, New Delhi. The “Aajeevika Diwas” was inaugurated by the Hon’ble

Chairperson, UPA, Smt. Sonia Gandhi on June 3, 2013. Hon’ble Union Minister of Rural Development, Shri Jairam Ramesh presided over the inaugural ceremony; and Hon’ble Union Ministers of State, Shri

Pradeep Jain and Shri Lalchand Kataria also graced the occasion.

Don Bosco Tech participated to highlight its livelihood initiatives across India. Four beneficiaries from Himayat project were invited to share their DB Tech experience with all dignitaries. Besides that DB Tech put a stall to showcase its process, documentation and execution of skill development programs. Addressing the gathering, Mrs. Gandhi referred to beneficiaries from Himayat of Jammu and Kashmir, who spoke from the dais on how the scheme Himayat empowered her financially. The beneficiaries from Ladakh and Jammu got an opportunity to interact with UPA chairperson. While visiting the stalls in the exhibition, she spoke to the beneficiaries about the project and how it helps them to look after their families.

## Inauguration of Aajeevika centre at DB Tech (Shillong)



Don Bosco Tech in collaboration with the Ministry of Rural Development (Govt of India) inaugurated the 4th batch of the skill training program for the rural and unemployed BPL youth at Don Bosco Technical School (Laitumkhrah, Shillong) on June 21, 2013.

In collaboration with Ministry of Rural Development, DB Tech has trained more than 3,300 youth in the last three years in Meghalaya under the Bosco Academy for Skills and Employment (BASE) project. Out of them, 75% trained youth are successfully

employed in their respective domains.

Mr. Prestone Tynsong (Minister of Community and Rural Development, Govt of Meghalaya) graced the occasion in the presence of Mr. K. N. Kumar (Principal Secretary, Department of Rural Development, Govt of Meghalaya), Fr. L. B. Anthony (Director, Don Bosco Technical School), Fr. James (Principal, Don Bosco Technical School), Fr. Mathew (Manager, Don Bosco Technical School), Fr. Cyril Tirkey (Economer, Silchar Province, Don Bosco), Mr. Biseswar Talukdar (Senior Manager, Don Bosco Tech), brothers, trainers and parents of the trainees. The program was celebrated with the lighting of the lamp, some entertaining presentations by trainees and speeches by the dignitaries.



## DB Tech Participates in 'Giving Back - NGO India 2013'



A not-for-profit large scale exhibition and conference 'Giving Back - NGO India 2013' was organised in Bombay Convention and Exhibition Centre (Goregaon, Mumbai) on June 14 -15, 2013.

The second edition of NGO India 2013 designed to bring together NGOs from across India to share learning and best practices, and engage with key stakeholders including local and international corporates, foundations, government and the general public.

DB Tech has got an opportunity to exhibit its intervention in 'Giving Back – NGO India 2013'. This two-day event was having an exhibition, workshops and a co-located conference. Top Indian

corporates and conference delegates were invited to the event over the span of two days to meet and interact with NGOs. "It is a great place to see innovative solutions, scalable models and interact with social entrepreneurs. We got a chance to interact one-on-one with the most dynamic changemakers across the Government, NGOs, consultants and enablers," says Mr. Devi Prasad. Besides the exhibition and conference, skill-building workshops were conducted by industry thought-leaders for the participants to take home experiential learning which can be implemented in their respective programs. DB Tech exhibited its work alongside more than 200 NGOs of great reputation. Many representatives from Corporate, enthusiastic volunteers, consultants and like-minded organizations visited the stall and share their interest to involve with the cause being intervened by Don Bosco.

# 3

## Don Bosco Tech (Dimapur) Engaged in Social Work at District Civil Hospital, Dimapur



On May 19, 2013 the trainees of DB Tech (Dimapur) spent the entire day working for the welfare of district civil hospital as a part of social work. About 35 participants, including trainers from two DB Tech centres located in Dimapur took part in this social activity. Materials like,

lime, painting brush and trees for planting in the campus were taken with the trainer. The trainees did a good job of white washing the wall of drug de-addiction centre at the hospital, cleaned the OPD section, rewrote the sign boards

and planted trees in the campus. Don Bosco Tech organized this social event with the twin aim of reciprocating the service the hospital management is doing to Don Bosco Tech (Dimapur) by accommodating the BSA trainees of 3rd Mile centre for practical exposure. This social initiative also instils among the trainees the habit of doing something for the society in exchange of the free training they are receiving. The hospital authorities expressed happiness over the inventiveness of Don Bosco Tech in organizing such a supportive event.

# 4



## Samarth: Construction related vocational training launched in Sumanahalli

DB Tech in partnership with TATA Housing Ltd initiated its vocational training programme – 'Samarth' for the Construction related domains in Sumanahalli (Karnataka). An Inauguration ceremony of Samarth was organised at Bosco Life Skill Training Centre (Sumanahalli, Bangalore) to induct the first

Sumanahalli). Other guests from TATA Housing were Mr. U. N. Prakash, Mr. Dinesan, Mr. Vijay and Mr. Hegde.

Inaugurating the batch, Mr. Harakumar explained to the students the scope of employability in the Construction sector and assured them of the job support after completion of the training. Furthermore, he cherished the efforts DB Tech puts in skilling the youth. Fr. P. S. George (Executive Director, Bosco Institutions) illustrated the need of skill and commitment of DB Tech by showcasing a case study of transformation who was trained and become employable by short vocational training. Speaking on the occasion Mr. Vincent Fernandes (State Coordinator, DB Tech – Karnataka) explained about the organization and its contribution in the field of skill training. He urged the students to make best use of the opportunities and build their future.



batch on June 29, 2013. This programme has been especially launched for the socially and economically marginalized youth. The project was inaugurated by Chief Guest Mr. Harakumar (Vice President, Southern Region, TATA

Housing) in presence of Fr. P. S. George (Executive Director, Bosco Institutions), Fr. Steven Lawrence (Director, DB Tech -

## Alumni Meet and Inauguration of Hospitality Training Programme at BREADS

DB Tech Alumni Meet and Inauguration of Hospitality training were organized by BREADS at the Don Bosco Provincial House on May 19, 2013. Over 150 young people trained in different centres of Karnataka had participated. The objective of the alumni meet is to

(Training Manager, Taj Gateway) and Mr. Cherian Thomas (Director, Orange County) inaugurated the current batch. Their address to the students was very pragmatic and resonating. Fr. Thomas Anchukandam (Provincial, Bangalore) gave the presidential address recounting why skills education is important to Salesians. Other guests on board were Mr. Thomas Abraham (Head HR Business, Prateek Apparels), Mr. Prakash (HR Executive, Shahi Exports), Ms. Antoinette Lopez (Accenture), Mr. Parthas (Matteo Coffea) and Fr. Jeelson Nelluvellil (Regional Coordinator, DB Tech). The event was also an occasion for the young people to reflect upon what difference the skill training programme has brought to their lives and share their experience to the impending students.



reassure their inclination to give back to the institution that had nurtured them to their present status in society. Fr. Joy Nedumparambil (Executive Director, BREADS) initiated the session by offering a warm welcome to the

Guests. Ms. Sowmya Sengupta



## Plant Your Ideas - Communicative English Workshops ... in Bangalore



A 3-day Communicative English Trainers Workshop was organized at Bangalore Provincial House on April 30 - May 2, 2013. Mr. M. Gnanamurali (Asst. Manager, L&D, DB Tech) was the resource person for the workshop. The workshop commenced with the welcome speech by Mr. Vincent Fernandes (State Coordinator, DB Tech, Karnataka). Fr. Jeelson blessed the programme and advised the participants to gain maximum benefit of the programme. Mr. Stanley Jones (Head, Learning & Development, DB Tech) introduced

the purpose of the workshop to the participants. Around 22 trainers from four states and from different domains participated in the workshop with curiosity, zeal and spirit of involvement. Every trainer was asked to choose any one topic of their choice and plan to adopt the teaching methods that suit to the topic chosen and the level of their students. Activities in pair and group increased the spirit of involvement among the trainers. On the first day, the facilitator explained to the trainers 13 different methods of English language teaching, types and kinds of sentence and types of conversation who were then asked to choose one topic and write possible conversations on it at various levels ranging from simple to complex. At last the trainers were asked to give presentation and exchange each other's ideas and views and suggest for the improvement. Last day, the trainers were explained the types of letters and how to analyze parts of letters. The trainers exhibited their talents, abilities, skills, strategies and planted ideas during the session.

The workshop ended with Mr. Stanley Jones giving a speech on self esteem. He discussed two short inspirational stories allowing trainers learn new strategies to teach a class of students at various learning levels.

## ... in Kolkata

A 3-day workshop was organized at Provincial House (Kolkata) from June 6-8, 2013. The session started with a short and spontaneous speech by Fr. T. L. Jose (Executive Director, DBDOC). He gave multiple interpretations for the name of the programme 'Plant Your Ideas' connected to the communicative English training. Mr. Stanley Jones (Head-L&D, DB Tech) highlighted the importance of the workshop with his brief, gentle and scholarly speech. Mr. M. Gnanamurali (Asst. Manager-L&D, DB Tech) was invited as resource person for the workshop. Around 23 trainers from various centres participated in the workshop with complete attention, co-operation, co-ordination, idea generation, creativity and innovation. The four skills of English language namely listening, speaking, reading and writing were redefined, explained, experimented, analyzed and assessed by the trainers with the help of the facilitator, Mr. M. Gnanamurali. The challenges the trainees face while acquiring the four skills were listed, analyzed and addressed. Trainers with their individual talents, abilities, ideas and spirit of enquiry carefully interwoven the language skills into the learning modules they had created.

The trainers were divided into five distinctive groups



and were asked to list the challenges trainees face while learning the above listed four English language skills. Quite interestingly, each group came out with unique ideas, approaches and problem solving methods enriching the research oriented workshop. The trainers even identified homonyms and homophones that pose a great deal of challenges for the trainees because of their identical sounds. As a solution to this problem, the facilitator and the trainers created a learning module. Other challenges were also identified, listed at various levels and a strategy was drawn to solve those problems in a creative way.





Centre-in-Focus  
**AMNA Integrated Development Association (AIDA)**  
**Dimapur, Nagaland**

**T**he urge of most societies today is development. This is particularly true for the societies of North East India which have remained stagnant for centuries; and now the state has been revolting against poverty, unemployment and low level development. Aimed at reaching out to the weaker sections of the North East, the Salesians of Don Bosco arrived in Assam in 1922. Since then the Salesians have been working in this unfamiliar terrains for poverty alleviation, basic health care, primary education and promotion of literacy to the welcoming and warm-hearted citizens of this region.

To enhance the livelihood of marginalized, excluded and vulnerable people of Arunachal Pradesh, Assam, Manipur and Nagaland, a social developmental wing of the Salesians of Don Bosco named AMNA Integrated Development Association (AIDA) was founded on December 1985. AIDA engages in grassroots level development interventions to enhance capacities of individuals and communities to own and manage developmental initiatives. AIDA currently reaches out to over 250 villages in the states of Arunachal Pradesh, Assam, Manipur and Nagaland and to over a thousand more villages through its networks.

One of the most serious and longstanding problems of the North East is providing adequate employment

opportunities for its young men and women. Even in times of strong economic growth, unemployment and underemployment remains a significant problem for people in North East, and especially younger people. Employment is an integral factor in providing a sense of purpose, direction and self-esteem necessary to the overall physical and mental health of an individual.

With an intention to empower the rural youth of East and North East, a short term skill development program was launched on April 2010. Over 3327 youth from BPL families trained in various market driven domains like, Spa, ISMO, BSA, Hospitality (F&B Services), Retail Sales, Hospitality (Housekeeping), Electrical and Welding. Out of them, 2631 (79 per cent) were placed in various organization with an average salary of Rs 15,000. By implementing skill development programs in North East, DB Tech aimed at empowering the youth to take charge of their destiny and become the forces of social change. They are introduced to different activities during the training program which help them gain self-esteem, believe in themselves, gain analytical and decision making skills, and general life skills. The resulting end is that young people who actively participate in the vocational training program have a worthwhile future for their own and the community at large.



**DB Tech News team got an opportunity to interact with Br. Sunny Joseph (Board Member and Regional In-charge, Dimapur Province, DB Tech) about the intervention of AMNA Integrated Development Association (AIDA) in North East, need for skill training at his region and also the best practices practicing in Dimapur province.**

“Anyone who knows the history of North East won't be hesitant to say that the Salesian congregation has played a major role in the development of North East.”



**Br. Sunny Joseph SDB**  
Board Member and Regional In-charge  
Dimapur Province, DB Tech

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**DBTN: Congratulation. Recently you become a board member of DB Tech's management committee, any specific vision you have for DB Tech.**

**Br. Sunny:** It is honoured to be the board member of DB Tech. I have got the opportunity to work with people having expertise in this sector. And I am sure that this responsibility will contribute to my growth as an individual and as a Salesian. My vision for DB Tech is that it must become an organisation that not only merely imparts training but also provides consultancy services to other organisations in the skill development sector. DB Tech has the potential to enhance the capacity of other organisations who need support to make their mark in skill development. I am proud to be part of this 'Skill India' mission.

**DBTN: Since you inducted as a Salesian, you have been engaged yourself for the development of North Eastern region. Is there any particular reason for choosing this seven sisters state to extend your service?**

**Br. Sunny:** I would say, it was God who has brought me to North East. In 1988, when I was at Don Bosco (Manoti, Kerala) and my vocation camp was about to end. We were given an option to choose the province that we would like to extend our services. Though most of my companions selected one province or other, but I wrote on that paper to join any province to render my service. When provinces were allocated, I was given the Dimapur province. That is the reason I feel god has dropped me here to work for the people of North East. And I do not have any regret for the same. North East is a wonderful state to work in and I am enjoying every day of my life in North East.

**DBTN: As a congregation, how do you (Salesians) administer the operations to understand the need and respond to development demands of the North East?**

**Br. Sunny:** We (Salesians) know the pulse of the people of North East after engaging ourselves for the societal development for nearly 90 years. Anyone who knows the

history of North East won't be hesitant to say that the Salesian congregation has played a major role in the development of North East through various activities. Bosco Reach Out and AIDA are two well known organisations named taking care of the economic wellbeing of the people of this region. These Salesian developmental organisations are engaged in grass root level community developmental activities. We have gone deep into the community level to understand the life of the people which helps us to orient them the concept of economic activities, savings, financial transactions, agricultural and land based activities and thus improving their livelihood.

**DBTN: AIDA is a very well-known non-profit voluntary association founded by the Salesians. Tell us about the significance behind setting up the AIDA?**

**Br. Sunny:** AIDA was founded with an intention of the community upliftment of the people of the states of Nagaland, Manipur, Arunachal Pradesh and Assam. AIDA has





**The best way probably is the involvement of the youth in the development of the state, which is possible by bringing them into planning, implementing and evaluation process of any project.**

worked along with the people of the region, brought them out of the poverty to a certain extent, helped people to have diverse sources of income by taking up need based and income generation activities through the concept of SHGs. AIDA is being acknowledged and appreciated by various state governments of the region.

**DBTN: As per your thoughts, what would be the best way to engage these youth for the development of the state?**

**Br. Sunny:** I think the youth need to be helped to take responsibility for their development. Getting free training or even money, people have started perceiving everything for free. It is high time to do away of it. We need to engage the youth in developmental activities. Therefore, the best way to engage youth is to give them the responsibility and challenge them. We have motivated the youth in taking up activities which are not taken up by anyone today. We have taught them the eagerness to hard work, to be self-reliant, independent, etc. Given them vision and guide them to materialize that vision. I think that is the best way to engage these youth for the development of the state.

**DBTN: BASE is a well-tested model of providing sustainable livelihoods to youngsters in a very short span of time. As per your observation, how does this model create same tide of transformation in North East?**

**Br. Sunny:** The youngsters from

North East do not go for mechanical training. They look for the quick results being impatient. So the BASE coming with short duration courses was the right short vocational training to do because at the end of the three months of training, every trainee is given an opportunity to work and earn for himself. Hence, they could see the results of their training. It is a magic that made everything successful.

**DBTN: You taught life skills to the students 24/7 in different forms during their stay in Hostel. Why don't you share some of your major activities which make them disciplined in every aspect?**

**Br. Sunny:** It is highly important that we have 24/7 training. It is not only training but also a complete learning process. It is not like academic institutions, where teacher share some knowledge and students fix up that knowledge. In this process, the student trains himself or herself, though the trainers are there to guide them. Furthermore, I find hostel as a great medium in providing 24X7 training to young people. Our hostel is like any other Salesian hostel, we follow them up regularly, consistently and always.

Talking about major activities, I would say, making them disciplined is the most important task because young people, in the institute are from the background where they don't follow any timetable, there is no one to guide them, scold them, direct them, punish them for their mistakes and to advise them. When

these people go to corporate world, they find it extremely hard to get adjusted to their timetable. For this, we at the institute, follow a restricted timetable from morning 5:30 to 10:00 pm, the students perform all the activities according to the time table.

**DBTN: Have you noticed any significant change in their behaviour or attitude after they enrolled in the training program?**

**Br. Sunny:** Of course yes, I have noticed lot of changes in their behavior. 98% of young people who has stepped into our institute have got the habit of chewing tobacco products. Some of them had the habit of smoking, drinking and even taking drugs. But the change that we see in them during the training has been immense. I can see the growth happening, not talking about physical growth but growth in terms of character formation and disciplining themselves. There are instances when youth entered with the habit of chewing 25 packets of tobacco in a day, but at the end of the training, it was reduced down to 5 packets and in most cases they completely refrained from the habit. There was one of student who was in the habit of taking drugs, but at the end of the training he has given up his habit of taking drugs. Another thing we have overcome is mobile mania in the institute. The use of mobile is banned. They can access mobile only on Sunday from 8:00 am to 5:00 pm. During weekdays, the mobiles are deposited with the



mobile only on Sunday from 8:00 am to 5:00 pm. During weekdays, the mobiles are deposited with the warden.

**DBTN: Refraining from tobacco is nothing but the best example of learning the life skill in the fullest form. Any specific formula you apply to do so?**

**Br. Sunny:** I tried out simple things to refrain students from tobacco. We

are contributing to the skill development of another youth like you. And I noticed that many people followed it contributing towards skill training through 'Freedom with Five'.

**DBTN: You have introduced Batch Action Plan and Monthly Action Plan in DB Tech. What are these plans and how does it help to achieve the target that we set for ourselves?**

his/her professional growth. According to me, it is of no use to tell a candidate at the end of the training that we can give only 'C' or 'D' grade because his/her performance was not up to the mark. For me, an individual need to be guided continuously about his/her performance and monthly assessment is the best way to do that. The trainee will know where he/she needs to improve. Thus, every trainee in every centre is assessed at the end of the each month on the basis of some criteria. The process targeted the weak students, those who are not performing well helping them perform better and I think it is working quite well.

**DBTN: Due to lack of opportunities in these states, lots of skilled youth end up having to migrate other states for placement. As per your reflection, how do tackle this issue of migration?**

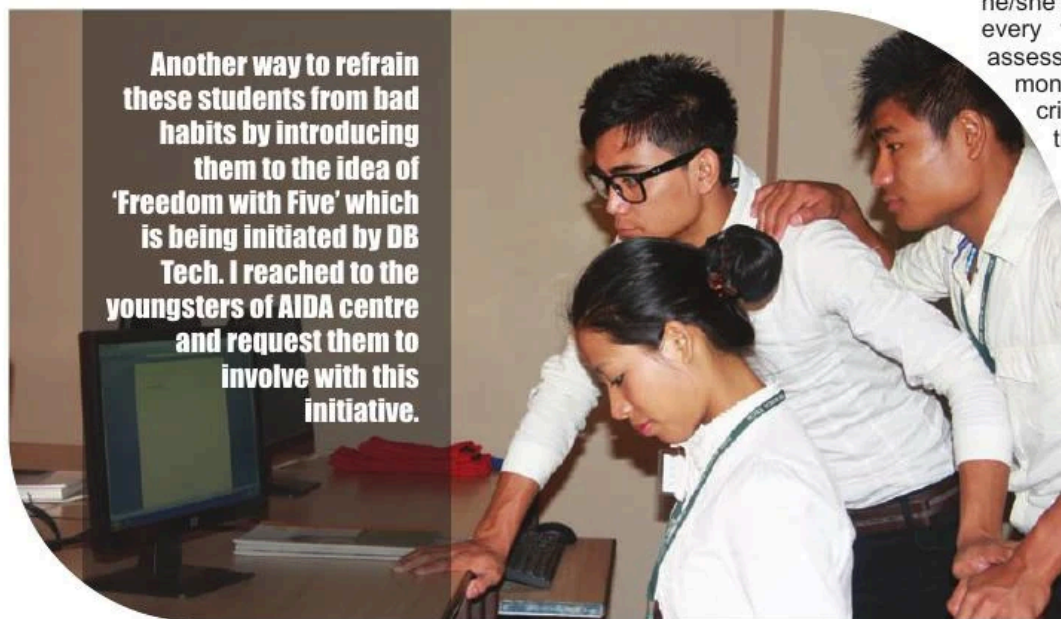
**Br. Sunny:** As of now, migration is a necessity for the people of North-East who want to be self-reliant. It is a necessity on the part of the individual for the

development of the community. There are hardly any opportunity in North-East. The people who migrate today should and must become people who would contribute towards stopping migration. What I mean is who are migrating for work after taking the training from DB Tech, I ask them to work for 10 to 20 years, have a solid financial resources for yourself and come back to your own state. After that you will create employment for your own people in the state. I think this is a way we can tackle with the problem of migration as far as North Eastern states are concerned. We need to create a bunch of entrepreneurs who would be the pioneers of entrepreneurship in the North East. For that to happen, we need to allow migration today.

**DBTN: What is the best moment which you really cherished?**

**Br. Sunny:** The moment I really cherish is nothing but when I receive calls from our trainees and they say that they are missing the centre and me. And they are happy and doing well because of DB Tech.

**Another way to refrain these students from bad habits by introducing them to the idea of 'Freedom with Five' which is being initiated by DB Tech. I reached to the youngsters of AIDA centre and request them to involve with this initiative.**



constantly remind them to give up the consumption of tobacco which will harm their life and finally their family. Constant reminder and regular talk on consequences of consuming tobacco are the ways adopted to refrain students from the habit of chewing tobacco. When I saw that people are struggling to give up the habit, even if they want to then I offer some sweets to substitute the bad habit. I learned that people have this habit of chewing tobacco just after finishing their meal. I started giving sweets after meal, so that instead of tobacco they have sweets in the mouth. Another way I tried and which was challenging is the idea of 'Freedom with Five' being initiated by DB Tech. I reached to the youngsters of AIDA centre and request them to involve with this initiative and told them that the money being spent on purchasing tobacco products which will ultimately do harm to you, should be put in to the box placed in the training hall. While putting that money, just think that you are doing double good. First good is looking after yourselves; and another is you

**Br. Sunny:** Batch Action Plan is done in the beginning of each batch. The centre team sits together with all the activities that are to be carried out during the training, they fix up the timeline for the activities and who will be responsible for getting that activity done. Monthly Action Plan is a follow up of the batch action plan. It reminds every member in the centre of his/her responsibility and the date by which that responsibility is to be carried out. I realised without the plan, the things doesn't happen on time; and it is the best way where in all the members share equal responsibility and carry out activities as per the timeline.

**DBTN: As far as the evaluation process of technical skills is concerned, you have been following a 'Ten Point Criterion' methodology which is another USP of your region. Why don't you share the methodology with us?**

**Br. Sunny:** This is not my idea; I have taken up this concept from DB Tech's initiative. I introduced it in all the centres because of the simple purpose of helping the trainee in





## Empowered to Heal

- A Testimony

Kezenguale Zeliang

**I was like a newly born baby when I came to Don Bosco Tech. This institution has nurtured this baby in three months through hands-on skill in Spa domain to earn a sustainable livelihood.**

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I am Kezenguale Zeliang, you can call me Keje. I am a 22-year old girl, who with the blessings of God and DB Tech is working successfully with Vivanta by Taj and earning Rs. 12,000 per month. I didn't have even any clue that I will be in Chennai one day. There was a day when I was sitting idle at home after matriculation. My uncle recommended me to enroll in BASE which was especially launched for poor and needy youth by DB Tech in association with MoRD. Since I was simply sitting at home and didn't want to burden my parents, I decided to join the programme with an intention to do something in my life. I didn't know anything about the course, but got the complete information after visiting the Don Bosco Tech centre located in Dimapur. When I was given option to choose a course, I opted for Spa domain because it involves a kind of treatment that relaxes the body, mind and soul of a stressful person. It also involves the job of relieving a person from all the tensions. This is a profession that provides a healing touch to an individual. That's the reason, I really like this profession. It feels good when I serve my guests. The best thing about my job is making people happy, which itself is counted as a big achievement. I feel happy to be working for the people who are full of worries. I feel great when after taking the treatment some people say that they don't want to go back.

On the very first day, when I joined the training, I was quite excited to meet new people, to experience new environment and to be a part of new family. That was the day when I decided to choose Spa profession to earn and support my family. When I joined the training, I didn't know anything about Spa. But during the training, I was taught many things including the beauty tips, how to converse with guests, how to book an appointment, even what to do and what not to do, body treatment, how to attend a call and all the manners required for this profession. All three months of the training were just amazing and 'WOW'. However the happiest day was when I got the placement in Vevanta by Taj. That was the great moment for me which I never forget. I am really missing the love and care I have received during training at DB Tech. I have learned a lot here, but I want to learn more for a better job in the same sector. I have decided to study further since I am just 10<sup>th</sup> pass. This will surely help me get a higher position. Now I am looking forward to achieve my another dream of opening up my own Spa in Nagaland. Since I don't have my father; and my mom is much dependent on me even though I have two elder brothers.



At last, I am extremely thankful to Br. Sunny Joseph (Regional Head, DB Tech, Dimapur Province) and DB Tech for all the support and assistance. If they would not have been with me, I would not be able to attain my goals. I was like a newly born baby when I came to Don Bosco Tech. DB Tech has nurtured this baby in three months with hands-on skill in Spa domain to earn a sustainable livelihood.

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When mother of Keje, Ms. Aswangle was asked to share something about Keje and her success, she said, "Keje wanted to study more but I could not support her. Her father expired in diabetes at a moment when I wasn't financially stable. I used to sell chilly powder from door to door. Being the only source of income, I was finding it really difficult to look after Keje and her two elder brothers who were at home looking at me for any requirement. One of those days Keje was introduced to the BASE, a training programme being offered at DB Tech by her uncle. Even though she was bit hesitant to join the programme at first, but finally she decided to join. After she started to attend the training classes, she used to come home and share her happiness about vocational training and the activities she used to perform during the classes. After completion the training, she is now a completely changed personality, from a shy girl to a confident, bold and outgoing person. Right after the training, she got the job in Jiva Spa (Taj Vevanta) located in Chennai. All our financial issues were almost solved. I lived the best moment of my life when she handed over to me her first salary. It really enlightened my heart. It definitely gives me a proud feeling that my daughter has started supporting our family financially. Being the youngest child in the family, she is the first one to help us financially. All of our relatives have started praising her at being successful in getting a noble job. I had never thought that my daughter will reach here, but I feel blessed to see her flourishing. DB Tech's programme has really been proved to be helpful to us. Keje has also supported one of her elder brother with in running computer shop by giving in financial help. She sends Rs. 5,000 every month. One of her brother is working in service sector to earn Rs. 8,000 per month. She keeps on persuading her cousins to undertake the skill training being provided by DB Tech and to be independent. I am pleased to say that I gave birth to child like Keje, I am proud of having her as my daughter."



Kezenguale Zeliang





Better skills  
open doors to employment.

DB Tech builds capabilities and confidence of youth-at-risk by imparting the right skills as per the individual's emotional and developmental need.



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