



# Infrastructure Skill Development Academy

(An Institution dedicated to bridge the gap between Academia and Industry)

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## INNOVATIVE CONCEPT OF UTILIZING CSR ALLOCATIONS



C S R 2 C S

CORPORAE SOCIAL RESPONSIBILITY TO CARE SOCIALLY & ECONOMICALLY

RECIPIENT OF ACHIEVEMENT AWARD IN SKILL DEVELOPMENT FROM CIDC (ESTABLISHED BY PLANNING COMMISSION, G.O.I. AND CONSTRUCTION INDUSTRY), DURING THEIR "VISHWAKARMA AWARD" 2013

R  
CHALLENGED RESIDENTS





## About CSR 2 CSR

CSR 2 CSR (Corporate Social Responsibility to Care Socially & Economically Challenged Residents) is a unique scheme launched by ISDA to benefit multiple entities especially the unemployed youth of the country. The scheme is aimed at imparting short duration vocational training in various sector of demand for the identified unemployed youth belonging to the weaker section of the society and enabling them to earn their livelihood.

The scheme envisages involvement of three entities besides Infrastructure Skill Development Academy (ISDA)

1. The employer organizations (Construction / Infrastructure / Retail / BPO / Various Sector Company)
2. The sponsoring organizations (Corporate & PSU's - under CSR activities)
3. The learners (who are economically challenged).

Needless to mention, that all the above entities would be immensely benefited through mutual cooperation. The employers would be benefited by securing their most urgent requirements of trained manpower, which they require in huge numbers. The corporate / PSU's can sponsor the training of specified number of unemployed needy youth and the contribution could come from their CSR allocations. The most meaningful and long-lasting way of CSR contribution could be education and training leading to employment that to for economically challenged people.

## ADVANTAGES OF CSR 2 CSR

- + An interesting opportunity for PSU's & Corporate to fulfil their CSR.
- + The scheme envisages collective efforts /sponsorship by the interested Organisations limited to sponsoring 100-500 unemployed youth/per annum.
- + The tangible benefit and effective use of the investment could be verified every quarter prior to further investment in subsequent quarters.
- + The CSR contribution would enable a lot of unemployed people to gain meaningful employment in the demanding sector of economy i.e, construction, retail, Hospitality etc.
- + The directives of Government of India towards necessary CSR obligations could be addressed in a large way.
- + Enhanced pool of trained manpower for various sectors of ECONOMY.
- + Prospective employers can source their manpower requirements as per their specific needs.

## HOW DOES CSR 2 CSR WORKS

STEP-01	Corporate Sector & PUS's to sponsor 100-500 trainees/annum utilising their CSR allocations towards the training cost of unemployed youth to enable them to acquire the skills and gainful employment in demanding sector.
STEP-02	ISDA through its network with employers to ensure placement opportunities for all the trainees.
STEP-03	An advertisement shall be released in news papers (Hindi, English & Local) Inviting applications / referrals from employment exchanges and village level organisations and individuals to enable ISDA to identify the learners from the economically weaker section of the society.
STEP-04	The advertisement shall also highlight the sponsoring organisations and their CSR activities to enable them to showcase their efforts and contribution. ISDA shall simultaneously make physical efforts in rural/semi urban areas of UP, Bihar, Andhra Pradesh, Chattisgarh, MP & Other state for identification of needy unemployed youth.
STEP-05	The short listing and admission of specified number of youth will be carried out and training will commence at ISDA training centre at Ghaziabad or as specified by client/sponsoring organization.
STEP-06	Every quarter upon completion of one session of training ISDA will organise a convention/placement meet, where sponsoring organisations would be invited to award the certificates and employers would join to offer the jobs and every one else including print and electronic media would be invited to capture the eventful moments and share the most genuine contributions of all the entities with rest of the world.
STEP-07	After the event the sponsoring organisations would decide to continue their contribution through CSR2CSR and ISDA shall repeat the whole process year after year.



## TRAINING STRUCTURE OF CSR 2 CSR

It is understood that there are huge number of senior secondary /simple graduates from rural/semi urban areas, either unemployed or underpaid due to deficiency in skills. ISDA is targeting such youth from different locations and will train them in demand driven activities for which already there is significant employment potential.

### AT PRESENT TRAINING IS OFFERED IN FOLLOWING CATEGORIES:

PROGRAM	COURSES	DURATION	TRAINING FEE	
			Resi.	Non Resi
Women Empowerment	Office Assistant, Receptionist Tele Caller, Tailoring	03 Months	35,000	20,000
Vocational Training	General Work Supervisor, Mason Store Keeper, Safety Supervisor Shuttering & Scaffolding Electrician, Plumber, Welder	03 Months	35,000	20,000
Entrepreneur Development / Self Employment	Entrepreneur Building Contractor (EBC) Entrepreneur Road Contractor (ERC)	04 Months	50,000	35,000

\*Soft Skills Training is a part of training program

## HOW CSR 2 CSR ADDRESSES THE VITAL CONCERNS OF SPONSORING ORGANISATIONS

- + **Fund is utilised for the purpose covered under CSR ambit.**
  - + **Verification of tangible benefits.**
1. The funds are utilised for imparting job oriented skills to the unemployed youth of the nation in the area of construction/infrastructure sector with assured employment.
  2. The target trainees are socially and economically challenged & from the weaker sections of the society.
  3. Gainful assured employment to the trainees immediately after completion of training.
  4. The initial contribution is for limited number of 100-500 trainees per annum and the subsequent funding is based on physical verification of the benefits accrued of the investment made in the previous year.
  5. The scheme envisages the collective contribution of desired PSU's and corporate to fulfil their CSR in a purposeful manner and helping the unemployed youth to overcome their burning problem and enjoy a better and comfortable life thereon.
  6. The scheme will also highlight the collective CSR initiative of sponsoring organisations prominently through print media and at the proposed convention every quarter.
  7. There is a unique provision of physical verification of fund utilisation on the spot during the convention to be organised by ISDA every quarter upon completion of each session.

## HOW TO AVAIL BENEFIT OF CSR 2 CSR

- + It is very simple to participate and avail the opportunity to serve the society while fulfilling a part of your CSR obligations. This is the only scheme with a provision of assured quarterly physical verification of funds utilized.
- + Place a work order for sponsoring the training & placement fee for 100-500 unemployed youth specifying the Location state for sourcing candidates.





## OUR VISION ON VOCATIONAL TRAINING:

It is an undisputed fact that to perform any task we need people with different skill sets. Interestingly the total number of people required at top management level is far too low as compared to bottom most level. The bottom most level of people are the skilled workforce and most of the time they have to physically work using their special skills for Instance, If we look at Construction sector the skilled workers never had an opportunity to attend formal training and all along they were bereft of any certificate recognising their skill sets.

In recent past these skilled workforce were prepared formally by ITI's spread all over the country, however the entry was restricted and courses were limited and duration used to be long and the most vital issue was the skill sets developed were not matching with industry requirements and that's where the total mismatch. In order to overcome this situation The Government of India has embarked upon an ambitious scheme of skilling 500 million people by the year 2020. The government has already started implementation the scheme through ITI's, state level skill development missions , other national and state level schemes like SGSY, SJSRY, NREGA, JNNURM etc. All these programs are executed by involving private agencies (Training Partners) and third party monitoring agencies. The management of ISDA having acknowledged the huge shortage of skilled workers in Various upcoming sectors decided to venture in skill development activities in a big way. Initially the activities were performed under the partnership firm and later converted the same to section 25C Company.

We are dedicated to the cause of poverty alleviation, skilling India and contributing our bit in National Program of Skill Development of 500 million people by 2020.

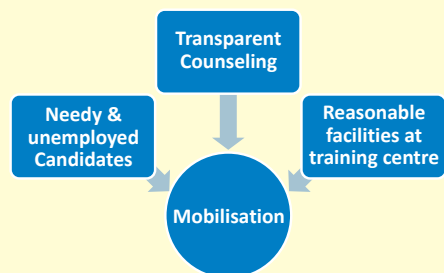
## OUR UNDERSTANDING OF LIFE CYCLE OF VOCATIONAL TRAINING:



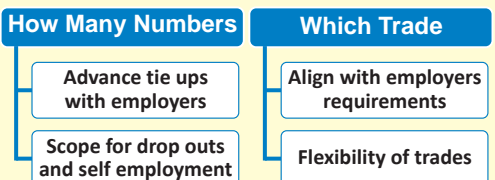
## THE CHALLENGES AND WAY FORWARD:

The most ambitious target of skilling 500 million people by the year 2020 by the Government of India has been accorded top most priority. The program is under implementation by constituting state level skill development missions and also utilising the existing facilities like ITI's etc. It has been observed that over all targets is too far low as compared to the projected figures, in spite of continuous push from the central and state governments. We at ISDA have critically analysed the reasons for this low output by all the agencies and have strategise to overcome the same and contribute our bit in fulfilling the National Mission of skilling India. The reasons compiled by us are briefly described here:

### Mobilisation of Desirable Candidates



### Numbers are Humangus and Every Agency Want to Take Advantage Beyond its Capacity





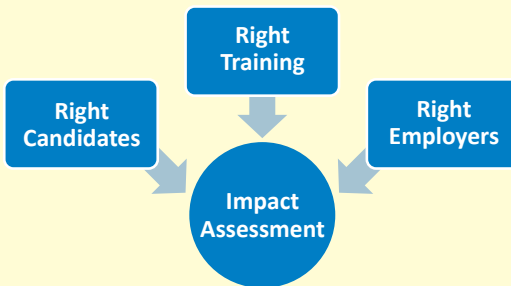
## Other Important Reasons and Remedies

Undertake target as per capacity

Firm up the industry requirements prior to initiate the training

Train the candidates to acquire the skill sets as required by the employers

**Last But Not the Least – Where Maximum Agencies are Failing to Establish the Confidence of Funding Agencies About the Genuine Spent of the Grant Provided by them**



## VOCATIONAL TRAINING STRUCTURE OF ISDA

It is understood that there are large numbers of school drop outs / simple graduates who are either unemployed or got misled to unwanted acts. In order to overcome the situation and take leverage of the government's ambitious plan of skilling India, ISDA is targeting such youth from different locations and will train them in accordance to prospective employers requirements.

### ABOUT ISDA

Infrastructure Skill Development Academy (ISDA), is a non profit organization registered under section 25 of companies act 1956, Set up by a group of eminent Engineers and Architects to cater to the ever growing demand of skilled manpower at all levels in Construction & Infrastructure sectors. Needless to mention that there are huge numbers of unemployed youth in our country and there is a definite scope for them to find suitable livelihood options in construction sector, provided they possess the required skills.

ISDA conscious of the above two facts is making an effort to synergize the two situations (train the unemployed youth and facilitate their employment in construction industry) and thus fulfilling the urgent needs of the unemployed youth of the Nation and of course the requirements of skilled manpower by the construction industry. ISDA is primarily concerned with economically and socially challenged & weaker sections of the society and is trying to uplift them by providing intensive training in the construction activities especially in the area of Buildings and Roads. Corporate sector and PSU's can play an important role here by supporting the training cost of specified number of needy youth and the same could be accommodated under CSR activities. This small contribution can change the lives of many underprivileged people forever and will have a long lasting effect on the construction industry, society and the Nation as a whole.

ISDA has completed more than 100 programmes (National Level) and trained nearly more than 2,500 Middle / Sr.Level engineers from all over India (Govt. Dept. /PSUs'/Corporates) more than 150 organizations sponsor their engineers & officers regularly. List & feedback forms hosted at our web site.

ISDA specializes in designing and conducting training programs for all levels of target group (from workers level to management level) on sponsorship basis.

ISDA has successfully conducted 50 sponsored training programmes for various Govt., PSUs, and Corporates like TCS Ltd., NBCC Ltd., NPCC Ltd.,Oil India Ltd., Mahagun Group, AIL, PWD, Housing Boards, Chhattisgarh State Urban Development Agency., TN Highway Department.,Andaman PWD.,etc.

ISDA has successfully conducted 8 (2/3 days each ) training programs for MES Engineers and Officers (Military Engineering Service) 2015-16. Developed course material for IL&FS and Centum Learning education.

Affiliated as Training Provider for CSDCI under NSDC.. Registered as PIA with MoRD under Ajeevika Skills. Empanelled as Assessor Competency Evaluation (ACE) Centre by DGE&T, Ministry of Labour, Government of India.

Corporate social responsibility

# CSR 2 CSR

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ONLY ONE OF ITS KIND



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