

రాష్ట్రస్థాయి బ్యాంకర్ల సమితి, ఆంధ్రప్రదేశ్
राज्य स्तरीय बैंकर समिति, आन्ध्र प्रदेश
STATE LEVEL BANKER'S COMMITTEE, ANDHRA PRADESH



కన్వీనర్ : యూనియన్ బ్యాంక్ ఆఫ్ ఇండియా, 2వ అంతస్తు, ఆంధ్రా బ్యాంక్ బిల్డింగ్, జి.ఆర్.ఆర్.అప్పారావు వీధి, విజయవాడ - 520 001
సంయోజక : యూనియన్ బ్యాంక్ ఆఫ్ ఇండియా, 2 మంజిల, ఆంధ్రా బ్యాంక్ బిల్డింగ్, జి.ఆర్.ఆర్.అప్పారావు వీధి, విజయవాడ - 520 001
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Lr. No: SLBC /210/374

Date: 02.09.2024

To,

1. The Principal Secretary, (Finance), GoAP
2. The Principal Secretary, Skill development & Training, GoAP
3. The Secretary, (Industries & Commerce and Food Processing), GoAP
4. The CEO, SERP, GoAP
5. The MD, MEPMA, GoAP
5. The Regional Director, RBI
6. The Chief General Manager, NABARD
7. The State Heads of All Banks
8. The RSETI Directors in the State

Madam / Dear Sir,

Reg: Minutes of subcommittee meeting on Skill Development held on 22.08.2024

We enclose herewith the minutes of the **Skill Development** Sub-Committee meeting held on 22-08-2024.

We request the members to initiate necessary action on the points emerged in the meeting.

Yours faithfully,


(C V N Bhaskara Rao)

General Manager and Convener, SLBC Andhra Pradesh



Encl: as above

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Proceedings of Sub-Committee Meeting

Meeting Date:	22.08.2024
Time :	3.00 PM
Venue:	SLBC Conference Hall, UBI, Zonal Office, Vijayawada
Topic:	Minutes of Skill development Subcommittee meeting

STATE LEVEL BANKERS' COMMITTEE OF ANDHRA PRADESH**CONVENER: UNION BANK OF INDIA**

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Proceedings of Sub-Committee Meeting

With reference to the directions of Hon'ble Chief Minister in 227th SLBC meeting conducted on 09/07/2024, a Skill development Sub-committee was formed, and the meeting was held on 22.08.2024 @3.00pm in SLBC conference hall. The meeting was attended by **Shri Tej Bharath**, IAS, MD, MEPMA, Govt. of AP; **Shri B. J. Benny**, Executive Director, APSSDC; **Shri B Srinivas**, Addl. Director, SERP, GoAP; **Shri MVS N Murthy**, CIO, Finance dept. GoAP (through VC); **Shri E Sudhakar Rao**, Addl. Director, SERP, GoAP; **Shri R. Adinarayana**, SMM, MEPMA, GoAP; **Shri Sk. Mahammed**, Regional Head (South Zone), NSDC (through VC); **Shri Prema Kumar**, SEO, NSDC (through VC); **Shri. R. K. Mahana**, General Manager, RBI (through VC), **Shri. C V N Bhaskar Rao**, General Manager & Convener, SLBC, Andhra Pradesh; **Shri MSR Chandra Murthy**, DGM, NABARD (through VC); Other State Government officers and Executives & Senior officers from Banks. The list of participants is enclosed.

Shri C V N Bhaskar Rao, General Manager & Convener, SLBC AP has extended a warm welcome to all the participants and explained the importance of agenda item in brief to the forum and appealed to the concerned members to give attention to the action points arises in the meeting for implementation in letter and spirit to reach the expectations of the Government.

Shri E. Raju Babu, AGM, Co-ordinator, SLBC of AP has presented the Agenda to the forum for discussion.

Agenda 1: Skill development

AGM SLBC informed that, Hon'ble Chief Minister during 227th SLBC meeting has given directions to all stakeholders to impart soft skills and management skills to all the beneficiaries under various schemes including existing beneficiaries by way of P4 (Public, Private, People Partnership) concept. Stakeholders to deliberate on following points and conclude the implementable action points to take forward the same in the State of Andhra Pradesh.

1. **Identification of target beneficiaries:** Focus on unemployed youth and women in Rural and Urban areas.
2. **Develop training programmes:** Align training with current industry demands. Offer flexible, short -term courses that can be stacked for advanced learning. Incorporate e-learning and virtual classrooms to reach remote areas.
3. **Engage Stakeholders:** Collaborate with local and State Governments for support and resources. Partner with industries for curriculum development and job placements. Integrate vocational training into school and college curriculums.
4. **Implement Quality assurance:** provide recognized certifications to enhance employability. Regularly assess the effectiveness of training programs and make necessary adjustments.



5. **Promote Awareness and Accessibility:** To create awareness by using media and community outreach to inform potential beneficiaries about available schemes. Offer scholarships, stipends and loans to make training accessible.
6. **Support Post – training:** Assist beneficiaries in finding employment. Provide resources and mentorship for those interested in starting their own business.

The forum was opened for discussions on the Agenda item. AGM SLBC, requested all concerned departments to give their valuable feedback and suggestions that are implementable.

Shri Tej Bharath, IAS, MD, MEPMA, Govt. of AP: informed that, in urban areas, 28 lakh women are in SHG groups and for the development of SHG groups various schemes are implemented under NULM. He explained the Neighbourhood Business Unit (NBU) concept to the forum and informed that, MEPMA department is conducting a survey to identify beneficiaries under NBU, following which, they will impart skills to the identified beneficiaries. In the State, so far, 90% of survey has been completed, and preliminary findings reveal that, 2.80 lakh educated women are currently unemployed and about 2.00lakh children of SHG members are seeking employment opportunities i.e around 5.00lakh individuals are interested in income generating activities. The department has identified those people to provide professional trainings and EDP trainings to set up their business units.

He also informed that, MEPMA is also focussing on Open Network for Digital Commerce (ONDC) platform to provide online marketing for the products made by the SHG members.

He requested Banks to extend credit to all the skilled members identified by the MEPMA.

(Action: All Banks)

He informed that, providing skills to the unskilled persons and linking credit to those skilled persons is part of the sustainable development goals of Niti Aayog.

Shri B. J. Benny, Executive Director, APSSDC: informed that, Skill development corporation is meant for upgrading the skills and is a nodal agency to impart trainings to the unemployed youth and farmers. APSSDC is having 192 hubs in all assembly constituencies and 26 skill colleges in parliament constituencies along with ITI's.

APSSDC is mainly focusing on imparting skills under Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and PM Vishwakarma schemes.



APSSDC conducts training programmes regularly. The training period is minimum of 4 weeks and for some activities it may extend 6 months also. After completion of training, department conducts theory and practical exams. The exams are conducted in 3 to 5 levels and successful candidates will be awarded with certificates. During the training period, stipend is provided based on the skill sector by the department.

He informed that, in India, 36 skill sector councils are operating, and those institutes provide trainings at national level, for which, the Government of India bears the training cost.

He informed that, during last year, the department had trained 20000 people and 95% of them got placed in various sectors.

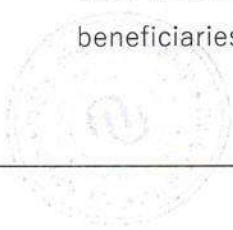
He informed that, Hon'ble Chief Minister has directed the department to conduct skill census in the State. The main objective of skill census is to get the exact data of the skilled individuals available in the State and to suitably place them under various sectors. Accordingly, APSSDC which is a nodal agency has planned to conduct skill census in the State and the survey will start from 3rd Sept 2024 on pilot basis in Mangalagiri constituency. In door to door survey, department is collecting the data from 15 – 59 years age individuals and which is useful to the Government to formulate policies.

He informed that, the department is conducting job melas at constituency level and mega job melas at District level regularly under the chairmanship of District Collector. He notified 60% placements are provided to the job seekers in the job melas.

Shri CVN Bhaskara Rao, General Manager UBI & Convener, SLBC enquired the department about whether any awareness programmes have been conducted regarding skill development programmes. In response, Executive Director, APSSDC informed that, at Mandal level, constituency level and District level awareness camps will be conducted regularly to create awareness among the people by the department.

AGM SLBC enquired about the placement status of already trained individuals and the department follow up support. ED replied that, department is having an app called **AP Skill Universe app** serves as a focal point for placements, connecting skilled individuals with industry partners who utilize the app to offer job opportunities through the platform.

Shri B Srinivas, Addl. Director, SERP informed that, SERP undertook promotion of 3000 Neighbourhood Business Units (NBU) in one year and "100 units for 100" days action plan after declaration of NBU policy in the State. SERP is conducting survey for identification of beneficiaries under NBU and the survey details are captured through an app by the field



functionaries (VOAs) under the supervision of Project Directors and teams. Survey is conducted for 89.69 lakh women nearly 98.29% survey has been completed so far. Initially, SERP has identified few sectors, which offer higher likelihood of jobs based on the educational profile of unemployed SHG women, in consultation with SEEDAP and SDC.

NBU Survey report revealed the following details of unemployed members in the SHG groups. Post graduate members in the State -29258 (0.33%), Graduated members – 132519(1.48%), Technical Members -10185(0.11%), Inter completed members – 430564(4.80%), 10th completed members-1132064 (12.62%), below 10th members – 4637846 (51.51%) and uneducated members in the state – 2445137 (27.26%).

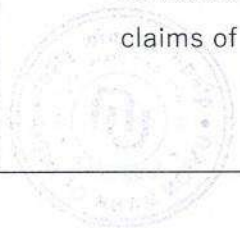
He requested Banks to provide financial support to all NBU groups through different financial sources by integrating all Government of India schemes like PMFME and PMEGP.

(Action: All Banks)

Shri E Sudhakar Rao, Addl. Director, SERP informed that, 16 RSETIs are available in the State and the department is utilising these RSETIs to impart the skills to SHG women based on the local needs in rural areas. Mostly these training programmes period is between 3 months to one year. After completion of training the department will hand hold the members in providing finance from Banks.

Shri CVN Bhaskara Rao, General Manager UBI & Convener, SLBC inquired with the department whether the existing RSETI set up and training programmes are sufficient, or if further upgrades are needed to enhance the performance and equip more individuals with skills. In response, **Shri E Sudhakar Rao, Addl. Director, SERP** informed that, there is an urgent need for upgradation of RSETIS by recruiting sufficient staff, and design need based training programmes suitable to the local people. He also informed that, RSETIs need to be established in newly carved districts by the respective lead Banks in the districts to cater the training needs of the people.

In response, **AGM, SLBC** informed that during SLBC subcommittee meeting conducted on 04.01.2024, as per the advise of NACER, SLBC assigned newly carved districts to lead Banks for the establishment of RSETIs by in accordance with MoRD, GoI, guidelines. Accordingly, Banks are in the process of opening of RSETIs in the assigned districts. AGM SLBC requested the department to pursue the issue of land allotment with State Government and District Collectors and allot the land to the respective Banks in the districts enabling swift construction of RSETI buildings. He also requested the department to reimburse the pending claims of RSETIs at the earliest.



(Action: PR RD and SERP)

Shri R. Adinarayana, SMM, MEPMA, thanked all the Banks for providing excellent support in providing credit linkage to urban SHGs. He informed that, 153000 members were trained by MEPMA in which 114000 members were placed in different sectors with the training support provided by NULM. He also informed that reskilling of members is also required for better placement.

He informed that, for 2.78 lakh SHG's, digital financial literacy camps were conducted by MEPMA in collaboration with police department and Banks to educate SHG members.

He requested RSETIs to consider urban members for training in all the districts.

Shri E Sudhakar Rao, Addl. Director, SERP informed that, there is a provision to accommodate 20% of members from urban areas in RSETI trainings.

Shri Sk. Mahammed, Regional Head (South Zone), NSDC informed that NSDC is a non-profit organisation under Government of India, with primary focus on skilling, reskilling and upskilling all the eligible beneficiaries. NSDC is working with 36 sector skill councils in India. NSDC hand holds the people by imparting the required skills for foreign placements.

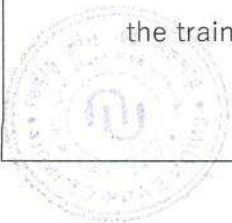
He requested Banks to provide the skill loans to the individuals who enrol under foreign placements to learn the languages and VISA process.

Shri CVN Bhaskara Rao, General Manager UBI & Convener, SLBC: advised the NSDC to take up the matter with Government of India and integrate SKILL loans into MUDRA scheme to benefit more number of individuals. **(Action: NSDC)**

Shri DBN Krishna, AGM SBI informed that for training of candidates in RSETIs, State Government departments have to mobilise candidates and also provide the marketing support to the trained candidates to promote their products.

He requested the State Government to clear all the pending claims of RSETIs at the earliest. He informed that, RSETIs at Parvathipuram Manyam and Annamayya districts are yet to be established by SBI.

Shri R K Mahana, General Manager, RBI, AP RO: in his remarks advised the SLBC, RSETI sponsored Banks and concerned department in State Government to evaluate the performance of RSETIs in the State, study the training programmes of RSETIs and design the training programmes which are more suitable to local people.



(Action: SLBC, sponsored Banks and SERP)

Shri MSR Chandra Murthy, DGM, NABARD informed that, NABARD plays a pivotal role in aiding state governments to bridge the skill gap, enhance rural employment opportunities, and promote capacity building, financial support, and long-term economic impact, economic growth through targeted skill development initiatives.

He informed certain measures that can be implemented for skill upgradation and skilling of people in Andhra Pradesh:

1. Skill Development Centers

Establish More Centers: Set up additional skill development centres across urban and rural areas to ensure accessibility.

Public-Private Partnerships: Collaborate with industries to create centres that focus on industry-relevant skills.

2. Digital Literacy Programs

Expand Digital Literacy: Implement programs to enhance digital skills, especially in rural areas, through mobile units or digital classrooms.

Online Learning Platforms: Promote the use of online learning platforms like Coursera, Udemy, and the government's e-learning portals.

3. Industry-Specific Training

Sectoral Focus: Identify key industries in Andhra Pradesh (e.g., agriculture, IT, manufacturing) and develop targeted training programs.

Apprenticeships: Encourage industries to offer apprenticeships and on-the-job training opportunities.

4. Skill Mapping

Local Skill Mapping: Conduct surveys to map the skill gaps in various districts and design programs tailored to local needs.

Database Creation: Create a database of skilled and semi-skilled workers for better matchmaking with employers.

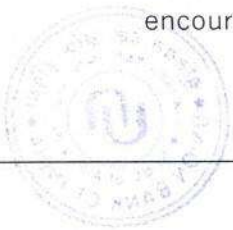
5. Vocational Training in Schools

Integrate Vocational Education: Introduce vocational courses at the secondary and higher secondary levels to equip students with job-ready skills.

Teacher Training: Train educators to deliver vocational courses effectively.

6. Entrepreneurship Development

Support Startups: Offer workshops, mentorship programs, and funding options to encourage entrepreneurship, especially among the youth.



Incubation Centers: Establish incubation centers to nurture innovation and entrepreneurial skills.

7. Financial Incentives

Scholarships and Stipends: Provide financial assistance to students and workers enrolling in skill development programs.

Subsidized Training: Offer subsidies or low-cost training programs for economically weaker sections.

8. Collaboration with Educational Institutions

University Collaboration: Partner with universities and technical institutes to offer specialized courses aligned with market needs.

Skill Certification Programs: Introduce certification programs that are recognized by industries to enhance employability.

9. Awareness Campaigns

Skill Awareness Drives: Conduct campaigns to raise awareness about the importance of skill development and available opportunities.

Community Engagement: Engage local leaders and influencers to promote skilling initiatives in their communities.

10. Use of Technology

E-Learning and Mobile Apps: Develop and promote the use of mobile apps and e-learning platforms for skill development.

Virtual Classrooms: Leverage virtual and augmented reality for immersive skill training experiences.

11. Monitoring and Evaluation

Regular Assessment: Implement monitoring and evaluation mechanisms to assess the effectiveness of skill development programs.

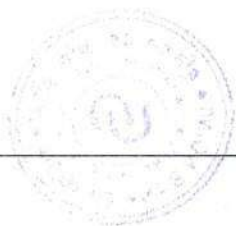
Feedback Loops: Establish feedback loops with trainees and employers to continuously improve training content and delivery.

12. Policy Support

Government Initiatives: Strengthen and expand existing government schemes like AP Skill Development Corporation (APSSDC) initiatives.

Legislative Support: Introduce policies that incentivize skill development and mandate skill certification in certain sectors. **(Action: State Government)**

Implementing these measures can help bridge the skill gap and ensure that the workforce in Andhra Pradesh is equipped with the necessary skills to meet the demands of the modern economy.

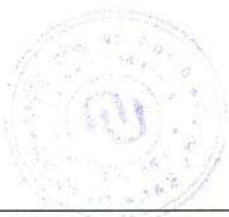


The meeting was concluded with vote of thanks to the Chair and other dignitaries by Shri Srinivas Dasyam, co-ordinator, SLBC of AP.



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List of Participants

S. No	Name (Shri/Smt)	Designation	Organisation
CHIEF GUEST			
1	N. Tej Bharath, IAS	MD MEPMA	Govt. of AP
Officials- Govt. of India			
2	Sk. Mahammed	Regional Head, (South Zone) NSDC	Govt. of India (VC)
3	Prema Kumar	SEO, NSDC	Govt. of India (VC)
Officials- Govt. of AP			
4	M V S N Murthy	CIO, (Finance)	Govt. of AP (VC)
5	B. J. Benny	E.D, (APSSDC)	Govt. of AP
6	B. Srinivasa Rao	Addl. Director, (AP SERP)	Govt. of AP
7	E. Sudhakar Rao	Addl. Director, (AP SERP)	Govt. of AP
8	R. Adinarayana	SMM, (MEPMA)	Govt. of AP
9	Y. Joel Babu	ADMC, (MEPMA)	Govt. of AP
RESERVE BANK OF INDIA			
10	Rajesh K Mahana	General Manager, AP RO	RBI (VC)
11	Ananthi. S	DY. General Manager, AP RO	RBI (VC)
NABARD			
12	M. S. R. Chandra Murthy	Dy General Manager	NABARD (VC)
13	M. M Behera	Dy General Manager	NABARD
SLBC of AP			
14	CVN Bhaskara Rao	GM UBI & Convener SLBC, AP	SLBC
15	E. Raju Babu	AGM & Coordinator SLBC, AP	SLBC
16	Srinivas Dasyam	AGM & Coordinator SLBC, AP	SLBC
Executive Members from Banks			
17	A. Sharada Murty	Dy Zonal Head	Union Bank of India
18	B.S. A P Rao	Dy General Manager	Canara Bank
19	A. Monica	Dy General Manager	APCOB
20	D B N Krishna	Asst. General Manager	State Bank of India
21	G. V. Surya Kiran	Asst. General Manager	Bank of India
22	A. Kumara Swamy	Chief Manager	Bank of Baroda
23	Ranjit Singh	Chief Manager	Indian Bank
24	P. Daya Seela Rao	Chief Manager	PNB
25	V. Veerabhadra Rao	Manager	IOB
26	G.M.V. Prasad	Regional Manager	SGB
27	G Omprakash	Dy. Manager	SBI
28	K. Santosh	Officer	Bank of Baroda
29	Ch. Vijay Prakash	HOD	CGGB
30	Manne Ravi Kumar	Cluster Manager	IDFC Bank
31	G. Vamsikrishna	Dy. Manager	ICICI BANK
32	A S V Prasad	AVP	Axis Bank
33	D. Srinivasa Rao	Manager	HDFC Bank
34	Goutham Laxminarayana	Chief Manager, SLBC	Union Bank of India
35	G Sowmya	Asst. Manager, SLBC	Union Bank of India
36	K. Ramana Naik	Asst. Manager, SLBC	Union Bank of India
37	Sunil R Kampa	Asst. Manager, SLBC	Union Bank of India



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