



RIGHTWALK FOUNDATION: Implementation of Chief Minister Apprenticeship Promotion Scheme

Letz Dream Foundation has partnered with **RightWalk Foundation**, a non-profit organisation that aims at realising institutional social change through public policy interventions across the policy value chain. This partnership is focused on tackling skilling and employability challenges by driving adoption of the apprenticeship scheme in Uttar Pradesh. Started in 2020, this intervention aims to directly connect disadvantaged unskilled/semi-skilled youth to industries, thereby enhancing their prospects for securing sustainable jobs. By adopting a holistic push and pull approach, this programme will enlist over 5000-10,000 companies who will engage with 40,000- 50,000 trade apprentices.

The challenge

Unemployment of youth is one of the most pressing challenges facing India today. In India, there are an estimated 6 crore unemployed youth between age 15-24 years.

While there exist over 15,000 government-run Industrial Training Institutes (ITIs) providing skilling to Indian youth, employability of graduating students is estimated to be only 29%. Paradoxically, an Indian youth with higher education or vocational training is six times more likely to be unemployed compared to an uneducated youth. Experts attribute this to poor quality of training as well as the lack of suitable opportunities for these candidates.

The Government of India has launched several schemes to tackle the dual challenge of skilling and employability, including the National Apprenticeship Promotion Scheme by the Ministry of Skills Development and Entrepreneurship. This scheme aims to promote apprenticeship and incentivise employers to engage apprentices (₹1500 per apprentice).

Uttar Pradesh state government has also announced the Chief Minister Apprenticeship Promotion Scheme, which further provides a monetary incentive (₹1000 per apprentice) to industries to engage apprentices.

The intervention

RightWalk Foundation has developed a four-stage strategy for effective policy adoption in Uttar Pradesh:

- **Driving Awareness and Adoption:** Initiating a consultation and awareness drive with companies (including MSMEs and large industries) and employable students, through ITIs, employment exchanges, etc.
- **Improving Process and Governance:** Helping the government in institutionalising technology-enabled processes and governance systems; setting up a UP apprenticeship helpline for industries; capacity building and handholding of 'Apprenticeship cells' in ITIs; and development of 'Apprentice Management System to standardise the engagement process, training curriculum and exit plan.
- **Mapping of Supply/ Demand and Quality of ITIs:** District-wise mapping of demand and supply of relevant skills/ trades to help candidates make an informed choice at the time of course collection. Additionally, development of a constructive feedback mechanism is proposed for ITIs where companies can provide critical evaluation of candidates.

- **Policy and Process Design:** RightWalk Foundation aims to increase the apprenticeship seats in the state government departments by reforming the existing recruitment rules. Further, it is proposed that a provision is made for giving special benefits (monetary or non-monetary) to companies that engage with women and differently-abled apprenticeships. To ensure effective adoption of the scheme, roundtables with industry representatives are also planned to help them tackle challenges and ease compliance with the scheme.

Support from Letz Dream Foundation

As a grant making organisation, Letz Dream Foundation scouts for partner organisations who are working to ensure effective governance and improve public service delivery. Operating with a high-touch model of engagement with partners, we also provide:

- Strategy and programme development support
- Monitoring and evaluation support, including development of a MIS, impact assessment studies, and capacity building of the NGO programme team
- Stakeholder facilitation with government, donors, and implementation partners
- Operational handholding, including streamlining of internal processes such as procurement, recruitment, etc.



Letz Dream Foundation is a public charitable trust that helps central, state and local governments to deliver their priorities more effectively and efficiently.

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The progress

Despite the pandemic situation, RightWalk Foundation was able to kickstart implementation in February 2021.

In the first quarter of implementation (**February to April 2021**), the following targets were achieved:

1. **Registration of companies** on the National Apprenticeship Scheme Portal:
 - **Annual Target: 2,500**
 - **Q1 Target: 250**
 - **Q1 Achievement: 5,285**
 - **2114% of quarterly target has been achieved**
 - **Annual Target has already been surpassed**
2. **Registration of students** on the National Apprenticeship Scheme Portal:
 - **Annual Target: 49,000**
 - **Q1 Target: 6500**
 - **Q1 Achievement: 22,162**
 - **341% of quarterly target has been achieved**
 - **45% of the Annual Target has already been met**
3. **Contracts for apprenticeship signed** between registered students and registered companies:
 - **Annual Target: 25,000**
 - **Q1 Target 3,500**
 - **Q1 Achievement: 2,923**
 - **84% of quarterly target has been achieved despite the second wave of the covid-19 pandemic**