March 5, 2025 Page No. 13

Suppl.: IE 100 2025

ADVERTORIAL



सबको हुनर, सबको काम

UP SKILL DEVELOPMENT MISSION

EMPOWERING THE YOUTH

IN UTTAR PRADESH THROUGH SKILL DEVELOPMENT



The Uttar Pradesh Skill Development Mission (UPSDM) was established in response to the State's Skill Development Policy of 2013, which sought to create a unified, mission-oriented framework for vocational training in the state. The main goal of the UPSDM is to provide employment-oriented skills to youth aged 14-35, helping them secure sustainable livelihoods while contributing to the state's economic growth. The UPSDM offers over 2,300 vocational courses across 37 sectors. with courses approved by the National Council for Vocational Education and Training (NCVET). Trainees can select courses based on their interests and career goals, facilitating their transition into the workforce.

FIGURES AND FEATHERS

Since it's inception the UPSDM has successfully trained more than 17 lacs of youth. After training about 6.7 lacs of them are now employed in various industries or have started their own entrepreneurial Ventures. In addition to state-funded schemes, the UPSDM also implements centrally sponsored programs like the Deen Dayal Upadhyaya Gramin Kaushalya Yojana (DDU-GKY) and the Pradhan Mantri Kaushal Vikas Yojana (PMKVY). Furthermore, recognizing the role of technology in skill development, the UPSDM has expanded its offerings by providing online learning options through programs like IBM Skill Build, along with digital content for trainers to access anytime, anywhere.

STRATEGIC INITIATIVES AND ONE OFFS

UPSDM has engaged prestigious institutions such as IIM Lucknow and IIT Mandi to enhance its skill development ecosystem. These partnerships have led to specialized training in areas like Cloud Computing, Robotics, and Artificial Intelligence. Additionally, collaborations with companies like HCL have enabled training for youth in emerging sectors. The introduction of Drone Services training is particularly notable, with nearly 1,000 youth trained in drone service and maintenance.

PROMOTING INCLUSIVITY AND EMPOWERING MARGINALIZED GROUPS

The UPSDM is also committed to



"The Government is making significant efforts to make the youth of the state technically competent. The infrastructure development, setting up of laboratories, and introduction of new courses with futuristic programs will provide the necessary resources and opportunities for the youth to develop their skills. Uttar Pradesh is taking steps to combine the talent of its youth with technology and training to drive development in the State."

Yogi Adityanath, Chief Minister, Uttar Pradesh



promoting inclusivity and empowering marginalized groups. Custom training programs have been developed for women, such as initiatives to train women as bus drivers and to support women inmates in After Care Homes. Additionally, the UPSDM has worked to empower women's self-help groups (SHGs) by training them in stitching and tailoring, allowing them to earn sustainable livelihoods by supplying uniforms to schools. A notable initiative also provides training in self-defense for 10,000 girls, equipping them with safety gadgets to protect themselves.

SKILLING IN SCHOOLS: MORPHOSIS WITH FORMAL EDUCATION

Further efforts have been made to provide vocational skills to prisoners and juveniles, helping them reintegrate into society as productive members. The UPSDM also integrates vocational education with formal schooling through Project PRAVEEN, a collaboration with the Department of Secondary Education.



This project aims to provide students with exposure to vocational courses alongside their academic studies, supporting the goals of the National Education Policy (NEP) 2020.

ROLE OF ENTREPRENEURSHIP IN SKILL DEVELOPMENT

Entrepreneurship plays a crucial role in the skill development strategy of UPSDM. The mission encourages youth to pursue self-employment opportunities by providing entrepreneurship development training in partnership with organizations like the Entrepreneurship Development Institute (EDII) Gujarat.

MONITORING AND ACCOUNTABILITY

To ensure the effectiveness of its programs, UPSDM employs mechanisms such as the Aadhaar-enabled Biometric Attendance System (AEBAS) to monitor attendance and verify the authenticity of candidates.

ODOP INITIATIVE: A LOCALIZED APPROACH

Moreover, UPSDM's skill development

programs support the One District One Product (ODOP) initiative, helping local artisans enhance their skills and promoting the unique crafts and products of each district.

LOOKING BEYOND THE VISIBLE

Through its emphasis on employability, inclusivity, entrepreneurship, and technological innovation, UPSDM is contributing significantly to the self-reliance and economic growth of Uttar Pradesh. The mission's goals are aligned with the state's broader vision of fostering Education, Employment, Employability, Economy, and Environment—referred to as the 5Es. By integrating skill development with education and fostering a robust economic environment, the UPSDM aims to create a skilled, empowered workforce that contributes to the state's growth.

AWARDS AND ACCOLADES

UPSDM has earned numerous accolades for its consistent excellence in skill development. Key awards include the EIFE Award for Best State in Empowering Youth, Leadership Award from Jharkhand, ASSOCHAM Gold Trophy, SKOCH Gold Award, and recognition from the Computer Society of India and ELETS at the World Education Summit for its initiatives in skilling and vocational training.

DEMAND CENTRIC SKILLING: NEED IDENTIFICATION

Finally, the UPSDM adopts a demand-centric approach to skill development by tailoring its programs to the specific needs of different districts. This strategy involves preparing District Skill Development Plans (DSDPs) that are updated annually based on feedback from stakeholders, including industry representatives, planners, and public organizations. These district-level plans feed into the State Skill Development Plan (SSDP), which guides the direction of skill development initiatives in Uttar Pradesh.

In conclusion, UPSDM is playing a crucial role in transforming the lives of youth in Uttar Pradesh by providing them with skills that lead to employment and entrepreneurship opportunities. Its holistic approach, including the integration of technology, partnerships with leading institutions, and a focus on marginalized groups, is positioning the state for a brighter and more prosperous future.