भारतीय विमानपत्तन प्राधिकरण
Airports Authority of India

IMPACT ASSESSMENT REPORT

Skills Development Training in Aviation and Aerospace Sector
at Chandigarh Old Airport Terminal

Introduction

Global Context – Sustainable Development Goals

In September 2015, the United Nations adopted *'The 2030 Agenda for Sustainable Development'*, a plan of action aimed at "ending all forms of poverty, fighting inequality and tackling climate change, while ensuring that no one is left behind". The 2030 Agenda includes a set of seventeen sustainable development goals to be achieved by the year 2030.

A central principal of the 2030 agenda is that 'no one is left behind'. This all-encompassing nature of the 2030 agenda requires that youth, defined by United Nations as persons aged 15 to 24 years, should be considered across all goals[1].

Goal 8: Decent Work and Economic Growth

While all the SDGs are critical to development of youth, *Goal 8: Decent Work and Economic Growth,* is intrinsically important to youth. The goal is to promote inclusive and sustainable economic growth, employment and decent work for all.

Target 8.6 of this goal specifically states that by 2020, substantially reduce the proportion of youth not in employment, education or training.

Working towards this goal and target is crucial as nearly 2.2 billion people live below the $2 poverty line. According to the International Labour Organization (ILO), more than 202 million people are unemployed as of 2012, out of which around 75 million are young men and women. Channelizing the energy of the youth towards value for all will lead to global prosperity. The dangers, if left unaddressed would be perpetual social unrest as seen in gang ridden, poor and politically fragile zones across the world; or even an apathetic, immature youth, divorced from the world's problems and disinterested in political engagement.

Employment, Unemployment and Skilling in India

While unemployment is a global problem, the Centre for Monitoring Indian Economy's (CMIE) report signalling massive job losses presents the gravity of the issue in India. As per the report as of 2018, a whopping 31 million people are unemployed. In order to reap the

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[1] _____. (2018). World Youth Report: Youth and the 2030 Agenda for Sustainable Development. New York: United Nations Publications

benefits of India's famed 'demographic dividend', it is essential that the youth of the 'world's youngest country' contribute to its GDP. This is where skilling followed by employment of youth plays a very important role in shaping the economy of the country and the world.

Presently, only a miniscule proportion, less than 5% of the total workforce in India, have acquired formal skills training, as per the annual report of the Ministry of Skill Development & Entrepreneurship (2016-17). This explains why job opportunities for the youth are mostly in the informal sector (with low skill set requirement) with low wages and high job insecurity. Youth across India from underprivileged backgrounds often abandon their education to earn for their families and cover for rising living costs. Their poor economic and educational backgrounds lead to lack of stable and grounded job opportunities. This in turn reinforces the cycle of poverty. This state of working poverty continues to weaken their ability to prepare for better employment and the status quo remains unchanged for generations.

In order to address this challenge of providing decent employment to the burgeoning youth population and simultaneously addressing concerns like skills mismatch and working poverty, the Government of India launched several Skill Development Programs like Deen Dayal Upadhyaya Grameen Kaushalya Yojna, Pradhan Mantri Kaushal Vikas Yojna (PMKVY), Pradhan Mantri Kaushal Kendra, Financial Assistance for Skill Training for Persons with Disabilities etc. Apart from the government, various corporates have invested in skills training programs across the country, under their corporate social responsibility initiatives in order to ensure availability of a large skilled workforce and to invest in the nation's economic well-being. AAI is one such organization which has funded the skills training program of 1494 youth in Aviation and Aerospace Sector. This program has been implemented by Bird Academy.

About the Program

National Skill Development Fund (NSDF), National Skill Development Corporation (NSDC) and AAI had entered into a Memorandum of Understanding (MoU) dated 08th June 2016, followed by an Addendum dated 21st July 2017 to provide skill training to 2360 beneficiaries (revised to 1494 later), in the Aviation & Aerospace Sector at the Chandigarh Old Airport Terminal. The courses in which training was provided were:

1) Airline Customer Service Executive
2) Airline Reservation Agent
3) Airline Security Executive

4) Airline Flight Load controller

5) Airline Cargo Assistant

6) Airline Ramp Executive

Job Role	Target Allocation Yr-1	Revised Target Yr-1	Total Trained Yr-1	Placed Yr-1	Target Allocation Yr-2	Revised Target Yr-2	Total Trained Yr-2	Placed Yr-2	Target Allocation Yr-3	Total Trained Yr-3	Placed Yr-3
Airline Customer Service Executive	165	165	165	127	200	200	200	122	220	200	12
Airline Reservation Agent	165	165	165	118	180	180	180	96	190	127	6
Airline Security Executive	90	41	41	22	120	0	0	0	90	0	
Airline Flight Load controller	30	30	31	31	30	30	30	30	50	50	33
Airline Cargo Assistant	60	60	60	35	60	60	62	62	30		
Airline Ramp Executive	90	90	90	60	90	90	93	92	80		
Airport X ray Qualified staff	90	0	0	0	90	0	0	0	90	0	
Airport Facility Services	0	0	0	0	60	0	0	0	90	0	
Total	690	551	552	393	830	560	565	402	840	377	51

AAI had contributed funds for the project to NSDF which was further disbursed by NSDF to NSDC, and NSDC through its approved training partner i.e. the Bird Academy, got the project implemented by providing skill training and placement to beneficiaries.

Study Objectives

The specific objectives of the Impact Assessment Study of the aforementioned project are as follows:

1. Conduct an Impact Assessment study to evaluate the impact of CSR Programmes
2. Suggest measures for effective implementation of CSR activities in the area under focus.

Scope of the Study

This study's scope includes assessing the impact of the aforementioned CSR Project implemented in the financial year 2018-19.

The scope of study has been organized in the following tasks

Task 1: Project Coordination

Task 2: Data collection by physically visiting the project locations and collecting data through interviews, FGDs of all the stakeholders along with Observation of all the infrastructures and

activities. Telephonic Interviews were also done with few stakeholders. Thes data collection was done for the financial year 2018-19.

Task 3- Data Analysis through SPSS for Quantitative data and the method of Content Analysis for Qualitative Data where coding was done manually.

Task 4- Report Writing

Methodology

A mixed method approach combining both quantitative and qualitative research methods was used in the study.

Tools for Data Collection

1. **Face-to-Face Interviews:** Researchers conducted one-on-one interviews with different beneficiaries. These interviews involved a structured questionnaire to gather specific information from stakeholders- Trainers of Bird Academy, Senior management Staff and Beneficiaries.

Image 1: TISS team interacting with Bird Academy Management

2. **Focused Group Discussions (FGD):** FGDs were organized with groups of beneficiaries or community members. These group discussions allowed for a more dynamic exchange of ideas and experiences, enabling researchers to explore various perspectives on the interventions.

3. **Physical Observation:** Non-Participant Observational Research was conducted to observe the attitude of stakeholders towards projects in addition to observation of infrastructure/activities. Researchers took detailed field notes during their observations and interactions. These notes captured contextual information, non-verbal cues, and other qualitative insights.

Study Limitations

As the Impact Assessment happened 2 years after completion of the training, Bird Academy was not in touch with most of its students as most of them had changed their contact numbers. Thus TISS team could interact with only 4 trainees.

Study Findings

1. Baseline Study done while planning the project

While planning the implementation of the project, baseline study was done and following were the major findings of the study:

- Lack of awareness among people about the multiple job roles in the aviation sector

- Lack of knowledge about the eligibility criteria

- No proper centre to attend the course

- For people from weaker economic background, existing institutes charged hefty amount

2. Trainers Trained by NSDC

All the trainers of this project attended the Train the Trainer programme of NSDC and were certified as per the NSDC curriculum and delivery systems to provide training as per NSDC/Sector Skill Council Standards in line with National Skills Qualification Framework (NSQF) for implementation of skilling programs under the Project.

3. Gender and Caste Division of Trainees

Of the 1494 trainees, 54% (810) were males while 46% (684) were females.

Fig 1: Showing Gender Wise Division of Trainees

In terms of caste, 64% (954) of the trainees were from General Category, followed by 18% OBCs (269), 16% SCs (238) and 2% STs (28). Thus a fair distribution of gender and caste could be seen among the trainees.
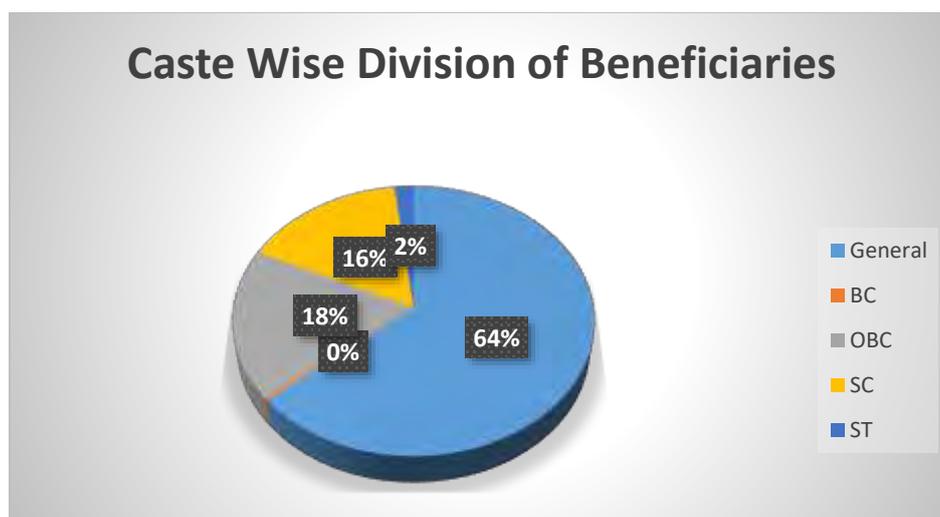

Fig 2: Showing Caste Wise Division of Beneficiaries

4. Training Program liked by the trainees

All the four beneficiaries with whom TISS team interacted mentioned that they liked the training program and the way the faculty taught them.

5. Project helped in economic upliftment and personality development

All the respondents mentioned that it was because of the training program their individual and family income increased leading to better standard of living. Not only this, the training instilled confidence and belief in oneself that they can achieve anything if they have the willingness.

6. Challenges faced due to poor communication skills of trainees

Majority of the trainees did not have good/basic communication skills due to which most of the airlines refused to select them even after completion of training and certification. After multiple rejections by private airlines and other airport organizations, Bird Academy requested AIASL (Air India Airport Services Limited) to interview the candidates and offer them suitable position in their organisation. AIASL not only accepted the academy's request but also placed many candidates at various small and big airports including Ludhiana, Shimla, Dharamshala, Jaipur and Amritsar.

Recommendations

1. Efforts to increase placement –

While a good number of trainees were placed (57%), 43% of the trainees didn't get placed or they opted out of training or placement. There might be multiple reasons behind it like lack of technical or soft skills, unwillingness to work, social pressure specially on female trainees to not work. These issues could be taken on individually and handled by a senior trainer or counsellor who can conduct counselling or similar sessions with the trainees or their family members.

2. Recording the reason for dropouts from training

A record of reasons of students dropping out of training program could be made. This would help in understanding the gaps in implementation and would lead to amending the strategies in next cycle of implementation.

....

Questionnaire for Candidates

1. Name   :- Kriti Thakur
2. Batch Year
3. Course Name :- Airline Customer Service Executive
4. Age:-26 yrs Old
5. Gender-   1( ) Male   2(F) Female   3( ) Other
6. Student's Contact No.:- 7807320372
7. Marital status: 1(M) married   2( ) unmarried   3( ) widowed   4( ) separated
8. Caste category: 1( ) SC   2( ) ST 3( )OBC   4(G)General 5( ) BC 6( ) Minority 7( ) SBC
9. Religion: 1 (H)Hindu 2( )Muslim 3( ) Sikh 4( ) Christian 5( ) Buddhist 6( ) Jain 7( ) Others
10. Area of domicile: 1(R)Rural   2( ) Urban
11. Place of origin:

    NAGROTA…BAGWAN…………………………………………………

    Name of the Village/Town/City:

    District: KANGRA 176047……………………………………….

    State: HIMACHAL PRADESH ……………………………………

12. Place of current residence:

    Name of the Village/Town/City: … NAGROTA…BAGWAN ………...

    District: KANGRA……………………………

    State: HIMACHAL PRADESH………………

13. Highest Educational Qualification- GRADUADTE   Year of getting the qualification-
14. Details of family members:

S. No.	Household members (Relation to Beneficiary)	Age	Present occupation	Present monthly income (Rs.) (*Please ask him/her first if they are comfortable responding about monthly income*)
1	AKSHAY DHIMAN	31YRS OLD	SELF EMPLOYED	
2	VANYA	1 YEAR OLD	INFANT	
3	SHALINI RANI	52 YRS OLD	HOUSE MAKER	
4	AJAY DHIMAN	62 YRS OLD	SELF EMPLOYED	
5	APURAV DHIMAN	24 YRS OLD	STUDYING	
6				

About the Project

15. How did you get to know about the Training Program?

I get to know about it from one of my friend , she was also pursuing the same from the academy at Chandigarh.

16. Briefly describe the selection process to this project? *(Try to understand the criteria like caste, income etc, any tests conducted?)*

It was quite interesting. I had gone two rounds of interviews.

First round was virtual

Second was with the Head faculty at Chandigarh Centre

17. Were any fees charged for the training?
    a. Yes
    b. No

No fees was charged during the training.

If yes, do you remember how much? NA

18. Were you able to get a job after the training?
    a. Yes
    b. No
    c. Went for upskilling courses

If yes, company name ...AIASL....., Designation......CUSTOMER AGENT....,
Monthly Salary...16540/-.

If went for upskilling courses,

    a. Mention the course name......NA........

    b. Did you get a job after upskilling course- Yes/No

19. If the answer to previous question is yes, do you think that the training classes helped you in getting the job?

    a. Yes

    b. No

    YES, absolutely training helped me to get a job

If No, why do you think so? ....NA..

20. Did you like the training provided in this program?

    a. Yes, very much

    b. It was Okay

    c. No

Give reasons for your answer ......yes very much

Training was greatly provided by Mr Ravi Rahi

As far I know any faculty He is the Best in what he do and Serve to his students......

21. How did you find the faculty at the training?

    a. Good

    b. Okay

    c. Not Good

Please give reason/s for your answer

Well it's too great

Mr Ravi Rahi was very hardworking and keep up with his students in all the possible ways to get them placed and we also utilize all the information and guidance he had shared with us all

22. Did you get any support for placement in jobs/enrolling in upskilling courses?

     a. Yes

     b. No

        No

If yes, please explain the kind of support provided.

Instructors and trainers are always in touch with us and they provide help and support even after we are placed in the aviation industry at various levels. Bird academy have developed a good network with all the students who are placed in the aviation industry

23. Those who got placed in jobs after training, did you also get any post placement support?

     a. Yes

     b. No

If yes, please explain....

Our trainer Mr. Ravi, often remain in touch with us and we also call him for any support needed during our job. Bird Academy trainer and management staff are always available to help us even after placement and during our job because they have well established network with the Aviation Industry Officials throughout the country at various airports.

24. How was your overall experience of this training Program?

     a. Very Good

     b. Good

     c. Okay

     d. Not Good

Please give reasons for your answer?

Very good , in fact it was great learning platform .

25. Please provide suggestion for further improvement of this project? (*Suggestions can be related to Mobilization, selection, training, placement and post placement support etc.*)

There should be more hiring for Remote areas.

They should aware each and every one for gender equality in work space .

26. Would you recommend this program to other candidates in need?

a. ==Yes==
b. No

Give reasons

==Indeed yes. because it's a great mediate to get placed.==

==This program leaning helps and built one's confidence and knowledge==

27. Other than getting jobs or upskilling, do you think this project/training has benefitted you in some other way? (*Please probe from the point of gaining socio-economic status/ standard of living*)

==Before enrolling self to this course I was introvert, after n during the course I built myself strong and become ambiverts.==

Questionnaire for Candidates

1. Name: ==Rizwan Ahmad Dar==
2. Batch Year: ==2018==
3. Course Name: ==Customer Service Executive==
4. Age: ==25==
5. Gender- 1==(1) Male== 2( ) Female 3( ) Other
6. Student's Contact No.
7. Marital status: 1( ) married 2==(2) unmarried== 3( ) widowed 4( ) separated
8. Caste category: 1( ) SC 2( ) ST 3( )OBC 4==(4)General== 5( ) BC 6( ) Minority 7( ) SBC
9. Religion: 1 ( )Hindu 2(==2)Muslim== 3( ) Sikh 4( ) Christian 5( ) Buddhist 6( ) Jain 7( ) Others
10. Area of domicile: 1==(1)Rural== 2( ) Urban
11. Place of origin: ==Jammu and Kashmir India== ………………………………

   Name of the Village/Town/City:

   District: ==Anantnag== ……………………

   State: ==Jammu and Kashmir== ………………………………

12. Place of current residence:

   Name of the Village/Town/City: Sayan Sagam Kokernag Anantnag J&K ………...

   District: Anantnag ………………………………

   State: Jammu and Kashmir …………………………

13. Highest Educational Qualification- Diploma   Year of getting the qualification- 2018

14. Details of family members:

S. No.	Household members (Relation to Beneficiary)	Age	Present occupation	Present monthly income (Rs.) (*Please ask him/her first if they are comfortable responding about monthly income*)
1	Father	55	Farmer	NA
2	Mother	53	House Wife	NA
3	Brother	35	Contracter	₹15000
4	Brother	30	Business	₹15000
5	Brother	28	Policeman	₹30000
6				

About the Project

15. How did you get to know about the Training Program?

Well After Completing my Diploma in Frankfinn Chandigarh centre I was unable to get a job and was stressed so coincidentally one of friends called me for something and I asked him what are you doing these days so he informed me about MSDC Chandigarh and told me that you can also come for screening. So that is how I got to know about this training programme.

16. Briefly describe the selection process to this project? *(Try to understand the criteria like caste, income etc, any tests conducted?)*

Well my friend told me about the date of the screening day so i went to the old airport Chandigarh where it was being held so while reaching there i saw a number of people already there and were waiting for the interview. So the process was a very good experience for me. They asked me basic questions and checked my grooming and my communication skills. After that, among so many candidates almost 55 were selected for two batches and I was also one of them. They asked us for the documents like higher education certificate and also my ration card as I come under the poverty line and my family was not that well off at

17. Were any fees charged for the training?
    a. Yes
    b. No (No)

    No nothing was charged for the training

    If yes, do you remember how much? NA

18. Were you able to get a job after the training?
    a. Yes (yes)
    b. No
    c. Went for upskilling courses

    If yes, company name …

    GGI (Globe Ground India Ltd) Goa .

    .Designation......PSA (Passenger Service Assistant).

    Monthly Salary...₹11000

    If went for upskilling courses, No
    a. Mention the course name..................................
    b. Did you get a job after upskilling course- Yes/No

19. If the answer to the previous question is yes, do you think that the training classes helped you in getting the job?
    a. Yes
    b. No

    If No, why do you think so?

    ....

20. Did you like the training provided in this program?
    a. Yes, very much
    b. It was Okay
    c. No

    (a)Yes, very much

Give reasons for your answer :

To Be honest it was really an awesome experience and it was very interactive training and the Trainer Mr Ravi Rahi Sir was really helpful and well trained. Which made our training quite interesting and full of knowledge. Moreover the facilities provided were nice and classrooms were very interactive and well equipped and also the visit to Chandigarh International Airport was such a great experience as we got to see in real time how airline staff work and how different things look inside the airport. My best experience was when we got a chance to see aircraft so closely as it was my first time to see an airport so closely.

21. How did you find the faculty at the training?
    a. Good (a) Good
    b. Okay
    c. Not Good

Please give reason/s for your answer

My trainer was Mr Ravi Rahi and I can say he was the best trainer. The way he trained us to every detail and shared his vast experience with us was very helpful to us and the knowledge he shared was very helpful for me and made me a more confident person and also enhanced my communication skills.

22. Did you get any support for placement in jobs/enrolling in upskilling courses?
    a. Yes
    b. No

If yes, please explain the kind of support provided. My trainer was Mr Ravi Rahi helped me get the placement by providing me the important skills needed for interview and the references. He actually informed me about the vacancies and also gave the references to contact the officials. I was placed at Goa aiport and than was after one year got upgradation and good posting at Chandigarh with increased salary package.

23. Those who got placed in jobs after training, did you also get any post placement support?
    a. Yes
    b. No

If yes, please explain.... After my placement at Goa airport after one year I got support from the Bird Academy to get job at higher designation at the Chandigarh Airport.

24. How was your overall experience of this training Program?
    a. Very Good (a) very good
    b. Good
    c. Okay
    d. Not Good

    Please give reasons for your answer?

    The facilities provided were nice and classrooms were very interactive and well equipped and also the visit to Chandigarh International Airport was such a great experience as we got to see in real time how airline staff work and how different things look inside the airport. My best experience was when we got a chance to see aircraft so closely as it was my first time to see an airport so closely.

25. Please provide suggestion for further improvement of this project? (*Suggestions can be related to Mobilization, selection, training, placement and post placement support etc.*)

    Well my suggestion is to promote it more and more like at social media platforms or making awareness programs or holding seminars in colleges or rural areas.

26. Would you recommend this program to other candidates in need?
    a. Yes
    b. No

          (a)Yes

    Give reasons

    Well this program helped me to get my first job What else can I say. Such programmes should continue for the youths to get the employment

27. Other than getting jobs or upskilling, do you think this project/training has benefitted you in some other way? (*Please probe from the point of gaining socio-economic status/ standard of living*) yes as it made me more confident and knowledgeable and boosted my morale also enhanced my communication skills and made me self-dependent person economically.

Questionnaire for Candidates

TISS

1. Name   RISHABH KUMAR RAO

2. Batch Year   2018 4 2020

3. Course Name   CSE 4 FLC

4. Age   28

5. Gender- 1(✓)Male 2( ) Female 3( ) Other

6. Student's Contact No. 8585868848

7. Marital status: 1(✓) married   2( ) unmarried   3( ) widowed   4( ) separated

8. Caste category: 1( ) SC 2( ) ST 3( )OBC 4(✓)General 5( ) BC 6( ) Minority 7( ) SBC

9. Religion: 1 (✓)Hindu 2( )Muslim 3( ) Sikh 4( ) Christian 5( ) Buddhist 6( ) Jain 7( ) Others

10. Area of domicile: 1( )Rural 2(✓)Urban

11. Place of origin: RAIPUR CHHATTISGARH

    Name of the Village/Town/City: RAIPUR

    District: RAIPUR

    State: CHHATTISGARH

12. Place of current residence:

    Name of the Village/Town/City: MAHIPALPUR

    District: MAHIPALPUR

    State: DELHI

13. Highest Educational Qualification- A.M.E   Year of getting the qualification- 2017

14. Details of family members:

Sr. No	Household members (Relation to Beneficiary)	Age	Present occupation	Present monthly income (Rs.) (Please ask him/her first if they are comfortable responding about monthly income)
1	K RAVI KUMAR RAO	57	GOVT. EMPLOYEE	75 000/-
2				
3				
4				
5				
6				

1

About the Project

15. How did you get to know about the Training Program?

FROM ONE of my friend who was working

16. Briefly describe the selection process to this project? (*Try to understand the criteria like caste, income etc, any tests conducted?*)

Firstly Interviewed by officials of Bird group 4 then again interviewed by trainer

17. Were any fees charged for the training?
  a. Yes
  b. No

   If yes, do you remember how much?

18. Were you able to get a job after the training?
  a. Yes
  b. No
  c. Went for upskilling courses
  If yes, company name .BWFS......., Designation.CSA......., Monthly Salary.14,000/-...
  If went for upskilling courses,
  a. Mention the course name.AIRLINES Flight load controller

2

b. Did you get a job after upskilling course- Yes/No ✓

19. If the answer to previous question is yes, do you think that the training classes helped you in getting the job?

    a. Yes ✓
    b. No

    If No, why do you think so? ....

20. Did you like the training provided in this program?

    a. Yes, very much ✓
    b. It was Okay
    c. No

    Give reasons for your answer ...The training helped me to achive the dream & provided the me ample amount of knowledge to crack interview & proper knowledge about Job profile

21. How did you find the faculty at the training?

    a. Good ✓
    b. Okay
    c. Not Good

    Please give reason/s for your answer

    Best trainer gave me training in such a way that I feel I was lively doing the work.

22. Did you get any support for placement in jobs/enrolling in upskilling courses?

    a. Yes ✓
    b. No

    If yes, please explain the kind of support provided.

23. Those who got placed in jobs after training, did you also get any post placement support?

    a. Yes ✓
    b. No

    If yes, please explain....

24. How was your overall experience of this training Program?

    a. Very Good ✓

3

b. Good

c. Okay

d. Not Good

Please give reasons for your answer?

25. Please provide suggestion for further improvement of this project? (*Suggestions can be related to Mobilization, selection, training, placement and post placement support etc.*)

It will be an honour for asking suggestions from me but to be honest it already have every thing which is required to be recognized as the best training institute .

26. Would you recommend this program to other candidates in need?

a. Yes

b. No

Give reasons

27. Other than getting jobs or upskilling, do you think this project/training has benefitted you in some other way? (*Please probe from the point of gaining socio-economic status/ standard of living*)

Yes this project developed not only my career but as well as Complete personality development It made my a good candidate who can do job anywhere because this training helped me to develop the quick learning feature & to make decisions out of the box.

Questionnaire for Candidates

TISS

1. Name ...Shivangi...Jindal.....
2. Batch Year ...2019 - 2020.............
3. Course Name ...G.S.E.,....P.L.C.............
4. Age ...3.0.............................
5. Gender- 1( ) Male 2(✓) Female 3( ) Other
6. Student's Contact No. ...7015923604...............
7. Marital status: 1(✓) married 2( ) unmarried 3( ) widowed 4( ) separated
8. Caste category: 1( ) SC 2( ) ST 3( )OBC 4(✓)General 5( ) BC 6( ) Minority 7( ) SBC
9. Religion: 1(✓)Hindu 2( )Muslim 3( ) Sikh 4( ) Christian 5( ) Buddhist 6( ) Jain 7( ) Others
10. Area of domicile: 1(✓)Rural 2( ) Urban
11. Place of origin: ...Yamuna...Nagar...

    Name of the Village/Town/City: ...Yamuna...Nagar......................

    District: ....

    State: .....Haryana..

12. Place of current residence:

    Name of the Village/Town/City: ....Wave...City...........................

    District: ....Ghaziabad...

    State: ......Ghaziabad...Uttar...Pradesh................................

13. Highest Educational Qualification- BTech, Year of getting the qualification- 2015,
    MBA   2020
14. Details of family members:

Sr. No	Household members (Relation to Beneficiary)	Age	Present occupation	Present monthly income (Rs.) (Please ask him/her first if they are comfortable responding about monthly income)
1	MR ABHISHEK BANSAL (Husband)	34	Job	—
2				
3				
4				
5				
6				

1

About the Project

15. How did you get to know about the Training Program?

Through one of my reference.

16. Briefly describe the selection process to this project? (*Try to understand the criteria like caste, income etc, any tests conducted?*)

I got selected on the basis of my communication skills.
→ Got interviewed by higher officials
→ Acc to skills was assigned a course & batch.

17. Were any fees charged for the training?

a. Yes

✓ b. No

If yes, do you remember how much?

NA

18. Were you able to get a job after the training?

✓ a. Yes

b. No

c. Went for upskilling courses

If yes, company name Branca Animation, Designation Student, Monthly Salary 39,000 Engagement Head

If went for upskilling courses,

a. Mention the course name.....—..........................

2

b. Did you get a job after upskilling course- Yes/No

19. If the answer to previous question is yes, do you think that the training classes helped you in getting the job?

    a. Yes

    b. No

If No, why do you think so? ....

20. Did you like the training provided in this program?

    ✓ a. Yes, very much

    b. It was Okay

    c. No

Give reasons for your answer ....The........things... and processes explained in the program were very practical, easy to apply and remember. We were trained according to practical scena-

21. How did you find the faculty at the training? rios exp. at airport.

    ✓ a. Good

    b. Okay

    c. Not Good

Please give reason/s for your answer

The faculty was very motivating and helped to understand all the aspects of the course nicely.

22. Did you get any support for placement in jobs/enrolling in upskilling courses?

    a. Yes

    b. No

If yes, please explain the kind of support provided.

23. Those who got placed in jobs after training, did you also get any post placement support?

    ✓ a. Yes

    b. No

If yes, please explain.... Whenever & whereever stuck if gives call to anyone then they definitely try there best to

24. How was your overall experience of this training Program? help.

    ✓ a. Very Good

3

b. Good

c. Okay

d. Not Good

Please give reasons for your answer?

The whole course time was very entertaining and knowledgeable too.

25. Please provide suggestion for further improvement of this project? (*Suggestions can be related to Mobilization, selection, training, placement and post placement support etc.*)

Since the training's are excellent, more and more career opportunities should be brought up at the campus.

26. Would you recommend this program to other candidates in need?

a. Yes

b. No

Give reasons It's a life changing course.

27. Other than getting jobs or upskilling, do you think this project/training has benefitted you in some other way? (*Please probe from the point of gaining socio-economic status/ standard of living*) YES, This program upgraded my knowledge and PERSONALITY alot.

Questionnaire for Management BIRD ACADEMY
(This is for senior as well as mid-management)

Name- Vineetha .G

Designation- Manager Training

Contact no.- 9910011849

Email Id- vgr@bird.in

1. Tell us about BIRD ACADEMY *(History, objective, activities done, structure of the organization, organogram)*

   Bird Education Society for Travel & Tourism, known as Bird Academy, the vibrant education vertical of the highly reputed Bird Group, was founded in 1998 with a vision to create a pool of talent with specialized knowledge and skills required by the aviation and related industries. With numerous awards and accolades, Bird Academy was recently appointed as Regional Training Partner by International Air Transport Association (IATA).

   - IATA Authorised Training Center at 5 location (Since May 2002)
   - DGCA approved DGR Training center
   - IATA Accredited Training School at New Delhi (Since Dec 2008-2022)
   - IATA Regional Training Partner (Sep 2018)
   - PAN-India presence with 31 centres Overseas presence in UK, Bhutan, Bangladesh, Nepal and Srilanka.
   - Nurtured (1,00,000 + numbers) of professionals in Aviation, Tourism and Hospitality since inception.
   - CSR partnership with AAI & NSDC for aviation skilling.
   - imparted training to 26 personnel of Sikkim Forest and Environment Department, Sikkim Government at the Forest Secretariat, Gangtok.
   - MoU with Ministry of Tourism, Govt. of India & Indian Institute of Tourism and Travel Management (IITTM) for imparting a special 'Soft Skills Training Programme' to more than 3000 participants under the Incredible India Tourist Facilitator Certification (IITFC) programme

2. Tell us about this project. (*Its history, objective, key stakeholders and the implementation process*)

- National Skill Development Fund (NSDF), National Skill Development Corporation (NSDC) and AAI have entered into a Memorandum of Understanding dated 08th June 2016 ("MOU"), followed by an Addendum dated 21st July 2017 ("Addendum")thereby recording the various terms and conditions as agreed between the parties to provide skill training and placement to beneficiaries
- AAI shall contribute funds for the Project to NSDF which shall be further disbursed by NSDF to NSDC, and NSDC shall through its approved training partner, get the Project implemented by providing skill training and placement to beneficiaries, and work towards achievement of the aim of the Project to set up & operate an Aviation focused center at the Chandigarh old Airport Terminal, and provide skill training to 2360 beneficiaries in the Aviation & Aerospace Sector
- in pursuance to a limited RFP (Request For Proposal) floated, the Bird Academy has been identified as an "Approved Training Partner" of NSDC for the purpose of executing the Project as per the terms of the MOU and the Addendum
- Bird academy undertakes the responsibility to provide all the required skills, knowledge, care and diligence in setting up and operation of the Aviation Multi Skill Development centre, and the provision of training to the trainees selected for imparting training under the Project / Training Programme

3. What is the role of NSDC (National Skill Development Corporation) and NSDF(National Skill Development Fund) in this project?

AAI shall contribute funds for the Project to NSDF which shall be further disbursed by NSDF to NSDC, and NSDC shall through its approved training partner, get the Project implemented by providing skill training and placement to beneficiaries, and work towards achievement of the aim of the Project to set up & operate an Aviation focused center at the Chandigarh old Airport Terminal, and provide skill training to 2360 beneficiaries in the Aviation & Aerospace Sector

4. How long has been your association with AAI? How were you selected for implementation of this Project?

We got associated with AAI for the training in 2017. Bird Academy was selected as an "Approved Training Partner" of NSDC for the purpose of executing the Project as per the terms of the MOU and the Addendum through Request for Proposal floated by Aviation and Airport Sector Skill Council (AASSC) of NSDC.

5. Was any Baseline study done while planning for this project to understand the need of Basic Aviation Courses among the population of that area? If yes, what were the major findings?

Yes baseline study was done. Job roles were identified as per the requirements in the airports.

- Lack of awareness among people about the multiple job roles in the aviation sector
- Lack of knowledge about the eligibility criteria
- No proper centre to do the course
- For people from weaker economic background existing institutes charged hefty amount

6. Please explain the staff/HR involved in planning and implementation of this program?

We had a team involved at the centre for the functioning at Chandigarh and support extended from the head office at New Delhi.

- Project Lead & Centre Co-ordinator - supervise all staff of MSDC, Bird Academy Chandigarh to ensure highest standard of Discipline, work ethics, quality of training, punctuality, hygiene and sanitation in the academy ; Carrying out Marketing Activities like workshops and career fairs ,Visiting potential market for student mobilization ; Supervision of Printing of Certificates, accounting and maintenance of Records of all courses at MSDC
- Trainers : Conduct sessions ;Update concerned training curriculum, lesson plan, training Manual (handouts) ppts, analyse feedback and take corrective action ,
- IT Support and Office Hand : Address user regarding hardware, software and networking , Responsible for installing applications and computer peripherals
- Receptionist Cum Counsellor : Handling walk-in and telephone queries , First Hand Assistance of walk-in guests ,maintain Enrolment Forms ,Student Documentation , Query Register ,enrolment Register, Record of incentives to the students monthly
- Accounts : Record Maintenance, Preparation and maintenance of invoice details, payment details , Bill Summary & Expenditure records
- HR Executive : Work with Project Coordinator to strategically plan HR initiatives that will benefit MSDC and encourage more efficient and beneficial work from employees

==highlight== ; Recruit, screen, interview, hire employees as necessary, following all HR processes and procedures ; Direct all hiring and training procedures for the trainees

7. How was faculty and other staff selected for this project? Was there any mechanism in place to ensure that the training was delivered as per NSDC/SSC (Sector Skill Council) standards?

The staff were selected as per the criteria through interviews. Three of the instructors from academy got certified as Master trainers . The Training Institute had hired qualified trainers.

All the trainers existing and newly hired attended the Train the Trainer programme of NSDC and were certified as per the NSDC curriculum and delivery systems to provide training as per NSDC/Sector Skill Council Standards in line with National Skills Qualification Framework (NSQF) for implementation of skilling programs under the Project and Training Programme

8. Explain the selection process of candidates for this project? (*Probe the Criteria, process of selection, process of mobilization etc.*)

    1. *The students were asked to submit their CV's through email or walk in or through Campus screening*
    2. *Face to face interview conducted by prospective employer , AMSDC Representative and AAI representative*
    3. *Student Registration with AMSDC complete documentation process*
    4. *Student were segregated as per the job role parameters*
    5. *Attending sessions followed by certification*

9. Was any preference given to candidates from marginalized/underprivileged category? If yes, how did you ensure their selection?

Yes , preference was given , their family background was verified with the documents submitted by them . The students were asked to submit scanned copy of their BPL cards while enrolling.

10. Do you ensure that candidates across all gender and caste have been enrolled in the project? If yes, how?

Yes. The data is captured and uploaded on relevant systems. We had mandatorily collected the Aadhaar Cards of all the candidates enrolled for the course and the same has to be uploaded onto the SDMS, CSR-SSC portal-7

11. Please explain your mobilization process.

Leaflets / handout giving a clear message about the program was distributed in the awareness camps organized at colleges and universities and newspaper advertisement in the local/national newspaper . The training programmes were also publicized through banners in the location where the Training Programmes were conducted to ensure maximum turnout of beneficiaries. Career seminars in the colleges, universities and educational institutions. The seminars were arranged at NGO's as well.

12. Please mention the name of the courses in which training was provided.

Airline Customer Service Executive
Airline Reservation Agent
Airline Security Executive
Airline Flight Load controller
Airline Cargo Assistant
Airline Ramp Executive

13. Please explain the training process. (Duration, fees, pedagogy used, curriculum followed etc.)

Job Role	Duration (hrs)	Course Fee (INR)	Pedagogy	Curriculum
Airline Customer Service Executive	240	18000	AASSC guidelines- Theory & practical skills	compliance to Qualification pack- National Occupational Standards (NOS)
Airline Security Executive	240	18000	AASSC guidelines- Theory & practical skills	compliance to Qualification pack- National Occupational Standards (NOS)
Airline Reservation Agent	240	18000	AASSC guidelines-	compliance to Qualification pack-

			Theory & practical skills	National Occupational Standards (NOS)
Airline flight load controller	288	18000	AASSC guidelines- Theory & practical skills	compliance to Qualification pack- National Occupational Standards (NOS)
Airline Cargo Assistant	240	21000	AASSC guidelines- Theory & practical skills	compliance to Qualification pack- National Occupational Standards (NOS)
Airline Ramp Executive	240	21000	AASSC guidelines- Theory & practical skills	compliance to Qualification pack- National Occupational Standards (NOS)
Airport X ray Qualified Staff	240	18000	AASSC guidelines- Theory & practical skills	compliance to Qualification pack- National Occupational Standards (NOS)

14. What was the target no. of beneficiaries (Enrolled, Trained and Placed) for this project?

Initial target was 2360 ,which was revised to 1681 students .
Enrolled : 1494   Trained :1494 placed : 846

15. How many were actually enrolled, trained and placed? Please provide gender break up of enrolment, trained and placed *(Please request for any related document)*

Enrolled : 1494   Trained :1494 placed : 846

16. Are the students or their parents being charged anything which is not known to AAI?
The course was offered entirely free of cost to the students.

17. What kind of placements were provided to candidates post training? (*Probe about the kind of jobs/upskilling courses they got after training*)

Customer Service Host

Customer service executive

Passenger Service agent

Travel counsellor

Cargo Agent

Cargo Loader

Flight load controller

18. How were you generating placement leads/contacts for candidates? Please explain the process.

    The candidates were placed with Travel companies, Ground Handling agencies, Cargo companies across India .Interviews were conducted for the students post training at campus

19. What was the average salary received by candidates who were placed in job? (*Monthly Salary in INR. Please collect the supportive document if any*)

    Rs.12000-Rs20000

20. Was any post placement support provided? If yes, what was it?

    Yes. Guidance for upgrading the skills. Also helping them in re employment in case they had to relocate or they wanted to change the company they were working for .

21. Was there any M&E process in place for the project? If yes, please explain it in detail. (*Please collect related documents sample, if any*)

    Bird Academy used to provide NSDC and AAI, the monthly MIS containing the following details:

    • *Training Calendar*

    • *Training Programmes – completed, ongoing, commencing during the month*

    • *Completed – Candidate details (completed/dropout), assessment date, certification status*

    • *Ongoing – Trainee details, dropouts, etc.*

    • *Commencing – Selection date, location, local point of contact*

    • *Photographs of the current batch and videos of all important events like selection, assessment etc.*

22. What were the constraints/challenges in implementing the project in every phase?

    a. Mobilization

    b. Training

    c. Placement

    d. Post Placement

    e. Other

    f. Overall

23. How do you think the project's implementation could be further improved in future cycles? Please provide your suggestions.

- The project should be expanded to rural areas ,wherever AAI has a presence
- AAI should have career awareness programmes conducted in schools and colleges
- Airport familiarisation schemes at the rural areas - generating awareness about the job roles at the airport

24. Any success stories that you could share. *(Please request them to share few stories if they have it in their reports)*

25. Do you think that such category of projects can become sustainable? If yes, how?

26. Do you have any suggestion/request for AAI for further improvement of the project? If yes, what are those? *(In terms of budget, timeline, monitoring, reporting etc.)*

27. How many and where are such more programs being run by BIRD ACADEMY? How are other centers doing in comparison to this center? What factors affect the performance? What are their positives that can be implemented at this center?

Documents to be checked/collected:

1. Mobilization related documents
2. Any document having selection criteria of candidates
3. Faculty details with qualification
4. Student's enrolment form
5. Few sample student's documents like identity proof, income certificate, educational certificates etc.
6. Attendance sheet sample
7. Document with enrolment detail
8. Document having placement details
9. Any assessment/test documents of students (sample)
10. Project Annual report of last 2 years
11. Baseline Report, if any

*Please take few good quality photographs of the interview

*Please ensure that no one from AAI is present during this interview

1. Please ensure that no one from AAI is present during the interview

Please send the following points while sharing the filled up questionnaire:

1. Differences and similarities observed by you on field and MoU

2. Your observation on the documents provided, overall project implementation and Infrastructure.

3. Your Suggestions/Recommendations for further improvement of the project.

4. Any other observation.

5. Please paste good quality pics with titles explaining the pic.

Airport Visit   Role play sessions

Interview   on site training

Guest lectures

Date- 14- 09-2023

1. *Welcome the Group*
2. *Introduce yourself/ves (Interviewer) and your purpose of meeting the group*
3. FGD Participant's Introduction (Name, Designation, if faculty, which subject faculty)

   Name : Ravi Rahi

   Subject : Customer Service Executive and Flight Load Controller

4. Please explain your role and what are tasks that you did on a regular basis?

   Role : Trainer

   Task: Training CSE and FLC candidates within the given time frame

5. How was your work monitored?
   a) Submission of lesson plans and batch training and progress checklist
   b) CCTV cameras were installed in the classrooms
   c) Submission and updating training photographs and videos on the Google Drive on regular basis for each batch
   d) Weekly batch training reports submission
   e) Daily activity report submission

6. Please explain the process of your recruitment to this project? What were the criteria?
   a) 3 Physical round of interviews by Bird Academy as well as AAI
   b) Physical inspection of the documents, licences and certificated by NSDC representative
   c) Attended Train the Trainer program and certified after an assessment
   d) Got certified by AASSC and received a certificate for the eligibility to carry out training for CSE and FLC both

7. Briefly describe the student's selection process to this Program? *(Try to understand the criteria like caste, income, documents collectedetc, any tests conducted?)*

   a) *Received registration requests through various means like website, campus placement drives, walk-in and on calls*

   b) *Collected Resumes for the specific candidates*

   c) *Shortlisted profiles according to the parameters and NSDC requirements for a specific job role*

   d) *Only shortlisted profile (Resumes) were called for the physical round of interview*

   e) *A Face to face interview was conducted by AMSDC representative, Employer and AAI representative.*

   f) *Selected candidates were registered for the training program for the various job roles*

   g) *Documentation was done before the commencement of the training*

8. Please explain the mobilization process to get students for this project.

   a) Distribution of flyers and pamphlets

   b) Aviation Multi Skill Development Centre, regular website updations

   c) Seminars at various educational institutes, colleges and Universities

   d) Branding about the project at various locations (Rural and Urban)

   e) Job fair and campus placement drives at Colleges and Universities

   f) Project awareness on state level including state govt to attract more and more candidates (especially BPL categories)

9. How do you ensure that candidates across all gender and caste have been enrolled in the project?

   a) We ensured to keep a balance of all the genders in each training batch.

   b) We registered candidates from every caste and background (verified with documents) in each batch

10. Was any fees charged? If yes, how much?

    No fees was charged from any candidate

11. Please explain the training process. *(Try to understand training duration, any pedagogy, curriculum, assessments etc. Please direct this question to the faculty)*

Job Role Airline Customer Service Executive

Duration 240

Course Fee 18000

Pedagogy AASSC guidelines-Theory & practical skills

Curriculum compliance to Qualification pack-National Occupational Standards

Job Role Airline flight load controller

Duration 288

Course Fee 18000

Pedagogy AASSC guidelines-Theory & practical skills

Curriculum compliance to Qualification pack-National Occupational Standards

12. How did you (trainer/faculty) ensure that the training is as per SSC (Sector Skill Council) guidelines/QPs (Qualification Pack)?
    a) Candidates were trained through handouts provided by AASSC
    b) Regular visits of Industry professionals to deliver a guest lecture in every batch
    c) Batch visit to the airport for practical knowledge.
    d) Training was completed as per the time frame
    e) Batch size was decided as per the guidelines

13. How do you think the project had benefitted/impacted the target beneficiaries?
    a) As there was NO cost involved for the candidates and both training and placement was provided free of cost to the students, it benefitted many students, who were from humble families and were unable to pay money for these kind of training and placements.
    b) Candidates provided placements in minimum time frame after the completion of their training.
    c) It provided an income source to the needy families

d) It brought the dream into reality for many of those students who were financially weak

e) It increased knowledge, confidence and gave financial freedom to many of the needy candidates

14. What were the constraints/challenges in implementing the project?

a) Due to BPL or poor financial backgrounds, candidates were not familiar with good/basic communication skills due to which most of the airlines refused to select specific candidates (after training and certification). After multiple rejections by private airlines and other airport organizations, We requested AIASL (Air India Airport Services Limited) to interview the candidates and offer them suitable position in their organisation. It was a blessing for the candidates and AMSDC both when AIASL not only accepted our request but also placed many candidates at various small and big airports including Ludhiana, Shimla, Dharamshala, Jaipur and Amritsar.
I would personally like to appreciate AIASL for this humble work and making this project a success by accepting and helping candidates from a weak background.

15. Please provide suggestion for further improvement of this project? (*Suggestions can be related to Mobilization, Training, Placement, Selection Process, recruitment of staff or other HR issues etc.*)

a) Govt should encourage Govt School, colleges and Universities to conduct awareness seminars in the field of aviation.

b) State Govt. should conduct awareness and aviation career oriented programs in rural areas

c) State Govt should equally participate in skill development marketing and awareness programs along with skill development centres

d) Govt. Should provide permission to conduct seminars and placement drives in colleges and Universities

e) Training duration should be increased, so that a candidate can be trained in a more better and accurate way

f) Before starting such Skill Development Programs, Centre Govt should reserve seats for BPL/ Backward categories in every Airline operating from Indian Or every Indian Airport, so that each and every candidate can take equal benefit of the program

16. Please share 2-3 success stories (*They can share it later as documents*)

From : Sehejdeep Singh – CSE 12

"Hi this is sehajdeep singh .I m basically from Punjab . I had done my graduation in 2018 specialisation in aerospace engineering..I belongs to a middle class family .. At the time of graduation it was very hard to find a job of my field as I was very facinated by avaition field .and also there was no financial support of my family as my father is a driver and my mother is a housewife. Later I heard about NSDC from my friend and I get to know about the courses from that . I got in contact with the staff and I got finally admission in AMSDC Mohali . I was selected for CSA course ground staff . Our trainer Mr. Ravi Raahi was very co operative and the best trainer I had ever met in my life . He educated us and guide us about the aviation field but due to pandemic I didn't got job in 2020 but as the industry opened I got selected at Lucknow airport as a CSA and joined my first job in 2022 which was only possible by our mentor as they gave the knowledge in best way and from that I built alot of confidence.I am still working from last 15 months and looking after my family and also I am getting promotions in my company as well as getting alot of offers from the other airlines ..I am very thankful to BIRD ACADEMY and specially Mr.RAVI RAAHI who made me enough capable in my life to achieve my goals in aviation"

Pragati Gill – CSE 06

Pragati was an introvert candidate who always underestimated herself due to her dark skin complexion. She never found herself fit for the aviation industry. During her training, i realised that although she is dark in complexion however she had a excellent command on English communication and she was also blessed with beautiful skin texture, features and body language. It sounded shocking to her when i asked her to fill an application form for Vistara airlines. She had no courage to apply for such reputed and big airline. After repeated requests, she filled the form and handed over to me in the class. I saw the form, i torn it and threw it in the dustbin as the application was for the post of Ground Staff. I requested her again and asked her to apply for the cabin crew. She wasn't ready to take so much pressure on her as she

was confident that she wont be able to crack this interview. On the interview day she gave her best and got selected as a cabin crew in one shot. Later i asked her to apply for the same post in Indigo Airlines as Vistara was taking a long time to decide upon her date of joining. Fortunately, IndoGo selected her as cabin crew and she started flying based out of Bengaluru. At present she is successfully serving Indigo Airlines as head cabin crew.

This training has not only gave her knowledge but also made her to meet 'herself', to see herself better than others and brought confidence and self love.

From Rohit Gandhi FLC 03

Greetings for the day ! ,I hope all good and safe
I ROHIT GANDHI. Thanks to all team of bird group who supported me to get my dream job as a load controller all this happened due to the FLC course which was provided by bird group free of cost and gave letter of completion and after completing my FLC I got placement in AIR INDIA Sats as a load controller at IGI T3 Delhi . At the time of FLC training I got to know about manual loadsheet and load control process which helps me alot at the time of different airlines training . FLC training helps me a lot to get 12 different type of aircraft licenses   in just 2 years . Currently I'm doing (emirates , Mahan, Etihad, Air India) etc Thanks for the hard work you put into the course. I would like to express my thankfulness to you, Ravi Rahi, a great professor, for your wonderful lessons in the class. I also want to thank you so much for your kindness and your great assistance to a student like me.

1. Please click clear, high resolution pictures of conducting FGD
2. Please send a report on the differences and similarities observed by you on field and MoU
3. The report should also contain any other observations made by you and your suggestions/recommendations to improve the project or such projects in future.
4. Please ensure that no one from AAI, Bird Academy senior management, is present during the interaction

Please send the following points while sharing the filled up questionnaire:

1. Differences and similarities observed by you on field and MoU

No.

Everything was as per the guildlines.

2. Your observation on the overall project implementation and Infrastructure.

I personally found the project mission and vision really high and good including the infrastructure, however few suggestions are already mentioned in point no. 15 to improve the overall quality for the future projects

3. Your Suggestions/Recommendations for further improvement of the project.

a) Candidates who belong to BPL background should be recruited by the Airlines / Airports - PAN India after the completion of the trainings.

b) The Union Government and the States and Territories of India should set reserved quotas or seats, at particular percentage at various Airlines operating out of Indian airports for "socially and educationally backward citizens."

4. Any other observation.

a) The biggest challenge for the private training partners to carry out such skill development programs is designing, building and maintenance of the training centres. The monthly rents of such space is quite expensive. If the govt. can convert some Govt schools, colleges or offices (After regular classes or work/ non-Operational buildings) into skill centres, that will be a great help for the organizations who want to start skill development programs

5. Please paste good quality pics with titles explaining the pic.

Kindly refer to the following link

https://www.facebook.com/AviationMultiSkillDevelopmentCentre/