Additional Skill Acquisition Programme (ASAP) - An Overview

Additional Skill Acquisition Programme (ASAP) is a scheme jointly implemented by the Departments of General Education and Higher Education, Government of Kerala. The Programme seeks to equip students currently enrolled in the Higher secondary and Under Graduate Courses in Arts & Science Colleges, with industry/business relevant skills. It aims at creating employment opportunities for the unemployed youth, enhancement of skill sets of the labour force, emphasizing industry linkage and enhancing employability of students by introducing additional skill acquisition programmes in their career. So the additional skill acquisition programme focuses on enhancing the chances for employment for students studying for the Higher Secondary Courses and Under Graduate Courses. Expertise of industry organizations like, NASSCOM, CII, FICCI and various Sector Skill Councils set up by the National Skill Development Mission will be sought for the Programme.

The Programme will be focussing on additional skill acquisition, through a series of activity based modules including Communication, Information Technology, Skills etc., defined by the Industry so as to ensure that the students passing out of the institution have employable skills that are required by labour market and the industry, nationally and internationally.

Enrolment of students to ASAP will be done at the college level. Counselling services are to be imparted to students to guide and help them choose the right skill development sector.

Courses designed for Additional Skill Acquisition are primarily for sectors that have a substantial skill gap and include Hospitality, Retail, Health care, IT & ITES, Event Management, Business Services, Media and Entertainment Industry, Banking and Finance sector etc. To begin with, a few of these sectors will be included under ASAP and more will be added in due course.

Each skill development/up-skilling Programme is designed to ensure recognition, both nationally and internationally and to ensure effectiveness and labour market acceptance.

The Programme will have three levels. The first level to be implemented for the first year students of Under Graduate courses, which is compulsory for all opting for the Programme, will be of 300 to 350 hours duration. The second level will be of 300-350 hours duration and will be implemented in the second year. The third will also be of 300 - 350 hours duration and will be an advanced module of the selected area of specialization and will be implemented in the third year. The second and third levels are optional.

Certification in ASAP is three fold in nature to be completed in three years’ time. The most advanced one will be where the student undergoes all the three levels of the Programme. This will be so designed to meet the academic requirements prescribed by the Universities in Kerala.
Guidelines for implementing the Programme in Colleges

A. Preparatory

i. The objective of the Additional Skill Acquisition Programme (ASAP) should be discussed amongst the Faculty of the College and also in the College Council before it is implemented. For this a meeting of College Council/ PTA may be convened in the third week of September in the presence of the local MLA

ii. An institution level implementing committee has been constituted. The College Council will monitor the implementation of the programme under the guidance of this committee.

iii. A plan of action related to the implementation of the Programme in the College should be chalked out by the Monitoring Committee. The first task would be to identify the suitable timings for the conduct of the Programme, 60 to 90 minutes outside school/college hours daily. This should be intimated to the Programme Managers concerned, whose details will be provided to the Colleges by the Higher Education Department/Directorate of Collegiate Education

iv. The First level of the Programme will consist of two modules. The first module will have Communicative English (100 hours) and Information Technology (80 Hours). This module is compulsory for the satisfactory completion of the Programme. The Specific Skill module will be of 120 to 150 hours duration and the areas to be covered will be notified, once the scheme takes off. It will be from areas like Hospitality, Organised Retail, ITES, HealthCare etc. Internships are proposed in certain skill sectors.

v. Appropriate classrooms may be identified and earmarked for use of ASAP post regular school-college hours.

B. Student Selection

vi. A meeting of students interested in the programme may be convened to explain the scheme and also to get an idea of the courses they are interested in. Detailed aptitude assessment would be completed in November and the specific courses suitable for students would be identified through this.

vii. The Colleges, depending on the need of the students may choose one or more batches under the scheme for implementation. However the total batches shall not exceed three in an institution.

viii. Students are to be informed of the Courses when applications are invited from them

ix. A brief outline of the Programme must be circulated with the Notice inviting applications for enrolment to the Programme

x. Students who are genuinely interested in the Programme should alone be chosen after conducting a face to face interaction/interview with them.

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xi. Students attending other courses side by side with their First Degree Programmes should not be selected

xii. Students attending coaching classes with a view to get admission to other courses like Engineering/Medicine/Law etc., should not be encouraged to join ASAP

xiii. Counselling services are to be imparted to students to guide and help them choose the right skill development sector.

xiv. A maximum of 60 students may be selected from the first year/semester students of the College. The mode of selection of students for the Programme will be intimated in due course.

xv. As far as possible, students should be selected from all the undergraduate courses, equally and giving equal representations to boys and girls

xvi. Students included in the SSP and WWS programmes should not be selected for ASAP.

xvii. The first level of the Programme will be implemented in 2012-13

xviii. Classes under the Programme are to be conducted for 300 to 330 hours during 2012-13, outside regular class hours. Classes may be conducted on Saturdays and/or holidays under the supervision of the Coordinator who should be present on such days/time in the College

C. Conducting of Courses and Internships

xix. The training schedule and Internship will be prepared and arranged by the Programme Manager in consultation with the College level coordinators and the Industry associates. Coordinators may get in touch with the Programme Managers in this regard.

xx. The fund allotted to the College under the scheme would be distributed once the scheme is finalised. The manner in which the funds are to be utilised will be intimated to the institutions along with the allotment letter

xxi. An IT Enabled system for monitoring of conduct of the programme and disbursement of honararium is being worked out and will be put in place. Proper Vouchers for all payments effected have to be maintained in the College Office.

xxii. For Clarifications related to the Programme, mail to osdnidce@gmail.com