



INN TRACE

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FROM THE EDITOR'S DESK

It was the American sociologist, editor and professor at Harvard University Daniel Bell who argued that human knowledge becomes an active component of the productive forces in post-industrial society. 'Towards Knowledge Societies,' the UNESCO 2005 report, points out that new technologies and the emergence of the internet as a public network seem to be carving out fresh opportunities to widen the public knowledge forum which fostered the ideas of universality, liberty and equality in the 18th and 19th centuries. Finding means of achieving equal and universal access to knowledge and genuine sharing could be the cornerstone of knowledge societies which in turn could become a pillar of human and sustainable development today. The emphasis on the creation and dissemination of knowledge by society as a whole is aptly reflected in the rich intellectual contributions made by people from Kerala in various fields like arts, literature, culture, science, media and education. The Kerala models of inclusive development have been lauded all over the world and also

allowed the educated from the State to tap into opportunities elsewhere in the world. Technological push is transforming the world to transform from a factor-based industrial economy to an innovation-based Knowledge economy. Kerala Knowledge Economy Mission launched by the



Dr. P. V. Unnikrishnan
Member Secretary,
K-DISC

Government of Kerala in May 2021 is a major step towards the State's transformation to an innovation-based Knowledge Economy. The recent win of Digital India award by DWMS, the portal of KKEM, is a golden feather in the cap of the programme which is making rapid strides towards achieving the vision of two million jobs in five years. This issue of the newsletter focuses on Kerala Knowledge Economy Mission, the most revolutionary programme undertaken in this part of the world after the Literacy Mission and People's Planning.

DIGITAL WORKFORCE MANAGEMENT SYSTEM WINS NATIONAL AWARD

Digital Workforce Management System (DWMS) developed by Kerala Knowledge Economy Mission (KKEM), the flagship programme of Kerala Development and Innovation Strategic Council (K-DISC) won the Platinum award at the Digital India Awards 2022 recently. Instituted by the Government of India, the award is in the category



Dr. P. V. Unnikrishnan, Shri Ajith Kumar R, and Shri P. M. Riyas receiving the award from Smt Droupadi Murmu, Honourable President of India



“Digital Initiatives in Collaboration with Startups”. The award was received by Dr. P. V. Unnikrishnan, Member Secretary, K-DISC, Shri Ajith Kumar R, Director, Centre for Digital Innovation and Product Development, Digital University and Shri. P. M. Riyas, General Manager – Skilling, KKEM from Smt. Droupadi Murmu, the Honourable President of India at a function in Vijnan Bhavan, New Delhi on 7th January 2023.



The award-winning portal Digital Workforce Management System is the backbone of KKEM, the programme that aims to create 20 lakhs employment opportunities in five years. Under DWMS, it is envisaged to source around 55 lakh Knowledge jobs, alongside mobilizing about 50 lakh job seekers with different qualifications. Close to 35 lakh job seekers will be provided with relevant skill training that will enable the project to provide employment to over 20 lakh people in 5 years.

It targets the world’s largest talent marketplace consisting of a) Jobseekers including freshers, educated unemployed, career-break women, returning expatriates, b) Skill providers, educational institutions, MSMEs, grooming agencies, counselling and curation and c) Job providers, employers, aggregators and gig work providers.

DWMS offers 360-degree psychometric analysis of jobseekers and their career profiling, language training and personality development, AI/ML-based job matching and a strong decentralized governance system to create Work Near Home, Work from Home and local RTD models around collectives of unemployed. The system currently has 11,35,571 registered jobseekers and a total of 3,54,749 vacancies mobilised.

All job aspirants can enrich their profiles and specify their preferences by taking an AI- ML based Career Inclination Survey and Robotic Interview. This also enhances their chances at finding a good fit based on their preferences and capabilities.

The first step is a Robotic Mock Interview which is conducted on the DWMS platform to prepare a video profile of the job seeker. This is a 3-minute video interview

during which time the video will be recorded and made available to prospective employers to help them shortlist the candidates.

The next step is a psychometric test to create the most accurate candidate profile. The FACE assessment helps to understand one's core behaviour, strengths, weakness, behavioural patterns and more. The MIO assessment helps to gain a deeper insight into people's intelligence orientations and aptitude towards various skills and interests. From the data collected from these tests, a psychometric model will be created explaining who you are and what career greatly matches you.

Job seekers are also given an English Score Assessment which is an app based English proficiency test to understand their level of proficiency in the language. In this module, core language skills and speaking skills are also assessed.

The Personality Development Training (PDT) module is designed to equip the job seekers to improve their workplace communication, interpersonal skills and overall personality development focussing on the English language. A job seeker receives 16 hours of online communication training and they can choose a time slot convenient to them via the DWMS.

Skill training provision is integrated in the DWMS platform to train the job seekers in Kerala according to the new job concepts and changes. Skill training is enabled through various government skilling agencies like ASAP Kerala, ICT Academy and Kudumbasree. As of now, 144 courses are approved and available on the DWMS platform.

KKEM offers a work readiness programme to jobseekers

before attending the final interview. Jobseekers who undergo the placement process through the DWMS portal will be offered a free work readiness programme before the interview process. The module includes 15 hours of offline grooming sessions to improve their interview skills along with training them on interview etiquettes, confidence building, group discussion, mock interview, etc. which will help the jobseeker to attend the interview confidently. The mode of training is offline and the duration is 5 hours each for 3 days.

DWMS also has the following unique features:

- Jobseekers will have access to jobs and assignments posted directly, as well as to all the platforms that are integrated to DWMS, thereby opening doors to a large pool of demand
- Unlike other platforms, unfair competitive advantage to a single party, or exploitation of job seekers by a company is suitably addressed.
- Uncertainties such as idling time and sustenance of Knowledge workers are taken care of in the platform itself, thereby providing continued availability of talent to DWMS.
- Act as an entry-level opportunity provider for interested freelance aspirants, before they could earn higher value contracts from global platforms. This would help eliminate under-employment/under-payment of the talent pool in the state.
- The platform will also become an enabler for freelancing at local level (especially for startups and MSMEs), thereby increasing the freelance job potential for more candidates in the State.

DIGITAL WORKFORCE MANAGEMENT SYSTEM (DWMS) - PARTNERS

<p>ICT Academy of Kerala</p> 	<p>Digital University of Kerala</p> 	<p>ASAP Kerala</p> 	<p>Kerala Academy of Skill Excellence</p> 	<p>Kudumbashree Mission</p> 	<p>NORKA Roots</p> 
<p>Lifology</p> 	<p>Zappyhire</p> 	<p>Orisys India</p> 	<p>Riafy</p> 	<p>Transneuron</p> 	
<p>British Council</p> 	<p>Foundit</p> 	<p>Linkedin</p> 	<p>Awign</p> 	<p>tseek</p> 	<p>Confederation of Indian Industry (CII)</p>  <p>Confederation of Indian Industry</p>

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KERALA KNOWLEDGE ECONOMY MISSION

Kerala has had an impeccable record in human resources development among Indian States. The State's widely acclaimed success in ensuring the health of its children, educating its youth, empowering its women, democratising governance and providing a quality of life that is comparable with the best to all, has drawn admiration from academics, planners and thinkers from across the globe.

The State's shining legacy of emancipatory politics and its unwavering commitment to equity, distributive justice and renaissance values have helped it to evolve into a modern society fortified by strong scientific temper, gender equity, social and economic mobility, resilient decentralised governance framework, profound ecological sensitivity and an unwavering commitment to a democratic way of life.



KNOWLEDGE ECONOMY - THE KERALA RATIONALE

Kerala's density of population, paucity of land and absence of raw materials and fossil fuel source essential for large scale goods production and vulnerability to industrial pollution given its inter-connected waterways and habitation pattern, have stood in the way of the state emerging strong in medium and large industries. The State has been heavily investing in education and human development, emerging as a secular democratic society nurturing a progressive worldview in the young people, and equipping them with the skill sets to secure employment within and outside the country. This investment was subject to the vagaries of the global labour market.

The past few years have seen Kerala addressing critical gaps within by setting up a string of Information Technology parks, promoting sunrise industries such as tourism,

and addressing backlogs in infrastructure development with intervention instrumentalities such as KIIFB. Now it is time for the State to transition to the next level, into a full-fledged Knowledge Economy which leverages the latest in technologies to find answers for the State's massive unemployment challenge.

The growth in Micro, Small and Medium Enterprises and startups in the high tech manufacturing sector leveraging the pool of skilled and trainable manpower ready for industrial employment, dispersed urbanization and an ecosystem conducive for technology enterprise created by the S&T institutional network in the State is beautifully drawn out in the book 'Below the Radar - The Untold Story of How Modern Manufacturing Grew by Stealth in Kerala' by C. Balagopal.

KERALA KNOWLEDGE ECONOMY MISSION (KKEM)

The Government of Kerala has committed itself to addressing the unemployment challenge going beyond the traditional job provision channels such as the Public Service Commission (PSC) or the Employment Exchanges. The challenge is to find employment for around 2 million people over the coming 5 years. This can be met only through innovative, socially-oriented and public-facing participatory initiatives which have a strong societal underpinning to support it and a robust technological scaffolding to hold it up.

Taking up the task on behalf of the Government, the Kerala Development and Innovation Strategic Council (K-DISC) has worked to build a framework of education, training, skilling and employment that would make every desirous and eligible person, regardless of whether they

are job-seeking youth, homemakers, career break professionals or persons with disabilities, entitled to get trained in technologies related to subject areas of their choice and use such knowledge to secure gainful employment.

Kerala Knowledge Economy Mission (KKEM) has the broad goal of augmenting the employability quotient of the State education system using a carefully built technological framework attached to academic institutions or public institutions near their homes. The framework would afford them a publicly-managed platform to launch themselves into the world of gainful professional transactions. They will be able to seek remunerative personal actualisation even while remaining within the ambit of the publicly managed interface.

THE KEY THEMES WOVEN INTO THE COMPREHENSIVE STRATEGY ARE THE FOLLOWING.

- K-DISC as a facilitator of the programme will work with field-level operating institutions such as Kudumbashree, Local Self-Governing bodies; National, State and Private Skill agencies, Industry associations and Industry bodies, Universities, Higher Educational institutions, Research & Development institutions, and establish outcome-based partnerships.
- K-DISC will work with organisations in the co-creation of new areas like digital transformation, creation of freelance career opportunities, development of R&D Job roles and capabilities.
- Institutions such as Additional Skills Acquisition Programme (ASAP), Kerala Academy for Skills Excellence (KASE), Information and Communications Technology (ICT) Academy, Digital University, Industrial Training Institutes (ITI), Higher Education Institutions and Training Service Providers, are provided with opportunities to enhance their capabilities in skilling Knowledge workers.
- Training Service Providers and Skill Partners would be engaged in a distributed model, whereby they could associate with KKEM partners such as KASE, ASAP, ICT Academy to train candidates coming through Digital Workforce Management System (DWMS).
- A specific knowledge transformation roadmap has been laid out in the document based on the combined research of potential and strengths of Kerala’s market

conditions with the objective of creating local market through knowledge transformation.

- A ground-level mobilisation program is also intended to drive KKEM as a movement amongst the grassroots communities and invigorate the creation of a knowledge-based permanent, remote or freelance work culture.
- A distributed model of curation, counselling and mentoring is provided to the job seekers and through multiple interventions such as general awareness programme, employability development programme and remote workforce development programme.
- Platform cooperatives for the freelance workforce to address the growing concern about their exploitation and provide them financial sustenance.
- A comprehensive demand aggregation programme through collaborating with industry bodies, job and work platforms, and through direct engagements with recruiters and job providers.
- Creation of a flexible, scaled-up and agile technology platform called Digital Workforce Management System (DWMS) that will have the flexibility of onboarding other platforms, third-party systems for aggregating the job provider as well as job seekers.
- A self-sustaining financing model utilising state plan funds, KIIIFB, and international funding institutions such as ADB for the initial funding of the program.

KKEM THOZHIL ARANGATHEKKU



MAZHAVILLU



IRTC Palakkad

IRTC Mazhavillu Koodaram undertook an educational tour for children on 8th January 2023 to Malampuzha Garden, Aquarium Complex, Snake Rehabilitation Center, Rock Garden, Art Gallery, and Palakkad Fort. The trip provided a wonderful experience combining knowledge and entertainment to 30 children, 4 Junior Programme Executives, and 5 volunteers.

Meeting with Science Teachers

A meeting with science teachers was held on 13th December 2023 at IRTC Mazhavillu Koodaram to learn from them about the academic and behavioural changes among the children. Prof. P.K. Raveendran, the core committee member of Mazhavillu, led the meeting. Teachers shared their experiences and opinions about children and Project Mazhavillu.



KFRI THRISSUR



Library inaugurated for Mazhavillu kids

Mazhavillu Koodaram of the Kerala Forest Research Institute in Peechi started a library with over a hundred books by famous children's writers to promote reading in children. Inaugurating the library on 23rd December 2022, Dr. A. V. Raghu, Principal Scientist and writer at KFRI, told the children to make reading a habit and enjoy its beauty by thinking imaginatively. Dr. Syam Viswanath, KFRI's Director, and Dr. T. V. Sajeev, KFRI's Chief Scientist and Academic Coordinator for Project Mazhavillu, shared their reading experiences.

Mazhavillu kids attended P T Bhaskara Panicker memorial lecture at KFRI



Mazhavillu kids participated in the P.T. Bhaskara Panicker Memorial Lecture organised by KSCSTE and KFRI ahead of the 35th Kerala Science Congress. In this programme held on January 17, 2023, at the KFRI auditorium, Prof. C. P. Aravindakshan delivered the memorial lecture. After that, the session called "Shasthra kouthukam," presented by Mr. Najeem K. Sulthan, was a different experience for them. He interestingly discussed the scientific principles behind small toys and some of the misconceptions that occur while understanding science.

Meet the Scientist programme started



As part of inculcating research spirit and broad perspectives in children, the Kerala Forest Research Institute Mazhavillu Koodaram has started a programme called "Meet the Scientist." Three sessions of this programme have already been completed. Ms. Soorya S., Dr. Jithu U. Krishnan, and Mr. Arun V. R., scientists at the Kerala Forest Research Institute who have demonstrated proficiency in different fields, interacted with children about their research areas.

Workshop for teachers of Mazhavillu kids

A one-day workshop was organised at the Kerala Forest Research Institute, Peechi, one of the five learning centres of Project Mazhavillu, on January 13, 2023, for the teachers of Mazhavillu students. Teachers from five nearby schools participated in this workshop. Teachers shared their experiences and opinions regarding current science education.



YOUNG INNOVATORS PROGRAMME

YIP - Shasthrapadham

Idea submission for school students in YIP - Shasthrapadham programme ended on 28th January 2023. A total of 6447 ideas were submitted by student teams from High Schools, Higher Secondary Schools, Vocational Higher Secondary Schools, CBSE and ICSE schools across the State. Teams selected after preliminary evaluation will attend 2-day block-level camps. Two-day residential Train the Trainer programmes were conducted in all 14 districts as part of the programme. The event was organized jointly by K-DISC and SSK. Training in block-level camps for teams selected from the schools will be in the first week of February.



Palakkad Programme Executive Mr. Kiran Dev oriented students at Government Tribal Higher Secondary School, Pudur, Attapadi on YIP.

IEDC WORKSHOP

A two-day orientation workshop was conducted for nodal officers of Innovation and Entrepreneurship Development Centres (IEDC) as a precursor to the district-level Department Workshops for generating Problem Statements as part of YIP 5.0. Smt V. Vigneswari IAS, Director of Collegiate Education addresses the workshop. Dr. Shajil from Animal Husbandry Department and Shri. Ignatious Munroe from the Fisheries Department delivered insights into problems related to their respective domains.



Attendees of the IEDC workshop in Thiruvananthapuram



Smt. V. Vigneswari IAS, Director of Collegiate Education at the IEDC workshop



Dr. P. V. Unnikrishnan, Member Secretary, K-DISC meeting with Shri. Ajayan Kavungal, Shri. Mehaboob and Dr. Shahin Muhammed, Malabar Chamber of Commerce.

KERALA LITERATURE FESTIVAL (KFL) IN KOZHIKODE 12-15 JANUARY 2023



Dr. P. V. Unnikrishnan in the session on 'Kerala: Agendas for Sustainable Growth'

80TH ANNIVERSARY CELEBRATION OF DESHABHIMANI



Ms. Lakshmy K. J., Senior Programme Executive, K-DISC, receiving the memento on behalf of K-DISC at the Deshabhimani 80th Anniversary Mega at Nishagandhi, Thiruvananthapuram on 18.01.2023.

THREE-DAY RESIDENTIAL CAMP INAUGURATION / TALENT SEARCH FOR YOUTH WITH DISABILITIES 2023



LAUNCH OF KERALA SKILLS EXPRESS



INNOVATION TECHNOLOGIES

KWA Mobile Applications on PlayStore

K-DISC along with Kerala Water Authority has implemented the project - "Consumer Billing Application for Drinking Water Supply", aligning with the vision of the Honourable Chief Minister of Kerala to make our State a 'Total Digitally Governed State'. K-DISC has developed two new mobile applications named "K Meter" and "K Self" and a Web application for KWA aimed at reforming the services rendered to consumers and digitizing the bill generation process.

The K Meter mobile application enables the KWA meter readers to generate bills for the consumers in the routes assigned to them. This application facilitates the prompt generation of water bills and makes spot billing a reality for KWA and consumers. The QR code embedded bills are sent as SMS to the consumers, enabling them to make the payments through UPI.

The K Self mobile application allows consumers to take the meter readings at regular intervals and make instant online bill payments at their own convenience. This is a digital

platform that makes consumers manage KWA bills without depending on the meter readers. Even if they miss, the meter readers can still send the bill as SMS to the consumers.

These mobile applications require capturing the photograph of the water meters. The GPS data is captured automatically, while generating the bills, serving as a fool-proof system for generating bills. SMS with the bill details will be sent to their registered mobile number and a QR code is also available to make UPI payments.

The Web Application for KWA section officers provide extensive analytics, dynamic reports, and a detailed overview of the business and helps to gauge the performance of the routes and improve the efficacy by acting according to the analytics, aligning with the strategies and goals of KWA.



K-DISC IN THE NEWS



KERALA KNOWLEDGE ECONOMY MISSION (KKEM)

Digital Workforce Management System (DWMS) targets to become the 'World Largest Talent Marketplace'. The three different components of the DWMS platform are Job Seekers, Job Providers and Skilling. The Kerala Knowledge Economy Mission is a digital platform-based strategic program launched by the Government of Kerala to transform the state into a knowledge economy.

Vacancies Compiled	410365
Total Hired	30351
Live Vacancies	11377
Data as on 31 Jan 2023	



20 LAKH JOBS BY 2026



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