ADD
SKILL

MONTHLY NEWSLETTER

Issue: 9 | November | 2021

ASAP KERALA

Additional Skill Acquisition Programme (ASAP) Kerala is a Government Company that focuses on imparting skills to students and the general population, to enhance their employability. ASAP Kerala runs industry-led skill courses online and through its Skill Development Centres and Community Skill Parks.

INSIDE
THIS ISSUE

ASAP Kerala's New Website Launched

The new website of ASAP Kerala was launched by Dr Usha Titus, Chairperson and Managing Director on 28 October 2021. The revamped version of website, developed with the support of M/s Raintels Technologies Pvt Ltd, a startup is visually engaging and more user friendly. The launch was attended by Shri. Mohamed Riyas, Project Director, Kerala Startup Mission.
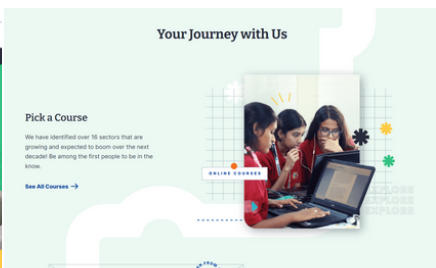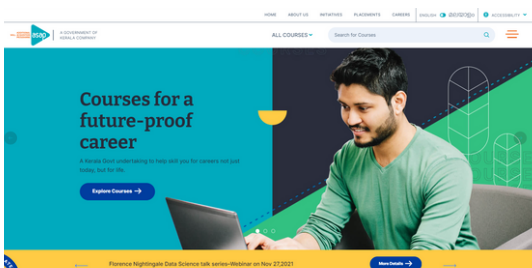
National Constitution Day observed at ASAP Headquarters

National Constitution Day was observed at ASAP HQ by reading out the Preamble to the Constitution on 26 November 2021.

D.Voc Courses under Community College Initiative

The orientation of the D.Voc programme in printing technology was conducted at the IPT-GPTC college-Shoranur, Palakkad on 24 November 2021. Shri. Jayaprakash, Municipal Chairman, Shoranur inaugurated the function. Shri. Ramachandran, Principal, IPT-GPTC felicitated the function.

The orientation for the Automobile Service Technician course was conducted in online mode on the same day at GPTC, Nattakom. The orientation for the Automobile Service Technician course and Hospitality Management course was conducted in online mode on the same day at GTPC Attingal.

Government of Kerala started Community Colleges under the aegis of ASAP Kerala, to encourage the students who were unable to pursue under the regular education stream. The Polytechnic colleges namely Govt.Polytechnic College, Attingal, Trivandrum; Govt. Polytechnic College, Nattakom, Kottayam; Govt. Polytechnic College, Perinthalmanna, Malappuram; IPT & Govt. Polytechnic College, and Shornur; and Maharaja's Technological Institute, Thrissur have received approval from AICTE for offering a 3-year credit-based Diploma in Vocation (D Voc) programme.

Inaugural address by Shri. Jayaprakash, Municipal Chairperson

Training Commencement - Artificial Intelligence and Machine Learning

ASAP Kerala in collaboration with Bloombloom Dreambiz Pvt. Ltd. commenced training in Artificial Intelligence and Machine Learning for graduates. The inaugural session was taken by Dr. Usha Titus, CMD, ASAP Kerala on 25 October 2021, and the training commenced on 26 October. A session on skilling and future jobs was handled by Shri. Krishna Kumar, CEO and Co-Founder of Greenpepper.

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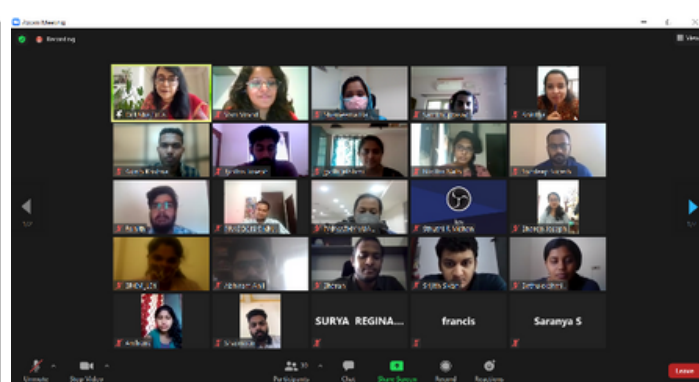
FINANCIAL INCLUSION; THE ESAF WAY TO SUSTAINABILITY

Article authored by

K. Paul Thomas
Founder, MD & CEO, ESAF Small Finance Bank

The author is the Founder of ESAF Group of Social Enterprises including ESAF Microfinance and Investments Pvt Ltd. He has been a management professional for over 32 years out of which more than 25 years are in the microfinance sector

Financial inclusivity is an economic concept meant to include the excluded. It is a powerful method to ensure that people across all strata of the society, particularly the vulnerable and the underserved sections, have equal opportunity to access financial services. It has proved that services like banking, loan, insurance products, etc. are made available to the poor and the marginalized transparently and affordably. Even though there has been a significant improvement in financial inclusion in India with more than 70% of the population having bank accounts, in a 2019 survey by the National Centre for Financial Education, it was found that only 27% of Indians are financially literate.

Despite the penetration of financial inclusion over the past decade, thanks to the intervention of MFIs and other development organisations, the concept has faced innumerable challenges as well. Around 48% of the bank accounts in India are still inactive. It shows that the number of people having access to credit, able to plan their finances, and gain financial independence has not grown in proportion to the growth in the number of bank accounts opened over the years. The real purpose of financial inclusion will be realised only through sustainability and empowerment. So, the tasks for all financial institutions are cut out as they need to bridge the sustainability gap.

ASAP Kerala and ESAF

Community Skill Parks are multi-skill training centres of ASAP, conceived as Industry lead Public – Private Partnership models to expand training to the community at large. Each of the 16 CSPs are run by selected Operating Partners. ESAF is associated with ASAP Kerala as the Operating Partner at Community Skill Park, Chathannoor, Palakkad to run courses in the BFSI sector.

As far as ESAF Small Finance Bank is concerned financial inclusivity and sustainability are ingrained in every step we take. We have diligently tried to align our policies and processes towards helping communities through an inclusive banking approach. Being a small finance bank with a social focus, we serve a large population belonging to low-income groups while also creating awareness on sustainable practices and offering loans aimed at funding green and sustainable initiatives. We have been active in promoting several government schemes for inclusive finance such as the Pradhan Mantri Jan Dhan Yojana (PMJDY), Atal Pension Yojana (APY), Pradhan Mantri Mudra Yojana (PMMY), Pradhan Mantri Suraksha Bima Yojana (PMSBY), Pradhan Mantri Awas Yojana (PMAY), PM Street Vendor's AtmaNirbhar Nidhi Yojana (PM SVANidhi), and National Pension Scheme (NPS)


A commemorative postage stamp on Financial Inclusion issued by India Post

At ESAF we leverage our key strength in microfinance to reach out to the underserved and unserved, enabling them to progress up the economic ladder with the help of our banking products and services. We not only provide microfinance and customised solutions to them, but we also integrate them into the formal banking system. Our Micro Banking facility offers a wide range of financial inclusion solutions to the socially and economically disadvantaged, including micro RDs and business development services. We focus on the financial empowerment of women and prioritise them when it comes to micro banking activities.

Today we have millions of women benefiting from our services. We focus especially on marginalised farmers through various Agri initiatives like FIG loans and Kisan Credit Cards. We believe that education is the key to uplifting the marginalised communities and ESAF Vidya Jyothi loans support students from rural backgrounds with their education expenses, including tuition, laptop costs, and non-tuition fees. Our story on financial inclusion is never confined to rural upliftment and us. We believe that financial peace is the collaborative result of financial inclusion. The Hrudaya deposit is a unique product we've designed towards financial peace to bring the much needed balance in the economy. Through this product the society can do goodness to the needy population and prosper financially and socially. The savings habit we inculcate in our rural customers, the weekly collection structure in place, the doorstep service approach all are designed in such a manner as to support the cause of financial inclusion.

Also, we combine IT and mobile telephony along with IT-enabled services to overcome the cost constraint of serving small value customers. This has emerged as a viable solution for greater financial inclusion. The effort of building up physical branches and employing staff to manage these branches is reduced thanks to technology. We also organise structured education programmes for the financially disadvantaged to teach them the fundamentals of money management.

By synergizing the People- Planet – Prosperity bottom lines, ESAF is transforming lives and communities. Financial inclusion is positioned prominently as an enabler of other developmental goals in the 2030 Sustainable Development Goals of the UN, where it is featured as a target in eight of the seventeen SDGs. We are dedicated to creating a sustainable economy by building awareness and participation in sustainable development goals and we will continue to contribute to the accomplishment of the SDGs by addressing financial inequity through banking products, procedures, and services.

DISTRICT ON FOCUS
Wayanad

MESSAGE FROM COLLECTOR

ASAP Kerala has become synonymous with skill development in the state by equipping youth with industry-required skill programmes to improve their employability.

ASAP has trained more than two lakh students in communication skills, soft skills, and vocational skill sets required for specific career sectors based on students' preferences since its establishment.

ASAP has played the most essential role in Wayanad's skill ecosystem by tailoring its programmes to meet the district's specific needs. By offering possibilities for rural youth, targeted skill development efforts have contributed to regional economic and social improvement. The assistance offered by the ASAP Wayanad team during the pandemic and in the leadership of the District Skill Committee is really praiseworthy. Personally, I feel that Community Skill Park at Mananthavady will become the district's skill capital when it is completely functional.

I wish ASAP Kerala every success in their future endeavours to provide high-quality training to students and empower them.

SMT. GEETHA A IAS
District Collector - Wayanad

ASAP Kerala - Wayanad Unit

District Programme Unit, GVHSS Kalpetta
District Programme Manager (DPM) - Shri. Sreeranj S
Contact Number - 9995031619/9495999674
Mail ID - dpmwyd@asapkerala.gov.in

World Mental Health Day Observation

World Mental Health Day was observed on 10 October 2021 in the name "Let's Talk" by ASAP Wayanad in collaboration with Kerala Association of Professional Social Workers and with Social work departments of Don Bosco College, WMO Arts and Science College and PG Centre for Social Work Poomala. Shri P K Vijayan, Mullankolly Panchayath President inaugurated the programme. Shri. Benny K, Sub Inspector Police at Pulpally Police station explained about the challenges that the police department face during the pandemic. Smt. Jisra Muneera, Chairperson of Welfare Standing Committee, Smt. Karthika Anna Thomas, Child Development Project Officer, and Shri. Anto Jose, Programme Manager of ASAP felicitated the function.

Meetings and Stakeholder Management Activities

ASAP Wayanad in collaboration with Kerala Association of Professional Social Workers organized a seminar on Positive Parenting at Government LP School Kolavally on 14 October 2021. The programme was inaugurated by Shri PK Vijayan, Mullankolly Panchayath President. Smt. Jisha Babu, Programme Manager, ASAP handled the session for the parents and teachers of lower primary students. Shri. Shaju Erath, PTA President felicitated the programme.

ASAP Cell inauguration at Eldho Mar Baselious College

ASAP Cell of Eldho Mar Baselious College was inaugurated by Prof. Premji Issac, Principal on 26 October 2021. An awareness session on the importance of skilling was taken by Smt. Nimisha George, Programme Manager, ASAP Kerala. Another session on Life skill modules was taken by Shri. Anto Jose, Programme Manager, ASAP Kerala. Fr. Anil Komarikkal, Nodal Officer, ASAP Cell felicitated the function.

Seminar on Life Skills Orientation

On 7 October 2021, ASAP Wayanad held a one-day session on Life Skill Training for first-year undergraduate students at the Institute for Tribal Studies and Research in Chethalayam. Shri. Jayakrishnan, Councillor of Chethalayam Ward, Sulthan Bathery Municipality inaugurated the event. Shri. Anto Jose, Programme Manager; Smt. Jisha Babu, Programme Manager; and Shri. Nikhil PN, Skill Development Executive, ASAP Kerala led sessions on self-awareness, communication skills, and creative thinking.


Webinar on Opportunities in Medical Transcription and Scribing

ASAP Wayanad in association with ASAP Cells of Pazhassi Raja College Pulpally, NMSM Government College Kalpetta and Mary Matha College Mananthavady organised a webinar on 'Opportunities in Medical Transcription and Scribing' on 15 October 2021. The session was handled by Mr Deepesh M S, Operations Manager, Viswa Transcription Services. Smt. Jahana Thasneem, ASAP Cell Chairperson, Pazhassi Raja College felicitated the programme.


Webinar on Fitness Trainer as a Career

ASAP Wayanad organized a webinar on the Fitness Trainer course and its scope on 3 October 2021. The session was handled by Shri. Guptha Krishna, Programme Manager, ASAP who is also a Transformation Specialist and Physique Elite Level 2 certified trainer. Members from different health clubs in the district joined the program. Following this, the Fitness Trainer course was commenced at Skill Development Centre, GVHSS Mananthavady on 20 October 2021.

Orientation on Project Proposal Writing

ASAP Kerala in association with ASAP cells of Centre for PG Studies in Social Work and WMO Muttil organized an orientation on 'Project Proposal Writing' for Social Work students and professionals on 24 October 2021. Shri. Benny Augustine, Project Manager, BREADS Bangalore handled the session.
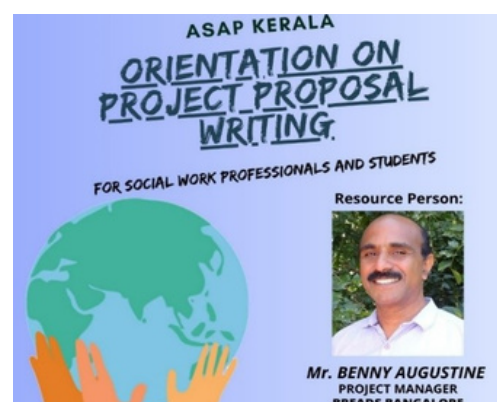
STUDENT
TESTIMONIAL

Athira P R

Student, Robotic Process Automation
Placed as Associate Software Developer at U.ST

"While pursuing B.Tech I came to know about courses offered by ASAP Kerala, and I chose to study the course Robotic Process Automation. After the course I got so many placement opportunities through ASAP placement portal. I got placed at UST global. I am grateful to ASAP Kerala for this opportunity."

Fafeena mole H

Student, Associate Cloud Practitioner - Google cloud
Placed as Associate Software Developer at U.ST

"I am grateful to ASAP Kerala and TKMIT, both for helping me to bag this job. They have made efforts ensuring maximum number of placement opportunities. ASAP gave us grooming for the placements. I was completely confident and cracked the aptitude and technical test, and interview rounds with the support of this training. I am thankful to ASAP Kerala for providing placement opportunities in this pandemic time, and helping me to get placed in UST Global"

Aiswarya M K

Student, Associate Cloud Practitioner - Google cloud
Placed as Associate Software Developer at U.ST

"I got placed in UST Global as Associate Software Developer. I would like to thank the ASAP team for giving me the opportunity for this placement. As we all know we require additional skills for getting a job in a reputed companies like UST. ASAP helped me in achieving the same. Being a B.Tech graduate, I am so happy to get placed in UST. I thank ASAP Kerala for helping me to achieve the dream job in a reputed company."

DISTRICT NEWS

Minister Shri. Roshy Augustine Inaugurated ASAP Cell - Idukki

Idukki
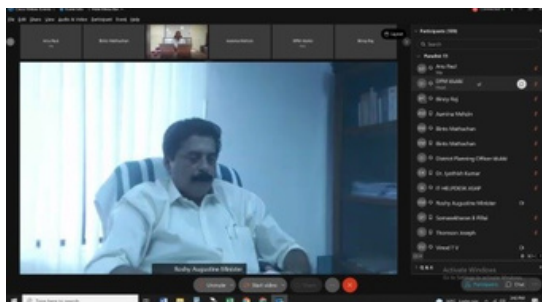
Shri. Roshy Augustine, Minister for Water Resources inaugurated ASAP Cell - Idukki through online mode on 23.09.2021. In his inaugural address, he offered his support for the activities of ASAP and praised the achievement of Govt. Engineering College, Idukki registered 327 students in ASAP Cell within a short span of time. A talk on "Significance and Opportunities in Skilling" by Shri. Binoy Raj, Director-Operations, Global Delivery Services, EY was also organized as part of the inauguration. He explained about Industry 4.0 and how to adapt to these changes. Dr. Sabu Varghese, District Planning Officer, Idukki, Dr. Somashekaran Pillai, Principal, Al Azhar Arts and Science College, Dr. Jyothish Kumar, Principal, NSS College Rajakumari, Dr. Thomson Joseph, Principal Newman College, and Dr. Jalaja M J, Principal, Govt. Engineering College, Idukki felicitated the function.
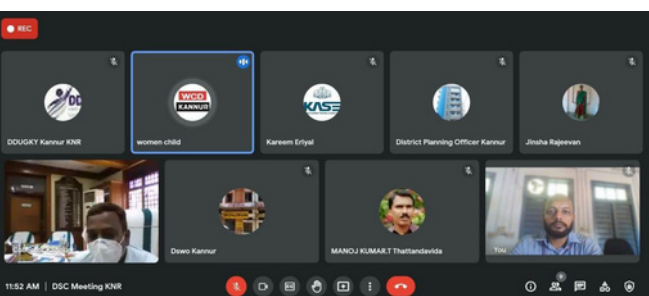
District Skill Committee

Kannur

The District Skill Committee of Kannur was hosted by ASAP Kannur in online mode on 7 October 2021. Shri. S Chandrasekar IAS, District Collector chaired the meeting.

Webinar on "Job Opportunities in Japan, Japanese Language Proficiency and Specified Skilled Worker Program"

Kannur

ASAP Kannur in association with the Department of Public Relations, Kannur organized a webinar on "Job Opportunities in Japan, Japanese Language Proficiency and Specified Skilled Worker Program" on 23 October 2021. The session was inaugurated by Shri. KV Sumesh, MLA of Azhikode Constituency. Shri. K Ashok Kumar, Former HR Head C-DAC and Director of Institute of Japanese Studies handled the session. The session was felicitated by Shri. EK Padmanabhan, District Information Officer.
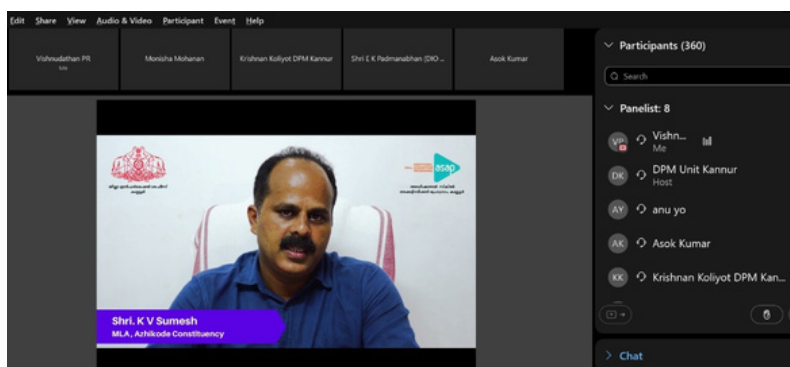
Course Launching of XEV Technology

Ernakulam

The classes of one month 'Certified Virtual Internship Training Programme' on Hybrid Electric Vehicle (xEV) organized by The Automotive Research Association of India (ARAI) commenced on 18 October 2021. The first technical session was handled by Dr. Sanjay A PAttil, GM & LC Head, ARAI Academy, Pune. Dr. K C Vora, Sr. Dy. Director & Head, ARAI Academy, Pune; Shri. Prasanna Deshpande, Application Engineering Manager, MathWorks; Smt. Medha Jambhale, Dy. Director, FMCE & ARAI Academy, Pune; and Shri. Francis TV, Head Training, ASAP Kerala were present during the class commencement.

One Day Fashion Design Workshop

Ernakulam

A one-day workshop on Fashion Design was organized by ASAP Community Skill Park, Perumbavoor in association with Dezynmode Creative Education and Paris Boutique on 11 October 2021. Aspirants from four different institutions in Ernakulam participated in the workshop.

Institutional Inauguration of ASAP Cell

Ernakulam

The launch of ASAP cell at Mar Elias College Kottappady was conducted on 27 October 2021. The chief guest of the ceremony was Dr. P Sojan Lal, Principal, Mar Baselios Institute of Technology and Science (MBITS), Kothamangalam, Ernakulam. Following the event, an awareness class about courses offered by ASAP was taken by Shri. Abdul Nazer, Programme Manager, ASAP.

"If four things are followed – having a great aim, acquiring knowledge, hard work, and perseverance – then anything can be achieved."

Dr. A.P.J. Abdul Kalam

Kozhikode

Students from Kerala Government Polytechnic College, Kozhikkode attending the CNC Machine training as part of IOC initiatives on 06 October 2021.

Alappuzha

Sri. Padmakaran, Grama Panchayath president, Mulakkuzha Panchayath distributing certificates to students of Connect to Work batch at Mulakkuzha Grama Panchayath on 22 October 2021.

Education is the passport to the future, for tomorrow belongs to those who prepare for it today.

Malcolm X

Palakkad

Meeting with Shri. K D Presenan, MLA Alathur Constituency to discuss the ongoing activities of ASAP. Smt. Akshaya A, Programme Manager, ASAP Kerala handed over an official letter requesting support for ASAP activities in his constituency.

MEDICAL CODING

HEALTH INFORMATION MANAGEMENT (HIM) PROFESSION

The necessity of Today's Healthcare For Disease Prevention, Quality care and Cost Savings

Article authored by
Siji Susan Joy
M.S, BPT, AHIMA Approved ICD 10 CM/PCS Trainer, CCS, CPC, Scrum Master Certified (SMC)

The author has over 18 years of expertise in Healthcare RCM, having completed projects for providers and payers in the United States, the United Arab Emirates, and Australia. Director, RCM Solutions, Sinura Health Information Process Solutions and Chief Platform Advisor and VP Products of Vegalytics Health. Has been leading AI integrated Healthcare Analytics solution projects and applying Clinical Coding domain expertise to reduce resubmissions and revenue leakages for payers and providers by leveraging HIM technology, analytics, and research initiatives to deliver cost-effective, high-quality care. She has worked as a technology consultant for analytics-driven enterprises as a Clinical SME, offering solution/product development.

The global healthcare trends indicate that many developing countries are moving faster to adopt Electronic Health Records and mandated Insurance for the well-being of the citizens. Market studies forecasts, Asia Pacific regions that include India, China, South Korea, and Indonesia expects to witness the fastest growth in healthcare digitalization during 2020-2030. Recently, the Indian Government announced the National Health ID or unique health ID for every citizen under National Digital Mission.

The standards for Electronic Health Record (EHR), India are published in the National Health portal, India. The circular highlights that it is crucial to have pre-defined standards for information capture, storage, retrieval, exchange and analytics that include images, clinical codes and data for lifelong medical records. Better management of health information is obtainable by storing the vital information as "medical codes" as in the WHO classification system and other international classification systems. Electronic Health Records with the medical codes provide the complete picture of the patient's care story and for many purposes like health insurance, statistics, research, healthcare administration, policy formulation, public health management, medico-legal cases, etc. HIM plays a pivotal role in promoting quality care through recording and reporting of data required for hospital compare performance scores.

Kerala has an alarming rate of lifestyle diseases or chronic diseases, according to the state economic review-2018. E-health statistics, Digitalization, Artificial Intelligence, optimal clinical documentation, and accurately coded data would strengthen these initiatives to provide meaningful insights towards early identification of risk factors and improvement of care in a cost-effective way.

The US, European countries, and the Middle East regions mandate medical coding in healthcare settings. The Bureau of Labor Statistics listed medical coding among the 20 fastest-growing occupations. Aged population and high rates of patient visits have resulted in high demand for skilled medical coders and outsourcing. With COVID 19, Germany, Spain, Russia, and Italy are also transitioning to medical coding for disease surveillance and better healthcare.

As the Indian Government aims for Universal Health Coverage proposed by WHO, the lack of skilled human resources may prove to be the biggest impediment in its path to achieving targeted goals. For developing countries like India, planning and putting together the apt training courses today is critical to building the right platform for HIM jobs over the next 20 years.

Medical Coding : A Rewarding Career Choice

Transition to a global workforce in digital health and health information with globally Accepted Credentials: Medical codes are universal, coding skills developed can be utilized to gain experience

in any part of the world. US healthcare industry is experiencing huge requirements in this field. The U.S. Bureau of Labour Statistics projects an 11% rise in jobs by 2028 — "much faster than the average for all occupations.". The adoption of advanced technologies in the healthcare industry and the intensifying pressure on hospitals and physicians to provide quality care in a cost-effective way has been a driving factor in outsourcing the HIM routine tasks from developed countries to India, the Philippines, China, etc. The majority of the Indian HIM coding workforce is distributed in US healthcare and Middle East industries.

Growing Demand as Health Insurance sector gaining popularity: Certified coders are in high demand for organizations, insurance companies receiving medical claims, and risk management companies. With the growth of private insurance companies and with India transitioning into digital healthcare, there will be a growing demand.

Demand for analytically skilled coders: Well-trained and skilled HIM coding professionals would be able to take up various challenging positions in public and private hospitals, public health services, the health insurance sector, healthcare IT and research organizations, and educational institutions.

Alternative employment and Lucrative career growth for graduates with medical academic background, allied health sciences, and life sciences: Medical coders are highly trained specialists who develop their skills throughout their career through continuing education. Graduates with medical academic backgrounds could achieve faster lucrative career and compensation options, on par with other white-collar jobs across geography.

Employability of graduates from any stream: Through rigorous and continuous training from standard academies, non-life science graduates can also qualify in pursuing a healthcare career. As medical codes are used widely and diversely, non-life science graduates could fit into working with insurance sectors or pharma and then move into hospital coding.

Employability of graduates from any stream: Through rigorous and continuous training from standard academies, non-life science graduates can also qualify in pursuing a healthcare career. As medical codes are used widely and diversely, non-life science graduates could fit into working with insurance sectors or pharma and then move into hospital coding.

Coding Career Path

The career path of a medical coder starts by getting certified by the American Academy of Professional Coders (AAPC) or the American Health Information Management Association (AHIMA). If you have a passion for continuing education, the career paths in HIM coding are endless with multiple credentials and diverse experience and skills. Multiple credentials include Certified Outpatient Coder (COC), Certified Risk Adjustment Coder (CRC), Certified Health Data Analyst (CHDA), Certified Professional Medical Auditor (CPMA), Certified Coding Specialist (CCS), Certified Coding Specialist – Physician Based (CCS_P), Certified Documentation Improvement Practitioner(CDIP), Certifed Professional in Healthcare Quality (CPHQ), etc.

The positions in HIM coding include entry-level positions as a medical coder to advanced level positions that include coding manager, consultant, revenue cycle manager, performance improvement, HIM manager, Clinical Documentation Improvement Specialist, Medical Auditor, Population Health Analyst, compliance auditor, and fraud/waste investigator. Master-level positions demand excellent communication and include activities for developing business, relational, and clinical acumen. Master-level positions include Coding Director, Compliance Officer, HIM Director, Project Management, College Professor, VP Coding, Operations Director, and Business Consultants for healthcare technology companies.

COVID proves to be a silver line for native coders due to the work-from-home opportunities and many companies recently opening their delivery centres in the State.

NEW-AGE CAREER OPPORTUNITIES IN HEALTHCARE SECTOR

Article authored by

Mercy Priya
Programme Manager, Cluster Development - Healthcare, ASAP Kerala

An ocean of opportunities shall be opened to the youth, if we can train them in these skills on-demand in the Healthcare sector.

The world is experiencing unusual times as a result of the ongoing COVID pandemic. Global healthcare spending (combined public and private health care spending) is predicted to increase by 3.9 percent CAGR (compound annual growth rate) between 2020 and 2024, which is substantially above the 2015-2019 timeframe (2.8 percent). It is also expected to surpass $10 trillion (750 trillion INR) by 2024.

In India, the healthcare market is expected to reach 373 billion dollars by 2022. The rise in average income, more health awareness, lifestyle diseases, and the popularization of health insurance schemes are all driving up healthcare costs. Moreover, the Government of India plans to increase healthcare spending to 3% of the GDP by 2022. These numbers are encouraging for the Indian job seekers to explore the openings in the Health care sector in India and abroad. Apart from the conventional healthcare openings that can be filled by the traditional courses; technology integration and emergence of auxiliary services has resulted in multifold opportunities in the healthcare sector. An ocean of opportunities shall be opened to the youth, if we can train them in these skills on demand

This will eventually, change our social fabric by improving the Foreign fund flow and also benefit the large-scale job creation.

In this article, a brief account of the new-age job opportunities in healthcare sector are discussed.

Medical Coding Expert/ Clinical Coder

Medical coding is the process of converting the data related to healthcare diagnosis, procedures, medical services and equipment into universal medical alphanumeric codes. The diagnosis and procedure data are generally extracted from medical record documentation, like physician's notes, laboratory and radiology results and so on. As per the Bureau of Labor Statistics, USA, Medical Coding job is listed among the 20 fastest-growing occupations worldwide.

Clinical Documentation Expert

Clinical Documentation expert eases the job of physicians. They organize the information of each patient consulted by a medical professional. Modern day AI powered documentation assisting platforms makes the task simpler, but the need for a human supervisor to proof read the document and ensure it is error-free.

ADD**SKILL**

Health Data Hacker:

Medical records of individuals are very much valuable nowadays due to the seamless opportunities that can be harvested for many healthcare marketing companies. Health Data Hacker helps the cyber security department to prevent the breach of medical records held in a healthcare system's database server. Their job is to conduct advanced penetration tests on a medical database system and report possible breaches or weaknesses in the security setup.

Trained Nurses in Super-specialized areas

Sole graduation or diploma in nursing may not be adequate to meet the modern-day demands in the healthcare sector. Nurses who have been trained in super-specialized areas have better career prospects in India and abroad. Fields like Anesthesia, Dialysis, oncology are highly sought after specializations abroad, especially in the US and EU.

Medical Assistant

Medical assistants serve the job role much similar to that of a clinical documentation assistant, but his/her job gives more emphasis on medical practices like identification and collection of basic vitals (BP, weight check, health screening and so on). They also assist doctors with examinations and follow up with patients, regarding their medications, as part of building stronger customer relationships. The increase in private investments in the healthcare sector catalyzes the need for better customer care.

Home Health Aides

Home health aides help the geriatric or other individuals with cognitive or physical disabilities to perform daily activities. People with a basic skill to administer medicine and awareness of medical documents are preferred. A large number of Home Health Aide positions are available in various EU countries and Japan due to the less employable native population.

Genetic Counselors

Genetic counsellors help people to manage the stress that may arise at the time of genetic testing. Apart from this, they help in understanding the families about their medical histories to assess the probability of occurrence of any genetically induced illness. Genetic Counselors are in great demand in various EU countries and America.

Conclusion

It's practically impossible for everyone to find their dream job in India. Learning a skill course with industry demand; along with an academic qualification, enables the workforce to secure a job abroad more easily. In the coming decade, a mine of opportunities in the healthcare sector are waiting for Indians in various Western, Middle East and far-east counties. These opportunities are not limited to qualified health and allied science certified candidates, but also to non-healthcare professionals who have an affinity towards the field.

Courtesy:

[1] *Global spending on health: Weathering the storm*, GLOBAL REPORT Published by WHO, ISBN: ISBN 978-92-4-001778-8 (electronic version) ISBN 978-92-4-001779-5 (print version), 2020.

[2] Economic Survey 20-21, Vol-1, Government of India Ministry of Finance Department of Economic Affairs, pp 51-56.

[3] Bureau of Labor Statistics, USA, Medical Records and Health Information Specialists, Occupational Outlook Handbook, 2021. Online: https://www.bls.gov/ooh/healthcare/medical-records-and-health-information-technicians.htm

ASAP has always thought about the demands that exist in the industries and brought out courses that will help the State's youth to be better prepared for new-age jobs. ASAP Kerala's courses ensure this objective.

ഐടി, ബിസിനസ്, സിവിൽ/ ആർക്കിടെക്ചർ മേഖലകളിലുള്ളവർക്ക് ഓൺലൈൻ സർട്ടിഫിക്കറ്റ് കോഴ്സുകളുമായി 'അസാപ്'

സ്കില്ലിലാണ് കാര്യം

ASAP Cells to come up in all educational institutions in district

Plans afoot to strengthen community skill parks at Kalamassery and Perumbavoor

M.P. PRAVEEN
KOCHI

The Additional Skill Acquisition Programme (ASAP) Kerala is on an expansion mode in the district targeting to set up ASAP Cells in all educational institutions.

So far, ASAP Cells have been set up in 92 out of the 102 educational institutions in the district, including polytechnics, engineering colleges, self-financing colleges, and arts and science colleges.

"The aim is to create awareness among the student community and bring them into the skill development ecosystem. We will assess their employability and industry requirements and design courses accordingly. Besides, we will also arrange for internship, interactions with experts, placements, and pre-placement grooming. In short, ASAP Cells will function as a bridge between the job aspirants and the industry," said Shanthanu Pradip, district programme manager, ASAP, Ernakulam.

Plans are also afoot to further strengthen ASAP Kerala's two community skill parks at Kalamassery and Perumbavoor. The idea is to launch more new courses and bring in more participants to both the parks.

ASAP has now institutionalised its online courses, and runs three online courses in the district.

Time to upskill

- ASAP's online coding course lasts **200** hours, being run in association with ICT Academy under the Kerala State IT Mission
- **320**-hour online cybersecurity course launched for those from technology and computer science fields
- **150**-hour GST Accounting Assistant course, being held in association with Bombay Stock Exchange
- Admissions under way for offline courses in automobile technology and fashion technology at Perumbavoor community skill park and fitness course at Kalamassery park
- **150**-hour course in Communicative English Trainer course being offered at Kalamassery park
- New courses to be launched include urban cooperative banking, accounting technicians, training in operating micro drones, accounts assistant

The aim is to create awareness among the student community and bring them into the skill development ecosystem. We will assess their employability and industry requirements and design courses accordingly."

SHANTHANU PRADIP, DISTRICT PROGRAMME MANAGER, ASAP, ERNAKULAM

The online coding course lasting 200 hours being run in association with the ICT Academy under the Kerala State IT Mission is attended by 111 persons across five batches.

The 150-hour GST Accounting Assistant programme, certified by the Union Ministry of Skill Development and Entrepreneurship's National Skills Qualifications Framework (NSQF), being held in association with the Bombay Stock Exchange is attended by 50 in two batches. The course is being held for those with accounting and commerce backgrounds.

A new online course in cybersecurity for 320 hours has just been launched for 30 participants, mostly from technology and computer science fields.

"Our focus is predominantly on NSQF level-four courses and upwards and those with industry relevance. The biggest advantage of our courses is that they come embedded with internships," said Mr. Pradip.

Admissions are under way for offline courses in automobile technology and fashion technology at the Perumbavoor community skill park and NSQF level-four fitness course at the Kalamassery park. Though Plus Two has been set as the eligibility criteria for the fitness course, the 40 participants mostly include sportspersons, athletes, fitness and gym trainers, fitness centre entrepreneurs, nutritionists, psychologists, and other professionals.

The Kalamassery park also offers a 150-hour course in Communicative English Trainer for graduates.

Among the new courses lined up for launch include Urban Cooperative Banking to be held in association with the Indian Institute of Banking and Finance, Accounting Technicians to be held along with the Institute of Chartered Accountants of India, training in operating micro drones, and accounts assistant. "We will also shortly roll out a training course in hybrid technology associated with electric vehicles for engineering students. A few more seats are available in the batch of 40 students," said Mr. Pradip.

ഡ്രോൺ പൈലറ്റ് കോഴ്സ്: പരിശീലനം പൂർത്തിയായി

ഉദ്ഘാടനത്തിനൊരുങ്ങി പാലയാട് അസാപ് കമ്മ്യൂണിറ്റി സ്കിൽ പാർക്ക്

India poised to become $ 313 billion education and skill market by 2030

With the pandemic contributing to an unprecedented jump in online education and job upskilling in the country, India will soon become a $ 313 billion online education market, according to a new report. The report titled "Investing for impact: Education, Skills and EdTech" talks about 10 disruptive einvestment ideas which can bring about a transformational change in the way Indians receive their education as well as post- education skilling and training facilitated and catalysed by new-age educational and training technologies.

Source : Skill Reporter

India will need 22 million skilled manpower by 2025 with 5G rollout

India would require as much as 22 million skilled manpower by 2025 as the country inches closer to the fifth-generation or 5G-centric technologies such as Internet of Things (IoT), Artificial Intelligence (AI), robotics, and cloud computing. Considering technologies like IoT, AI, machine learning, big data, cloud computing, and robotic process automation, roughly about 22 million workers will be required to skill or upskill themselves to match industry demand by 2025, said Arvind Bali, chief executive, Telecom Sector Skill Council (TSSC). India, according to him, is poised to become a global supplier for both electronics and human resource and to achieve this, there would be a need to create an extended skill network with both industry and academia participation.

Source : Economic Times

Governments should ensure a level playing field for entrepreneurship

Governments have to show their role, intention and administrative skill in ensuring a level playing field for entrepreneurship, said Tamil Nadu finance minister P T R Palanivel Thiaga Rajan. He was speaking at the valedictory meet of Kerala's largest entrepreneurship meet, TiEcon Kerala 2021. "Government has the definite role in developing basic hard infrastructure that facilitates and accelerates economic growth including overseeing the development of soft infrastructure to improve quality of life. This is still a job simple to describe but hard to do, and the administrative skill lies in doing it," Thiaga Rajan said.

Source : Times of India

6,018 people have availed skill loans under Central scheme: Centre

The government said, as many as 6,018 people have been benefited under the Skill Loan Scheme as of October 31 this year. The government launched the scheme on July 15, 2015, to provide loan facility to aspirants wanting to do skill development courses aligned to National Skill Qualification Framework (NSQF). Any person who has secured admission in a course run by Industrial Training Institutes (ITIs), Polytechnics or in a school recognised by central or State education boards can avail loan for the purpose. Amount of loan varies from ₹5,000 to ₹1,50,000 depending on the course and has a repayment period of 3 to 7 years.

Source : The Hindu

Courses to be launched in December 2021

- Certificate in Accounting Technician -Online
- Placement Grooming Module-Online
- Plastic Product and Mould Designer-Blended
- Certified Tester Foundation Level – Accredited Course – ISTQB CTFL for Professional -Online
- SeU Certified Selenium Engineer for Professional -Online
- Certified Cloud Tester for Professional -Online
- Autodesk BIM for Architecture Design Development -Online
- Business Analytics-Online
- Certified Cloud Tester for Students -Online
- Accounts Executive (Payables and Receivables) Course -Online
- AiU Certified Tester in AI for Students-Online
- Digital Marketing Program -Online
- Certificate Course in IT Security-Online
- Diploma in International Banking and Finance-Online

- Certificate course in International Trade Finance -Online
- Certificate course in AML/KYC-Online
- Certificate course in Prevention of Cyber Crimes and Fraud Management-Online
- Certificate course in Digital Banking -Online
- Japanese Language – N4-Online
- Certificate Program in Medical Coding & Medical Billing-Online
- French Language – A2 -Online
- Certified BFSI Professional -Online
- German Language- A2 -Online
- Amazon Web Service Academy- Cloud Computing -Online
- German Language- A1 -Online
- Spanish Language-A1 -Online
- French Language – A1 -Online
- Japanese Language- N5-Online

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