

AEQUS SKILL DEVELOPMENT CENTRE, KOPPAL

Building Manpower for Toy Manufacturing Industry

India's biggest and unique training institute for
imparting skills for the manufacture of toys.



An initiative by the
**Aequs' Industrial Knowledge Center (IKC),
with the Karnataka Skill Development Corporation (KSDC) &
Visvesvaraya Technological University (VTU)**



Hands-on Industry Training for **Toy Manufacturing**

VISION

To be the best institute for world-class training and producing the best-in-class workforce to meet industry requirements at different levels.

Mission

The SDC will strive to function as a self-reliant, sustainable institution, to impart the most relevant training for the potential and current workforce for toy manufacturing. It will use the most up-to-date methodologies and technologies in partnership with the industry, government, and other partners, to meet the demand for skills from the toy industry in India.



Objectives & Approach

- ♦ To bridge the gap between skilled and unskilled manpower to manufacture toys of global standards in India
- ♦ Broad-based multidisciplinary training courses relevant to toy manufacturing
- ♦ Programs for specialized technical skill upgrades
- ♦ Industry collaborations for specific skills, capabilities, and technologies
- ♦ Aligned to National Skill Development Corporation framework
- ♦ Custom courses for Industry specific needs
- ♦ Non-technical skills for holistic manpower development
- ♦ Government recognized certifications

The AEQUS SKILL DEVELOPMENT CENTRE, KOPPAL will give preference to training the youth of Karnataka aspiring to make a career in the toy industry.

Trained manpower to tap the Global Opportunity

The Global toys market, valued at USD 156.5 Billion in 2021, is projected to reach a value of USD 249.6 Billion by 2027.

China is the major player accounting for nearly 60% of the global market.

India accounts for a mere 1.5% of the market.

Apart from the huge overseas potential, the Indian toy manufacturers have a huge opportunity in the domestic market, where China dominates accounting for almost 80% of the toys imported.

India is also in a good position to tap the global market because of its unique advantages:

- Raw Material Availability
- Low Labor Cost
- Progressive FDI policies
- Land Availability
- Ease of Doing Business
- PLI Scheme by Govt.
- Make in India Initiative – to support domestic businesses.



Skilled Manpower Supply is the Key



The Indian toy manufacturing industry is reportedly targeting a revenue of \$2-3 billion by the year 2024-25. Meeting such ambitious growth targets would require an ample supply of skilled manpower. The proposal to set up the AEQUS SKILL DEVELOPMENT CENTRE, KOPPAL is a step to meet the impending demand for trained personnel in the industry.

The AEQUS SKILL DEVELOPMENT CENTRE, KOPPAL will initially meet the requirements at India's first toy manufacturing cluster, the Koppal Toy Cluster.

By the time it is occupied completely, the 400 acres cluster, which will accommodate up to 100 manufacturing units, is projected to provide jobs to over 25,000.

The primary objective of the SDC is to provide broad-based multidisciplinary training relevant to toy manufacturing and programs for specialized technical skill upgrades tailored to specific industry needs. The curriculum and programs will be modeled on the lines of those run by the National Skill Development Corporation. The SDC will also impart programs for the development of non-technical skills to the workforce. It will also offer training to aspirants and specific industry-nominated personnel on a need basis.



Time **tested** and proven **methodologies** and **models**

The AEQUS SKILL DEVELOPMENT CENTRE, KOPPAL is backed by Aequs' **Industrial Knowledge Centre (IKC)**, which has proven track record of providing industry-specific training and manpower development programmes.

IKC is a functional skilling ecosystem that has provided industry-specific manpower development requirements ensuring sustainable business growth and continuity.

Beginning with a focus on the Aerospace domain, IKC has broadened its approach to include training for other industry verticals like toy manufacturing and consumer durable goods manufacturing.

Backed by its world class faculty, instructors, infrastructure, and pedagogy tailored to global requirements as also customized to specific industry needs, IKC has met critical needs for trained manpower for Aequs over the years.

It has pursued a collaborative approach through industry-academia partnerships to offer internships, diploma programs, and academic consultations. Aequs' IKC continues to collaborate with government institutions to provide curricula support, as well.

The SDC is thus an extension of the IKC story of turning out skilled manpower of global quality for meeting growing industry needs.





World Class Infrastructure & Industry Experience

Training Center and Capabilities:

The training provided at the SDC is totally job-oriented and hands-on.

This includes classroom training, on-job training, theoretical modules, and critical certifications.

Conducting good training sessions, standard evaluations, and feedback can help to improve the effectiveness of the training module and make trainees ready for on-site production.

Training Highlight:

Training Modules are designed to develop the best skill sets in trainees for Toys Business, with respect to different operations in the manufacturing process. A few of the skill sets required at Toy Cluster Koppal are listed below:

- ♦ Injection moulding machine operator
- ♦ Blow moulding machine operator
- ♦ Plastic components painting
- ♦ Pad printing techniques
- ♦ Mask manufacturing as per requirements
- ♦ Fixture for pad printing
- ♦ PCB Soldering
- ♦ Assembly techniques
- ♦ Mold manufacturing technician
- ♦ Mold maintenance technician
- ♦ Plastic inward and finished goods inspection
- ♦ Logistics and storage system expert
- ♦ Packaging and marking expert
- ♦ Forklift operator

Seamless Integration with Manufacturing Ecosystem

Situated a stone's throw from the Koppal Toy Cluster (KTC), the AEQUS SKILL DEVELOPMENT CENTRE, KOPPAL is ideally located to provide trained manpower to India's first toy cluster.

Spread over 400 acres, the KTC is designed to house an entire toy manufacturing ecosystem to support more than 100 industrial units. It is fully integrated with an SEZ, DTA, and FTWZ. It has been designed to global standards of infrastructure and facilities to support the entire manufacturing value chain.

The cluster will provide world-class manufacturing facilities with an atmosphere that is congenial to doing business, easing regulatory requirements, providing financial incentives, and affordable workforce and skilling initiatives.

The KTC complements the capabilities and infrastructure offered to the industry by the Belagavi Aerospace Cluster (BAC), and the Hubballi Consumer Durable Goods Cluster (HDC), all of which are situated in North Karnataka.

This infrastructure supports Aequs' focus on leveraging its manufacturing platforms which include capabilities across the industry verticals.



Belagavi
Hubballi
Koppal



A confluence of the Modern and Traditional

Support to revive Kinnal Toys

In line with its overall resolve to train and create jobs for local youth, the AEQUS SKILL DEVELOPMENT CENTRE, KOPPAL has another social angle to its operations.

Kinnal toys, a relatively unknown and ancient Indian art form dating back to the 15th-16th centuries, come from a village called Kinhal in the Koppal district of Karnataka, India. The art form originated during the rule of the Vijaynagara Empire.

The wooden idols of Kinhal have been accorded a Geographical Indication (GI tag), recognizing the specific origin of Kinnal toys and the specific qualities they possess.

However, Kinnal toy making is considered a dying art with few wanting to take it up as an avocation. There are only 25 families in the Kinhal village still practicing the art.

Lack of financial support, adequate training and economic viability is the reason that the next generation of Kinnal artist families are looking for alternative avocations and are reluctant to carry on this centuries' old tradition.

The Aequs Foundation has taken up the initiative to revive the Kinnal art form by supporting original Chitragars, the traditional master craftsmen as they are known, to run long-term training at the AEQUS SKILL DEVELOPMENT CENTRE, KOPPAL for those interested in taking up making Kinnal toys.

These trainees will mainly comprise the local youth and people from the Chitragar community who want to hone their skills.

The Kinnal toy making course at the AEQUS SKILL DEVELOPMENT CENTRE, KOPPAL will be of three months duration for each batch.



Contact:

Balavant Patil

balavant.patil@aequs.com

Address: Aequs Skill Development Centre, Survey No.57/1,

At Post Talakal village, Taluk Kukanur, District Koppal, PIN: 583238