KASE CHRONICLE

The Official Newsletter of State Skill Development Mission

KASE Welcomes Indo - German Delegation for Strategic Collaboration

Mr. Hubert Reilard, Managing Partner of COMANO Advisory LLP, along with his team of business professionals, recently visited Kerala on an official mission to explore investment opportunities and potential collaborative ventures. The delegation also included Mr. Madhusoothanan Vijay, Regional Director of the Indo-German Chamber of Commerce, Bangalore (IGCC), and Dr. Syed Ibrahim, Honorary Consul of the Federal Republic of Germany for Kerala. The visit aimed to provide the delegation with a comprehensive understanding of Kerala's industrial landscape and skill development initiatives. Their well-structured itinerary included meaningful discussions with key government officials and visits to strategic institutions integral to Kerala's economic growth strategy.

The primary focus of the visit was to assess Kerala's potential as a strategic destination for business expansion and innovation, with particular emphasis on identifying sectors ripe for Indo-German collaboration. The team engaged in detailed discussions with the Honorable Minister for Industries, Law and Coir, Shri. P Rajeev, to explore the state's industrial policies and investment climate, laying the groundwork for potential future partnerships.

Honorable Minister for Industries, Law and Coir Shri P. Rajeev in discussion with the German delegation

Following this, the group visited the headquarters of the Kerala Academy for Skills Excellence (KASE) in Thiruvananthapuram, where they held discussions with Shri. Vinod TV, Chief Operating Officer of KASE, on potential collaborations in skill development and capacity-building initiatives. The discussions emphasized the need to align skill enhancement programs with evolving industry requirements to create a future-ready workforce.

The German delegation with officials of KASE, the State Skill Development Mission

The visitors also conducted site visits to Technopark, Trivandrum, and the Kerala Startup Mission, where they interacted with stakeholders to gain insights into the state's vibrant startup ecosystem and innovation-driven initiatives. Additionally, they toured the Vizhinjam International Seaport Limited (VISL) and the Community Skill Parks, ASAP at Vizhinjam, where they were briefed on Kerala's strategic infrastructure projects and skill development initiatives.

Visit of the German team to Vizhinjam International Seaport Limited (VISL)

These engagements highlighted Kerala's commitment to fostering innovation, enhancing skill development, and creating an enabling environment for investment and economic progress. The delegation expressed appreciation for the State's proactive initiatives and conducive policy environment, which are instrumental in positioning Kerala as a preferred destination for investment and partnership.
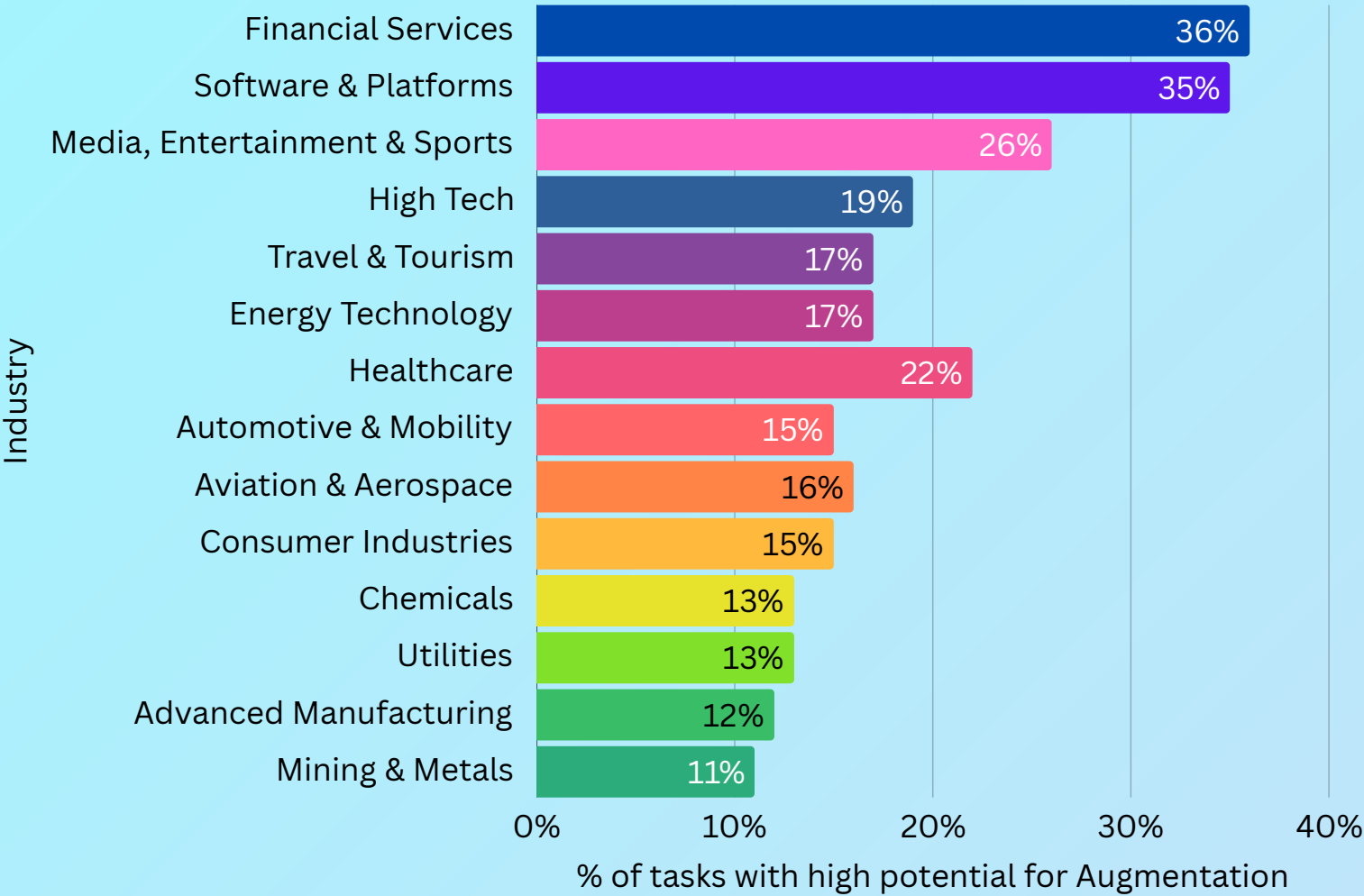
AI's Transformative Impact on Industries

Insights from World Economic Forum's (WEF) Analysis
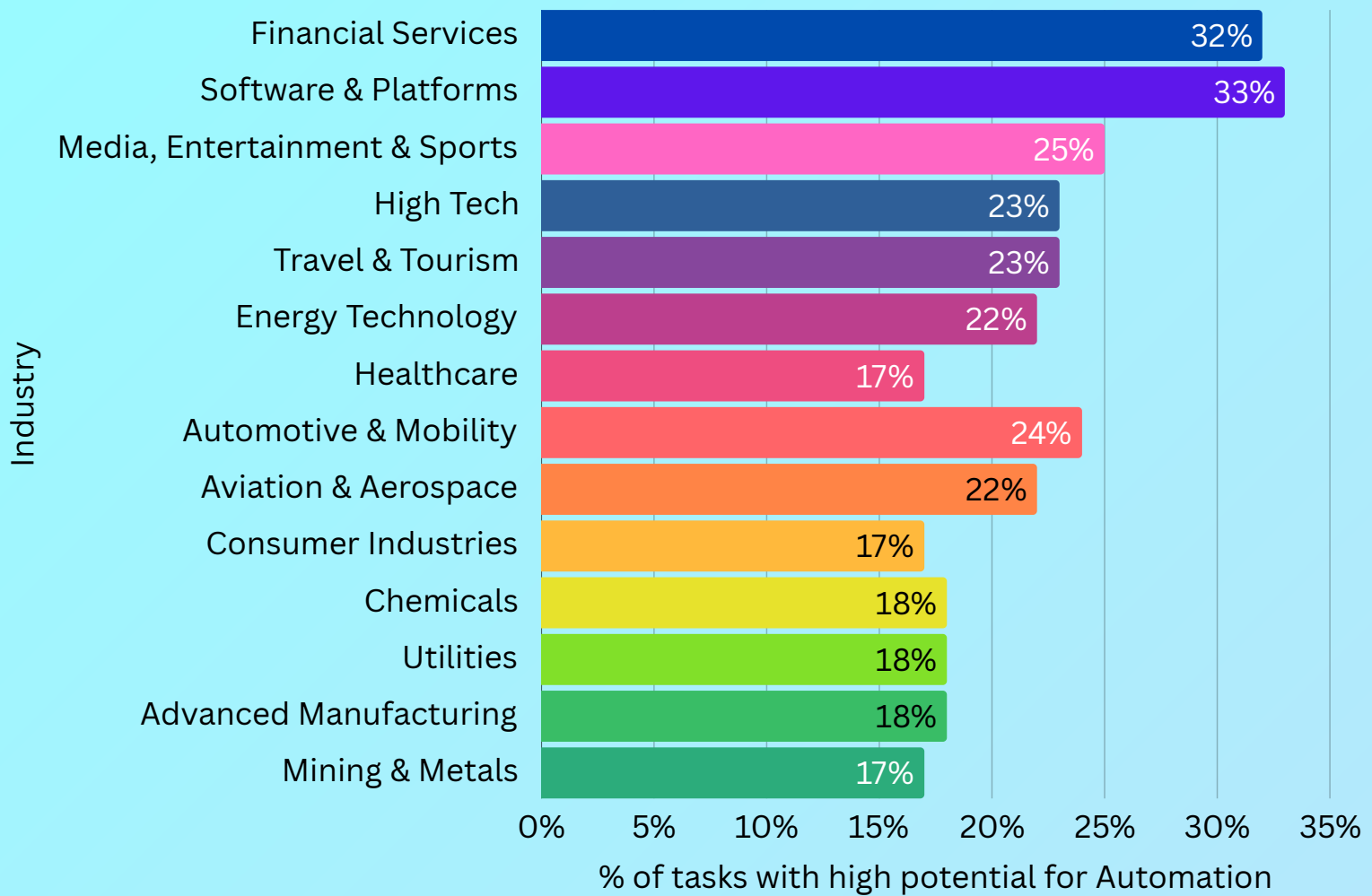
SKILL CORNER

The World Economic Forum (WEF) has come up with an analysis on work time exposure to generative AI (GenAI) across industries, classifying the impact of automation and augmentation based on the nature of tasks involved.

The analysis measures the percentage of time that workers across industries dedicate to tasks with high potential for automation (tasks that can be fully replaced by GenAI) and high potential for augmentation (tasks where GenAI supports or enhances human work).

Work Time Exposure to GenAI: Industry-Wise Overview

Industry	% of tasks with high potential for Augmentation
Financial Services	36%
Software & Platforms	35%
Media, Entertainment & Sports	26%
High Tech	19%
Travel & Tourism	17%
Energy Technology	17%
Healthcare	22%
Automotive & Mobility	15%
Aviation & Aerospace	16%
Consumer Industries	15%
Chemicals	13%
Utilities	13%
Advanced Manufacturing	12%
Mining & Metals	11%

Reference : AI in Action: Beyond Experimentation to Transform Industry, WEF Analysis

High AI Impact Industries

Sectors like financial services, software, and media are the most exposed to GenAI, with over 50% of work time potentially impacted. These industries involve data-intensive, analytical, and digital processes, making them highly susceptible to both automation and augmentation.

Moderate AI Impact Industries

Industries such as healthcare, high-tech, and tourism require a combination of human judgment, interpersonal skills, and technical knowledge. In these sectors, AI is more likely to assist professionals rather than fully replace them.

Least AI Impact Industries

Fields like manufacturing, utilities, and mining depend heavily on manual labor, physical intervention, and regulatory adherence, making full automation more challenging. However, augmentation opportunities still exist in safety monitoring, predictive maintenance, and operational analytics.

With AI integration, some sectors will face increased automation, and others will benefit from human-AI collaboration. The need for skilling, upskilling, and reskilling is therefore more urgent than ever, especially in industries with higher automation potential. To remain competitive and resilient, companies must adopt AI-driven workforce development strategies, with an emphasis on adaptability, digital fluency, and continuous learning.

From Knowledge to Innovation: KASE Leads the Way

As part of International Women's Day 2025, Kerala Academy for Skills Excellence (KASE), in collaboration with Vikram Sarabhai Space Centre (VSSC), Trivandrum, spearheaded a transformative initiative, taking young minds beyond the classroom and into the realms of space research and innovation. The initiative provided female Postgraduate students of Physics with an unparalleled opportunity to engage directly with India's premier space research institution. Students from institutions affiliated with the University of Kerala — Government College for Women, Mahatma Gandhi College, Government College Kariavattom, University College, and Mar Ivanios College, were selected for this exclusive program. On March 7, 2025, 32 aspiring students stepped into the heart of VSSC's Space Physics Laboratory in Veli to witness science in action.

On International Womens Day 2025, VSSC-ISRO, in association with KASE, hosted an exclusive campus visit for postgraduate female Physics students at ATF Veli.

The visit opened doors to an immersive experience at VSSC's Space Physics Lab, where students explored the advanced applications of Physics in space research and gained a deeper understanding of how fundamental principles translate into real-world innovations. They were introduced to the vast career pathways within the space research domain, including opportunities to contribute to the pioneering projects at VSSC. The students were given the opportunity to embark on a captivating Museum Tour, where they explored India's remarkable space heritage and the extraordinary journey of VSSC.

The highlight of the day was the technical session led by Dr. Rajeev K, Director Space Physics Laboratory, VSSC, and his esteemed team. This session provided the students with invaluable mentorship that offered deep insights into India's space research landscape, expanding career pathways, especially in STEM and interdisciplinary fields. The women scientists also shared their inspiring journeys and motivated the students with real-world experiences. The interaction exposed the students to the vast scope of physics in space and also instilled confidence and ambition, encouraging them to envision a future in this dynamic field. By connecting academic knowledge with real-world industry exposure, this initiative served as an inspiration for the next generation of women scientists, researchers, and innovators to push boundaries and pursue their dreams in space exploration, technological advancements, and scientific discovery.

KASE Organizes Pre-Placement Training: A Key Intervention for Coastal Communities

Dr. Divya S. Iyer IAS, Managing Director of VISL addressing the Pre-Placement Orientation Training Event

On March 17 2025, Kerala Academy for Skills Excellence, in collaboration with the Department of Fisheries, conducted a Pre-Placement Orientation Training for 90 candidates from the fishermen community of Thiruvananthapuram at SIM Auditorium, Vizhinjam. The session was inaugurated by Dr. Divya S Iyer IAS, Managing Director of VISL, in the presence of distinguished stakeholders.

The training equipped participants with insights on identifying the right job opportunities, understanding in-demand sectors, and aligning their skills with industry requirements.

Exploring Kerala Skilling Model: KASE Hosts Officials from Madhya Pradesh

Madhya Pradesh State Skill Development team with KASE Officials

Kerala Academy for Skills Excellence was privileged to host Dr. Usha Gupta, Additional Director, and Mr. Manoj Agnihotri, Deputy Director of the Madhya Pradesh State Skill Development & Employment Generation Board at our headquarters.

Their visit focused on exploring Kerala's skilling ecosystem, understanding key initiatives, and exchanging insights on best practices in skill development. The discussions covered various aspects of skill training, industry alignment, and innovative approaches that contribute to Kerala's skilling model.

The Skills Pyramid: A Strategic Approach to AI-Driven Workforce Development

Reference :
Economic Survey 2024-25, Leveraging Generative AI for Job Augmentation and Workforce Productivity, WEF Analysis

Artificial Intelligence (AI) is emerging as a transformative force across industries, reshaping traditional business models, streamlining workflows, and redefining the nature of work. As these changes unfold, AI is at the heart of the 'Reskilling Revolution'.

Industries that rely heavily on human capital, such as technology firms, financial services, consumer goods, media and entertainment, sports, telecommunications, energy, healthcare, and manufacturing, are at the forefront of AI investment (WEF, 2025). Global industry spending on AI is projected to reach approximately $630 billion by 2028, growing at a 29% compound annual growth rate (CAGR) since 2024(IDC, 2024). This surge in investment is expected to generate nearly $1 trillion in revenue, pointing to a new era of AI-driven productivity and innovation (McKinsey, 2024).

Two Major Shifts in the Job Market: Automation & Augmentation

The advancement of AI is catalyzing two key shifts in the global job market:

- **Job Automation:** AI is being increasingly deployed to fully automate tasks that were once performed by human workers. This includes routine, repetitive, and data driven functions that can now be executed with greater efficiency and accuracy by machines.

- **Job Augmentation:** Rather than replacing human workers entirely, AI is also being used to augment tasks, supporting and enhancing human capabilities through human-machine collaboration. This enables employees to shift their focus from mundane tasks to more strategic, value-added activities.

In this evolving landscape, the future of work will be characterized not by the replacement of human workers, but by a redefinition of roles, where AI automates certain tasks and augments others to enhance productivity, efficiency, and innovation.

The Need for a Dynamic Skill Strategy

To remain competitive in this AI-driven economy, industries must embrace a dynamic and flexible skill development strategy that empowers the workforce to continuously adapt to new technologies and step into evolving job roles.

Recognizing this need, the Economic Survey 2024–25 introduces a forward-looking framework: the "*Skills Pyramid – A Tiered Framework for AI Skilling, Upskilling, and Reskilling*". This layered model is designed to align skilling with the demands of various industries and the specific needs of different workforce segments.

The Three Tiers of the Skills Pyramid:

Tiers of Skilling the Workforce

- **Foundational Skills** – This tier focuses on basic AI literacy, fundamental knowledge of AI tools, and essential communication skills. It is intended for all workers, ensuring broad adaptability and confidence in using AI-enabled technologies in daily operations.

- **Intermediate Skills** – These are job-specific AI competencies tailored to the unique needs of different sectors. Workers at this level acquire industry-relevant skills that help them remain competitive in emerging roles shaped by technological advancements.

- **Advanced Skills** – Designed for top-level professionals and leaders, this tier includes strategic thinking, AI-driven decision-making, and innovation capabilities. The goal is to prepare leaders to drive AI integration, digital transformation, and become a valuable talent source for the economy.

Enabling a Future-Ready Workforce

> *There are no limits to what you can accomplish, except the limits you place on your own thinking.*
>
> — *Brian Tracy*

By segmenting the workforce into these three tiers, industries can implement structured and targeted training programs that meet the immediate operational needs and also foster long-term AI readiness. The Skills Pyramid is a strategic vision towards a sustainable workforce transformation ensuring that workers at all levels are equipped to adapt, contribute, and lead in the age of AI.

As Kerala's State Skill Development Mission, KASE acts as a facilitator and offers a robust mechanism to equip the workforce with foundational, intermediate, and advanced AI skills. Employers and industries looking to future-proof their talent can collaborate with KASE, as it possess the processes, expertise, and infrastructure in place to deliver strategic, AI-aligned skill development at scale.

Skill Term

Deep learning : Deep learning is a function of AI that imitates the human brain by learning from how it structures and processes information to make decisions. Instead of relying on an algorithm that can only perform one specific task, this subset of machine learning can learn from unstructured data without supervision.

Sector: AI, Technology

Through the Lens: Skill in Action

KERALA ACADEMY FOR SKILLS EXCELLENCE

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