# Case Study: Construction Skill Development Council of India (CSDCI)

*How CSDCI used Zoho Creator apps to transform their data management and workflow processes.*

## Overview

The Construction Skill Development Council of India (CSDCI), a leading sector skill council, faced significant challenges with manual data management and fragmented systems that slowed down their processes. Partnering with Rays and Reach, CSDCI embraced digital transformation through Zoho Creator, streamlining their data management and automating key workflows. This shift enhanced real-time tracking, reduced manual tasks, and improved overall efficiency. This case study outlines the obstacles, solutions, and impactful results of CSDCI's journey to operational excellence.

## Executive Summary

**Client:** Construction Skill Development Council of India (CSDCI)
**Industry:** Construction and Skill Development
**Headquarters:** New Delhi, India

Construction Skill Development Council (CSDCI) is a sector skill council under NSDC that works for the construction and infrastructure industry. It creates and maintains skill standards, levels, and frameworks for the industry. It is a non-profit organization registered under Section 8 of the Indian Companies Act, 2013.

Their main goal is to provide official recognition and certification to workers who have skills in various construction-related jobs but do not have formal degrees. This way, they can help reduce informal and unregulated employment and improve quality and safety standards.

# Problem Statement and Key Challenges

The Construction Skill Development Council of India (CSDCI) aimed to enhance their processes to better serve the construction industry. They identified a need to improve the management of their data and operations to boost overall performance and quality. Previously, they relied on manual processes and Excel sheets for recording and tracking information about candidates, training batches, partners, and assessment agencies. This approach limited their ability to gain a comprehensive view of operations and made it challenging to achieve optimal efficiency. Some main issues they faced were:

1.  **Manual Processes:** Before, CSDCI handled trainee profiles, batch allocations, evidence collection, and result approvals manually. This approach created data inconsistencies and challenges in tracking. They also used Excel to determine batch allocations based on agency performance, which results in duplicate files, impacting the efficiency of verification processes.
2.  **Fragmented Systems:** They did not have a centralized system to store and manage data. They used multiple platforms like Google Forms, Google Drive, email, and WhatsApp. This made it difficult to track training progress and completion.
3.  **Verification and Coordination:** They spent a lot of time and effort on tasks like enrolling trainees, checking if trainers and trainees were eligible, organizing assessments, and making reports with up-to-date information. They also had to check if trainers and assessors had the right certificates for their jobs manually. This was hard because assessors often changed, so they had to keep checking manually if their certificates were still valid.
4.  **Communication:** They used email to communicate with stakeholders, but this approach led to delays in sharing important information and made it challenging to manage multiple threads across departments.
5.  **Limited Centralized Tracking:** They did not have a centralized system to track batch statuses, assessment progress, and financial transactions in real-time, which made it challenging to monitor performance metrics efficiently and address key issues.
6.  **Document Generation & Approval:** They used to manually create and approve documents, such as noting sheets and invoices, which involved a lengthy and complex multi- stakeholder process.
7.  **Payment Discrepancies:** They used to calculate assessment fees manually. To ensure accuracy, the finance team had to spend extra time cross-checking multiple spreadsheets and obtaining multiple approvals. This process required manual checks by several

members to maintain precision and correctness.

These challenges limited CSDCI's ability to operate at peak efficiency. They recognized the need for more efficient ways to manage data and operations to achieve their mission.

# Evaluation of the Problem

Rays and Reach conducted a thorough evaluation of CSDCI's work and data management processes. By mapping out their processes and identifying critical gaps in integration, validation, and tracking, our team pinpointed areas where Zoho Creator could streamline operations, automate key tasks, and provide real-time visibility, ensuring a more efficient and connected system for CSDCI.

# Proposed Solution(s)

To address CSDCI's operational challenges, **Rays and Reach** implemented a tailored digital platform using **Zoho Creator**, featuring custom-built applications designed to meet their specific needs. These apps automated critical work processes, centralized data management, and enhanced overall efficiency.

➤ **Tracker App for Operations:** This App was designed to simplify the management of training batches, enabling real-time collaboration and oversight. This custom-built solution allows CSDCI to work closely with training partners to receive instant updates on payments and training progress. It ensures that trainers associated with each batch hold valid certifications for their specific job roles, maintaining quality and compliance.

The platform includes automated assignment matrix calculations, enabling the team to allocate batches to assessment agencies based on their historical performance. It facilitates collaboration with assessment agencies to gather information on assessors, confirm their qualifications, and ensure they are certified for the relevant job roles. The system verifies that the same assessor is not assigned to multiple batches on the same day. Additionally, this tool supports the collection of assessment details and video evidence for each candidate post-assessment, which automates the publication of results. Comprehensive reports are generated to manage the payment processing to all stakeholders, incorporating multiple internal approval flows.

➤ **TP Affiliation App:** The application digitized the onboarding and renewal processes for training partners, making it easier to manage documentation and approvals. Training

partners can now submit forms and required documents online, reducing processing time and improving the overall efficiency of affiliation management.

➤ **Training Tracker App:** A centralized platform was created to manage training programs, batch tracking, and evidence submission. This automation enabled real-time tracking of training progress, enhanced oversight, and significantly improved the overall quality of training.

➤ **CRM App for BD Team:** This application simplified lead management, contact collection, and demand tracking, making it easier for the team to find and manage partnership opportunities, which supported business growth.

# Implementation

Rays and Reach implemented the proposed solution for CSDCI efficiently over a period of **six months**. This rapid deployment highlighted our expertise and commitment to delivering impactful solutions.

**Additional Services:**

● **Customization:** We tailored the Zoho Creator apps to align with CSDCI's specific processes and requirements, ensuring a perfect fit for their operations.
● **Migration:** Data was meticulously migrated from outdated systems into the new platform, ensuring no information was lost and everything was accessible in one centralized location.

# Results

● **Time-Saving Automation:** With the automated reminders to the training partners and assessment agencies, CSDCI simplified the timely submission of data and addressing issues faster. Before, agency performance was manually evaluated based on response times to batch assignments. Now, the system tracks agency response times and assigns performance scores automatically, making assessments easier, ensuring timely responses, and enhancing accuracy while reducing manual work and ensuring compliance with SOPs.
● **Real-Time Insights and Monitoring**: The Tracker App for Operations gave CSDCI clear, real-time visibility into the progress of training batches, assessments, and candidate performance. With a centralized dashboard, the team could easily see what was

happening at any moment, allowing them to make quick, informed decisions. This improved coordination among stakeholders, helping them address any issues swiftly and keep operations running smoothly.

- **Process Streamlining:** Automation saved time and effort, simplified work processes, and removed data gaps. For example, CSDCI Team could create and assign courses, and assessments to trainees using Zoho Creator, without having to manually enter or update the data in multiple systems.
- **Streamlining Data Validation:** After implementing the automated creation of assignment matrices and the automatic rejection of batches and preventing assessors and trainers who were unavailable or had expired certificates, CSDCI significantly reduced manual work and efficiently managed resources.
- **Data security:** The platform ensured that the data was secure and protected from unauthorized access or modification. It also provided backup and recovery options for the data in case of any loss or damage.
- **Process automation:** Automated and streamlined the processes of CSDCI, such as batch assignment to training partners, assignment of batches to assessment agencies, managing payments, result approval, certification, etc. It also provided reminders and follow-ups for any pending tasks or actions with the stakeholders.
- **Error Reduction:** Manual mistakes were greatly reduced, ensuring data quality and trustworthiness. For example, CSDCI Team could validate the identity and eligibility of trainees, without having to rely on paper-based documents or third-party verification services.

Overall, these improvements have empowered CSDCI to better achieve their goal of certifying and formalizing the construction workforce, improving the quality and safety of the industry.

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**For more on how Rays and Reach can help your business with Zoho solutions, please contact us.**