

F. No. B-12011/1/2016-SDE
Government of India
Ministry of Skill development & Entrepreneurship
(Division-II - Wing-II)

Shivaji Stadium Annexe,
New Delhi - 110001
Dated: 18.10.2018

OFFICE MEMORANDUM

Subject:- Skill Saathi Counselling Scheme Guidelines 2018-19-reg.

The undersigned is directed to enclose herewith the copy of the approved Skill Saathi Counselling Scheme Guidelines 2018-19 for its implementation and necessary action.

2. This issues with the approval of competent authority (MSDE).

Encl: As above (Skill Saathi Guidelines)

Sanjeev Kumar

(Sanjeev Kumar)
Deputy Director, MSDE
Tel No: 011-23450860
Email:sanjeev.kumar78@nic.in

To,
CEO/ MD, NSDC
(Shri Manish Kumar)
Aerocity, New Delhi - 110037

Copy to:

1. PS to Hon'ble Minister, MSDE
2. PS to Hon'ble Minister of State, MSDE
3. PS to Secretary, MSDE
4. PS to JS (SD), MSDE
5. PMKVY Team, NSDC



सत्यमेव जयते

GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP



Skill India
कौशल भारत - कुशल भारत

SKILL SAATHI

COUNSELLING SCHEME GUIDELINES

2018-19



Government of India
Ministry of Skill Development and Entrepreneurship
(National Skill Development Corporation)

Disclaimer:

All information contained in this guideline, subsequently provided/ clarified is in good interest and faith. Each stakeholder shall conduct its own investigation and analysis & should check the accuracy, reliability and completeness of the information in this Guideline. Stakeholders shall make their own independent investigation in relation to any additional information that may be required. NSDC, without liability or any obligation, reserves the right to amend, delete or add any information mentioned in this document at any stage.

Contents

1	Introduction	3
1.1	Background	3
1.2	Skill India Mission	3
1.3	About Skill Saathi Scheme	4
1.3.1	Key Features of Skill Saathi:.....	4
1.4	Strategy and Approach	5
2	Stakeholders Involved.....	6
2.1	Target Beneficiaries:	6
2.2	Counselling Implementing Organizations (CIOs):	6
2.2.1	Types of CIOs & Selection.....	6
2.2.2	Process Flow Chart for Not for Profit CIO: Empanelment ~ Reimbursement..	6
3	Process Methodology	7
4	Monetary Payouts.....	9
5	Branding and Communication.....	10
6	Monitoring.....	11
7	Scheme Budget	11

1 Introduction

1.1 Background

The National Skill Development Mission was launched by the Hon'ble Prime Minister on 15th July 2015 on World Youth Skills Day. The Mission has been developed to create convergence across sectors and States in terms of skill training activities. Further, to achieve the vision of 'Skilled India', the National Skill Development Mission would not only consolidate and coordinate skilling efforts, but also expedite decision making across sectors to achieve skilling at scale with speed and standards. It will be implemented through a streamlined institutional mechanism driven by Ministry of Skill Development and Entrepreneurship (MSDE).

Envisaged by the **Hon'ble Prime Minister, Shri Narendra Modi**, the Mission aims at skill training and certification of the Indian workforce for a better livelihood with dignity and self-reliance. Being one of the youngest nations globally, India has the potential to become the Skill Capital of the World. Since its inception, MSDE has undertaken significant initiatives and reforms in terms of formalizing the policy, framework and standards; launching new programs and schemes; building infrastructure and upgrading the existing institutions. It has also partnered with States and collaborated with industries to create societal acceptance and aspirations.

"The New India stands for aspirations, enthusiasm and energy. I firmly believe that the dream of our New India will be realized through the skill and fortitude of these energetic youth", Hon'ble Prime Minister Shri Narendra Modi

1.2 Skill India Mission

Skill India is an initiative of the Government of India aims to train over 40 crore people in India in different skills by 2022. The initiatives include National Skill Development Mission, National Policy for Skill Development & Entrepreneurship 2015, Pradhan Mantri Kaushal Vikas Yojana (PMKVY) scheme and the Skill Loan scheme.

The Ministry of Skill Development and Entrepreneurship (MSDE) is responsible for co-ordination of all skill development efforts across the country, removal of disconnect between demand and supply of skilled manpower, building the vocational and technical training framework, skill up-gradation, building of new skills, and innovative thinking not only for existing jobs but also jobs that are to be created.

It is aided in these initiatives by- National Skill Development Agency (NSDA), National Skill Development Corporation (NSDC), National Skill Development Fund (NSDF) and 39 Sector Skill Councils (SSCs) as well as several training partners registered with NSDC. The Ministry also intends to work with the existing network of skill development centers, universities and other alliances in the field. Further, collaborations with relevant Central Ministries, State governments, international

organizations, industry and Non-Government Organizations (NGO) have been initiated for multi-level engagement and more impactful implementation of skill development efforts.

1.3 About Skill Saathi Scheme

The Skills Career Counselling Scheme aims to counsel 1 crore candidates from the age group of 15– 35 years focusing on School & College drop-outs, young adults from the community, college students, polytechnic students, ITI students, Diploma students, Graduates, Post-Graduates, NEET category (Not in Employment education or Training), etc. pan India from August 2018. Counselling will be conducted on a standardized module/content as defined by NSDC/MSDE.

1.3.1 Objectives of the Skill Saathi Scheme:

- **Create Awareness** about the Skill India Mission and inform the youth of India about vocational education and its opportunities.
- **Sensitize** prospective candidates about available Market Opportunities under the Skill India Mission, including horizontal and vertical pathways.
- **Facilitate Psychometric Testing and Face-To-Face Counselling Interventions** to create an individual-level impact to guide aspirants to make the right choice of training and subsequent employment/entrepreneurship.
- **Facilitate Understanding** of the concepts of *New India*, the prospects of India becoming the *Skill Capital of the World* and how the new generation of youth can become drivers of change.

1.3.1 Key Features of Skill Saathi:

- **To counsel** 1 crore candidates pan-India from August 2018.
- **Target Beneficiaries** include students/candidates, School & College Drop-outs, young adults from the community, college students, polytechnic students, ITI students, Diploma students, Graduates, Post-Graduates, NEET category (Not in Employment education or Training) and the youth of India at large, preferably in the age group of 15 – 35 years.
- **Facilitate Awareness and Guidance** among the Candidates about the available courses as per their aptitude and Psychometric Test results and availability of skill training prospects.
- **Capacity Building of Counsellors** to fulfil the objective of the scheme.
- **Skills on Wheels** – Skills on Wheels will be a part of the Skill Saathi in order to create awareness about skill development among youth at their doorsteps. Specially branded vehicles shall tour the villages/towns for propagating the skill India mission and counsel the students.
- The scheme will have **outcome based payouts**.
- Mind mapping/ Psychometric test/ interest mapping would also be encouraged through appropriate incentive structure.

1.4 Strategy and Approach

- NSDC will be the implementing agency for this scheme.
- It is proposed to involve the following agencies to conduct counselling sessions as Counselling Implementing Organizations (CIOs).
 - a) Pradhan Mantri Kaushal Kendra (PMKK): In addition to counselling at their centre, these PMKKs will be conducting counselling sessions at Institutions like Govt/Non- Govt. schools& colleges
 - b) Kendriya Vidyalayas(KV)
 - c) Jawahar Navodaya Vidyalayas (JNV)
 - d) Centres of Deen Dayal Upadhyay Garmin Kaushalya Yojana (DDU-GKY)
 - e) Government ITI, NSTI
 - f) Volunteers/Members of National Service Scheme (NSS), NCC, Bharat Scouts & Guides
 - g) Volunteers of Nehru Yuva Kendra Sansthan (NYKS)
 - h) JSS, Polytechnics
 - i) Social/Student/ Not for Profit Organizations, subject to empanelment & approval by NSDC/MSDE, shortlisted by a defined criterion
- Nationwide capacity building workshops for counsellors of the CIOs, will be undertaken by competent professionals, as assigned by NSDC.
- All CIOs to conduct counselling sessions on the standardized module provided by NSDC, during working hours.
- All the CIOs for all purposes of the scheme will be separate and no overlap of roles will be permitted to ensure transparency and objectivity.
- The data mobilized and mapped would be provided for leverage by all GoI and State Schemes so that the willing candidates gets an opportunity to skill oneself.
- The scheme will provide pay-outs to the Counselling Implementing Organizations (CIOs) in alignment with reimbursements predefined by NSDC upon successful completion of counselling.
- Pay – outs will be based upon successful Monitoring Reports, mapped electronically through the skillindia.gov.in portal.
- The pay-outs will be made through bank transfer to the Counselling Implementing Organizations' (CIOs) accounts, as applicable.
- Branding norms as defined in the Branding Guidelines will need to be adhered to.

2 Stakeholders Involved

2.1 Target Beneficiaries:

The Counselling Scheme aims at benefitting 1 crore students/youth across India in the age group of 15- 35 years. The target group could be school students, ITI students, Diploma students, young adults from the community, college students, polytechnic students, as well as the NEET category (Not in Employment education or Training) candidates and the youth of India at large. These sessions will be conducted across India, through the stakeholders aka CIOs.

2.2 Counselling Implementing Organizations (CIOs):

Counselling Implementing Organizations (CIOs) shall be given the task of conducting the Counselling Sessions on a pan-India level.

2.2.1 Types of CIOs & Selection

a) Government CIOs:

These CIOs are organizations/agencies registered under State Government or Government of India (GoI). Such CIOs are exempted from the selection process. These CIOs may participate in the Counselling Scheme voluntarily, basis an invitation from MSDE.

b) Training Partners/Centres affiliated under the NSDC Ecosystem

Such CIOs automatically qualify and are exempted from the selection process. These CIOs will participate in the Counselling Scheme basis directives from NSDC/MSDE.

c) Not for Profit CIOs

Such CIOs will go through a selection process, basis norms laid down by NSDC & duly notified on <https://www.nsdcindia.org>. Short listing of CIOs will be carried out by a committee appointed by NSDC & evaluation criteria as notified on <https://www.nsdcindia.org/>.

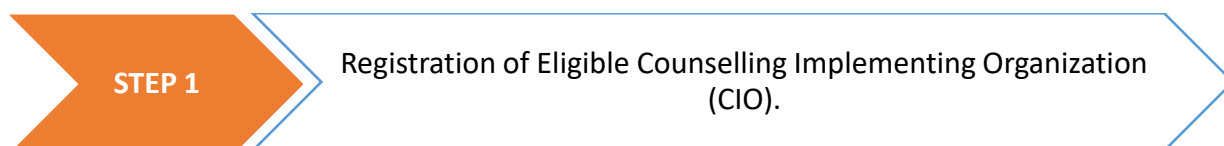
2.2.2 Process Flow Chart for Not for Profit CIO: Empanelment ~ Reimbursement

- Step 1: Invitation for Expression of Interest
- Step 2: Submission of Expression of Interest – Through Registering on Skill Saathi app/portal
- Step 3: Short listing of CIOs by committee appointed by NSDC & evaluation criteria as notified on <https://www.nsdcindia.org/>
- Step 4: Final selection of CIOs by the committee appointed by NSDC, for a maximum of 5 CIOs per district on first come first served basis
- Step 6: Information dissemination to CIO regarding selection, with login credentials to participate in Skill Saathi

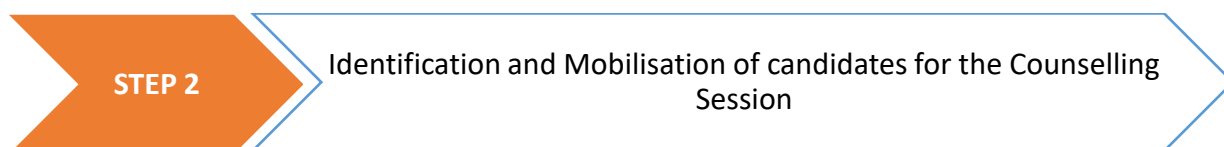
- Step 7: After the registration process is complete the CIOs will share their counselling calendars with NSDC at least 15 days in advance of the commencement of the exercise on ground. They should update any changes in the calendar at least 2 days in advance of the counselling event.
- Step 8: Conduct of Counselling Sessions
- Step 9: Monitoring, Tracking & Validation of Sessions by competent authority
- Step 10: Reimbursement to the CIO basis guidelines mentioned in monetary pay - out

3 Process Methodology

A systematic process is essential to achieve the objective behind conducting the Counselling Scheme at the pan-India level. This requires effective planning and review of each session that the CIO conducts. The process begins with the registration of the organization/center as a Counselling Implementing Organization (CIO).



Eligible Counselling Implementing Organization (CIO) must register in the following Web Portal <http://skillsaathi.nsdcindia.org/signup.php>. Profile of Counselling Implementing Organization (CIO) would go through an approval process, and conclusion would be communicated by NSDC for further action.



Identification of potential beneficiaries of the counselling campaign mark the beginning of effective planning. The Counselling Implementing Organization (CIO) must identify the candidates that need to receive counselling. The selection of candidates must be aligned to the key objectives of the Scheme. These candidates must be mobilized through various methods.

Methods for conducting effective Mobilization:

- Door-to-door mechanism
- Advertisement in the local newspaper
- Connect with local youth organizations and engage them in the process
- Regional/Community Radio
- Connect with Gram Panchayat in case of rural areas.
- Connect with Community Service Centers (CSC)
- Pamphlet Distribution

- Connecting with prominent local institutions who work for social welfare and engaging with them in creating awareness amongst youth and generating interest to know more about the Skill India Mission
- Connecting with MPs, MLAs, Block Development Officers etc. to create awareness and generating interest amongst youth and generating interest to know more about the Skill India Mission
- Any other

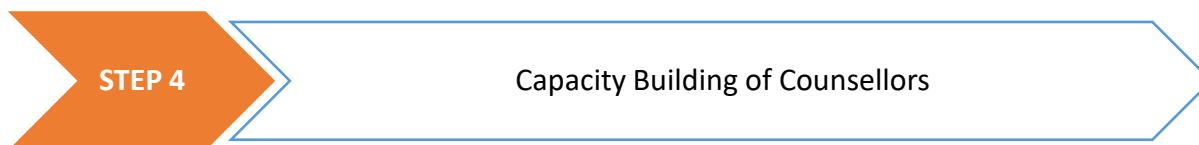
Apart from the above-enlisted methods, the CIOs can employ more creative techniques to engage with youth and increase their participation. The CIOs shall maintain a detailed database of the candidates identified, to refer to, before conducting a Counselling Session.



The counselling venue with adequate capacity of seating arrangement for a minimum of 50 candidates preferably, per batch up to a maximum of 200 candidates per session/venue/day, must be ascertained, before conducting the Counselling Session. The time should be convenient, and the location should be easily accessible, comfortable and safe for the candidates and/or those required for the session. Information of the time and location must be provided clearly to the candidates, during the mobilization exercise, with a clear communication of a Helpline Number/support service. There should be dedicated SPOCs of the participating CIO(s) who shall be available to guide the candidates when required.

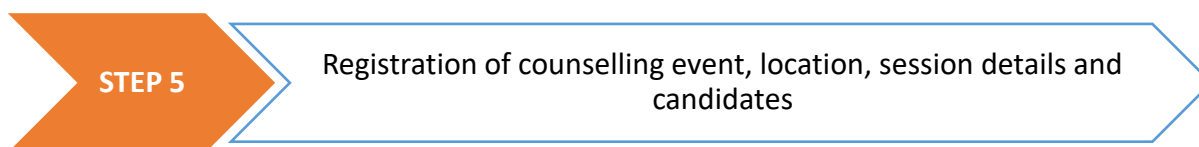
The venue must be equipped with a projector, sound system and mike for screening of the counselling video. There shall be volunteers/officials to manage the group of students, to ensure smooth functioning of the Session.

Suitable arrangements for the registration of the candidates should be ensured. The CIO should also have dedicated staff to ensure timely and correct filling of mandated fields on the candidate registration App.

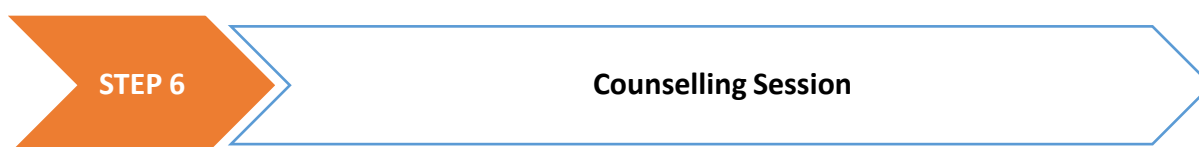


Each CIO is expected to either enroll professional counsellors/trainers/individuals for the execution of this campaign or engage people from the training eco system who will benefit the purpose. These counsellors may be individuals who can efficiently interact with the target group and have sector-specific knowledge. The counsellor should be able to actively engage with the candidates and impart the content interestingly. The delivery should essentially be motivating. The candidates should be encouraged to reach out to these counsellors even after the counselling session for long-term support.

The entire scheme with its process of execution and objectives, must be explained in detail to the counsellors. The CIO shall ensure proper understanding by the counsellor about the entire time-bound exercise before assigning tasks further.



Counselling Implementing Organization (CIO) is required to download the Skill Saathi mobile application to register the counselling session, event, location and candidates. It is mandatory to use only the mobile device and application (app) to register and upload credentials of the counselling event. Process will be monitored during the session and adhering to the defined format is imperative for successful execution and necessary monetary payout.



Each Counselling Session is proposed to be of one-hour duration, approximately and shall be divided into 5 steps which need to be adhered to, by the CIO executing the counselling scheme on-ground. The following are the proposed steps in which the Counselling Session would proceed.

- Introductory Session – Duration 10-15 Minutes (As in the Skill Saathi Process Manual provided to CIOs)
- Counselling Video Screening – Duration 10-15 Minutes
- Tool Kit distribution for each candidate. Duration 5 Minutes
- Post Screening Interactive Session – Duration 5-10 Minutes
- Psychometric Test (Occupational Interest Profiling) – Duration 20 Minutes
- Question & Answers – Duration 5 Minutes

4 Monetary Payouts

4.1 Incentives for the Counselling Implementing Organizations

Each CIO may be incentivized with a financial reimbursement @ ₹40 per candidate. The CIO could make batches of 50/batch up to a maximum of 200 candidates, for each session/per venue/day –registered on the Skill India portal and validated through the Skill Saathi monitoring app, subject to approval by NSDC.

The reimbursable amount will be for registered candidates, valid counselling session photo uploads on the Skill Saathi app and other mandates mentioned in Section 3. (Process Methodology)- up to a maximum of 200 candidates, i.e. up to a maximum of ₹ 8000 for 200 candidates for each session per venue (per address), per day, only. The CIO could conduct 1 or more sessions in a location. E.g. On 5th September, XYZ enterprises may conduct one session at KV in Bhubaneswar (max 200 candidates per venue/address) and another in JNV also in Bhubaneswar (max 200 candidates per venue).

The amount will be transferred electronically based on the bank details provided by the CIO in the CIO Skill Saathi Monitoring App. A proposed amount is mentioned below:

Number of candidates Per Session/Venue/Day	Reimbursement ₹
200	8000

*** Remittance will depend upon successful quality operation of counselling sessions abided by listed protocols in section 3 (Process Methodology) and monitoring mechanism reports as analyzed and approved by competent authority as mentioned in section 6**

4.2 Documentary Evidence required for Reimbursement

- Undertaking from the CIO in the desired format, as notified by NSDC/MSDE
- Submission of Invoice
- Letter from the Head of Institution for completion of counselling, for the number of candidates for which reimbursement is being sought. E.g. If the counselling session has been conducted in a KV, then a letter from the principal of that KV is required, with the required details.

5 Branding and Communication

Branding pertaining to the campaign becomes important as it will be designed such that it motivates and educates the candidates/youth attending the counselling sessions and registers to be different in style from the regular branding formats followed elsewhere under Skill India activities. The counselling sessions and the branding integrated with them would aim to instill a feeling of being 'Empowered Drivers of Change' in the mind of attendees, together with promoting the counselling scheme.

Standardized branding guidelines to be followed by CIOs, during the execution of a counselling session

- Adequate size, prominently visible standee of the branding provided by NSDC at the entrance of the venue
- Adequate size, prominently visible banner of the branding provided by NSDC at the back of the hall/room in which counselling is being conducted
- Making short duration videos (max 30 seconds-mobile) of at least 4 candidates in every session with a relevant cut out or poster at the back stating how helpful the session was for him/her and sharing it with NSDC for circulating on social media.
- Tagging sharing benefits of Skill Saathi on all Social Media Platforms like Twitter#fark dikh raha hai etc.

- All content on the collaterals shared by NSDC will be adapted in regional languages as well, by NSDC for better comprehension.

6 Monitoring

To monitor the Counselling Sessions executed by the CIOs, the following methods may be used to verify and validate the Counselling Sessions:

- Analysis of data on the Skill Saathi Monitoring App – mapping Geo Tagged & Time Stamped coordinates of the pictures of the counselling session, with that of the registered CIO/centre credentials
- Analysis of credentials mentioned against each candidate mapping Geo Tagged & Time Stamped coordinates of the pictures of the candidates attending the counselling session, with that of the registered CIO/centre credentials
- Call Validations (Optional)
- Surprise Visits (Optional)
- NSDC reserves the right to check the duplication of candidates, basis its internal mechanisms
- Officials of MSDE/NSDC shall also be empowered to monitor the Scheme
- Occasional Visit of MPs, MLAs and regional public representatives
- NSDC reserves the right to conduct forensic audit, and in case of any adverse findings, monetary pay – outs will not be reimbursed.
- Monetary penalty will be levied on the CIO, if found guilty, by the competent authority -at any point, which may extend up to 10 times more than the total monthly reimbursement sought.

7 Scheme Budget

Particulars	Amount ₹ (Crores)
Counselling for 1 CR candidates @ ₹40	40.00
Capacity Building Workshops for councilor	0.50
Media & Miscellaneous	1.00
IT system development	0.50
Skill on Wheels (for 1 year)	4.00
Total	46.00
