

Employment through Skills Training & Placement

(Operational Guidelines)

National Urban Livelihoods
Mission



Government of India
Ministry of Housing & Urban Poverty Alleviation

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Government of India
Ministry of Housing & Urban Poverty Alleviation
(UPA Division)

Nirman Bhawan, New Delhi
Dated: 13th December 2013

OFFICE MEMORANDUM

SUBJECT: Operational Guidelines for the Employment through Skills Training & Placement (EST&P) under the National Urban Livelihoods Mission (NULM)

The guidelines for the National Urban Livelihoods Mission (NULM) have been issued vide OM No. K-14011/1/2013-UPA dated 24th September 2013.

2. The operational guidelines for the Employment through Skills Training & Placement (EST&P) component of NULM are annexed herewith, which will be followed by all the implementing agencies. These guidelines have also been uploaded on the website of the Ministry of Housing and Urban Poverty Alleviation, and may be accessed from http://mhupa.gov.in/NULM_Mission/NULM_Mission.htm.

3. This issues with the approval of Hon'ble Minister for Housing & Urban Poverty Alleviation, Government of India.



(B. K. Agarwal)

Joint Secretary to the Government of India
Ministry of Housing & Urban Poverty Alleviation



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1 Introduction and Objectives

The National Skill Development Policy issued in March 2009 states that the demand for skilled manpower by 2022 is 50 Million. Due to increasing urbanization, 50 Million non-farm employment opportunities will be created during the 12th Five Year Plan period and same number of people would be provided certified skill training.

The Employment through Skills Training & Placement (EST&P) Component under NULM is designed to provide skills to the unskilled urban poor as well as to upgrade their existing skills. The program will provide for skill training of the urban poor to enable them setting up self-employment ventures and for salaried jobs in the private sector. The EST&P Program intends to fill the gap between the demand and availability of local skills by providing skill training programs as required by the market.

Objectives

The broader objective of the Employment through Skills Training & Placement (EST&P) Program is –

- To provide an asset to the urban poor in the form of skills for sustainable livelihood
- To increase the income of urban poor through structured, market-oriented certified courses that can provide salaried employment and / or self-employment opportunities which will eventually lead to better living standards and alleviation of urban poverty on a sustainable basis
- Ensure inclusive growth with increased contribution of skilled urban poor to the National Economy.

2 Skill Training Modules

2.1 Skill Gap Analysis

In order to achieve the above objectives, the trainings should be provided as per the industry demand and as per the curriculum recognized nationally. The industry demand for skill can be assessed only through a comprehensive Skill Gap Analysis at city level. The Skill Gap Analysis (SGA) should provide a clear picture of the industry wise demand for trained manpower, nature of skills required, trades to be selected for EST&P both for



wage employment as well as for self-employment. The SGA should also state the nature and duration of the courses required for each trade. Such a study must have projections for a period of 5 years. The Skill Gap Analysis conducted by National Skill Development Corporation (NSDC) may be referred by the State Urban Livelihoods Mission (SULM). The SULM may take help of Sector Skill Councils of NSDC, Technical Universities, State Department of Labour and Employment, State Industries Department, Government sponsored Research Institutions, State Industries Association or any other competent agency to conduct the Skill Gap Analysis. The cost of conducting Skill Gap Analysis may be booked under the A&O Expenses of NULM.

The Skill Gap Analysis should provide demand for employment in upcoming industries and also identify the scope for setting up of self-enterprises in local area. The trainings should be conducted for imparting skills with highest demand in local areas, however for candidates willing to migrate to other regions skill training courses not identified under skill gap analysis may also be conducted.

2.2 Curriculum Designing

The skill trades identified through the skill gap analysis should have a formal standard curriculum which is designed in accordance to the demand of the industry, need for assessment and certification requirements.

The National Occupational Standards (NOS) have been developed by various Sector Skill Councils under NSDC. The NOS specify the standard of performance an individual must achieve for carrying out a function in the work place. The NOS are laid down by the employers through the Sector Skill Councils under NDSC. The NOS and identified Job Roles are in accordance to the standards prescribed under the National Vocational Education Qualifications Framework (NVEQF) as mentioned in the National Skill Policy. The SULM may consider finalizing the curriculum based on the NOS and NVQEF requirements.

The Ministry of Labor & Employment has designed curriculum for a list of Modular Employable Skill (MES) courses under the Skill Development Initiative Scheme. The curriculum as provided by MoL&E may be followed for the skill training courses. However, if MES courses do not have curriculum for any particular skill training then a formal curriculum may be approved by the state.



All the standard curriculum for any training course under EST&P should be designed in consultation with a competent technical agency such as Technical University / College, Directorate of Technical Education, National Skill Development Corporation, Sector Skill Councils of NSDC, etc. Designing of curriculum should not be left on the Skill Training Provider alone. All the courses should be approved by the SULM in consultation with any of the above agencies so as to ensure standardization and job opportunities for trainee. The Training course modules should be in accordance to local industry demand and acceptable at state / national level. The course curriculum should be designed to ensure certification of industry standards.

2.3 Soft Skills

In addition to the basic skill training on specific skills, the training course modules should have the following modules integrated into the course curriculum –

- a. Soft Skills – Basic Communication skills (in English and local language), Basic computer operations (for courses other than computer training), Professional Etiquettes, etc.
- b. Financial Literacy – Orientation and awareness on savings, credit, subsidy, remittance, insurance and pensions.
- c. Other government schemes – the candidate may also be provided information regarding other government schemes (including other components of NULM) and entitlements for poverty alleviation. The ULB should facilitate access to such schemes and entitlements for the urban poor.

The above inputs will also assist the candidate on a longer and sustainable basis.

2.4 Course Duration

It is preferred that the course duration for all the skill training programmes under EST&P would be minimum 3 months (approximately 400 hours of the technical training plus 30 hours for soft skills training) for the cost of Rs. 15,000/- (Rs. 18,000/- for North East and Special States) per candidate. However, depending on the trade and course module, SULM may define trainings with different duration. If the MES Curriculum is being followed, then the basic and advanced level skill training courses may be combined to provide 430 hours training.



3 Cost & Payment Norms

The maximum cost support provided for training under EST&P is Rs. 15,000/- per candidate (Rs. 18,000/- per candidate for North-East and Jammu & Kashmir States). However, the cost of training may vary based on the course curriculum, infrastructure and materials needed for the course, course duration, etc. The training cost will include cost of candidate mobilization, curriculum design, trainer's fees, raw materials required for training, assessment & certification, placement linkage, MIS and post-placement tracking of the candidates. No infrastructure development cost will be supported under this component.

SULM may design the terms of payment preferably in 3 or more installments i.e. 30:50:20. The first two installments may be based on the commencement of training, completion and certification of the candidate and last 20% may be paid on the placement / enterprise development and tracking of candidates for 6 months. However, the SULM may decide on any other payment terms and conditions. The STP shall track the candidates provided with support for microenterprise development and candidates provided with job placement for a period of 6 months.

The amount mentioned above is the maximum support per candidate provided under NULM. However, if the training cost is higher than the above, then the additional cost may be borne by the State Government or by the Skill Training Provider.

4 Certification

Each successful candidate undertaking training under EST&P component of NULM should be awarded a certificate issued by a competent agency which has acceptability in the industry. Assessment of the skills gained should be done by an independent certifying agency. The training agency should not be entrusted with the assessment and certification of the trainees to ensure objective assessment.

The Certification Agency (CA) should be empanelled by the SULM based on the quality, integrity and past-record of the agency. Government and Semi-Government Agencies such as National Council for Vocational Training, State Council for Vocational Training, etc. involved in certification process may be accorded priority. The State may also empanel agencies such as Sector Skill Councils, NSDC, All India Council for Technical Education (AICTE), Technical University, national level industry associations such as ASSOCHAM,



NASSCOM, etc. for the assessment and certification of the candidates, depending on their competence to perform this job.

The SULM may enter into a Memoranda of Understanding with the Certification Agency clearly defining the trainings to be certified, area of operation, delivery standards with time lines and processes, and fee to be charged by the agency. The SULM shall fix the fee for the certification based on the course curriculum and in consultation with competent technical agencies. This fee will be directly paid to the certification agency and will be considered as a part of the training cost.

The same should be mentioned in the Terms of Reference (TOR) issued for Skill Training Providers. The TOR shall clearly state the process for assessment and certification of successful candidates. The STP shall be responsible for arranging and issuing of the certificate through the empanelled Certification Agency.

The ULB / SULM through the State Level Bankers' Committee / District Level Bankers' Committee shall ensure that the certificates are considered as valid document for application of Enterprise loans from Banks.

As and when the candidate completes the training and is ready to undergo assessment, the STP shall inform the concerned Certification Agency with details of number of candidates to be assessed, trades to be assessed and location of the training center. The Certification Agency should ensure assessment and declaration of results within 30 days of receipt of the request from the STP. If a candidate fails in the assessment then she/he should be retrained for re-assessment and certification. The re-training and re-assessment cost of such unsuccessful candidates shall be borne by the STPs. The SULM shall reimburse the training cost of only successful and certified candidates to the STPs.

The Ministry of Labour and Employment under the Skill Development Initiative (SDI) Scheme has identified assessment bodies (the list with contact details is available on the website of MoLE). Based on the assessment of the trained candidates, certification is provided by National Council of Vocational Training (NCVT). The ULB / SULM may adopt the process as under the SDI Scheme for assessment and certification.

The Ministry of Human Resource Development under its Community College Scheme provides certificate to the successful candidates as per the National Vocational Education Qualification Framework (NWQEF). The SULM may try to provide such nationally



recognized certificates.

5 Skill Training Providers (STPs)

5.1. Identification

SULM may empanel private STPs through a bidding process. The selection criteria should be a combination of technical qualification, experience of the organization and the cost of training. Strict technical assessment of STPs shall have to be undertaken by the SULM to ensure that the quality of the training is not compromised.

The SULM may also directly enter into an agreement with Govt. Institutes such as Industrial Training Institutes (ITI), Polytechnic Colleges, Technical Universities, etc. with details of modalities for mobilization, training, certification, bank linkage, mandatory placement / self-employment setting up and tracking of the successful candidate.

SULM may also adopt any other successful model of skill training projects funded through Government of India or State Government programs. SULM may also provide skill training through Industrial houses / Industrial associations which provide for in-house placement of trained beneficiaries.

The empanelment of STPs should be valid for a period of 3 years based on satisfactory performance of the STPs.

The certification of all the trainings should be provided by external independent agency and not by the STP.

SULM may also hire services of external professional agencies, universities, academic institutes, etc. for drafting of the TOR, Appraisal, evaluation and monitoring of the STPs. The cost of the same may be booked under the A&O Expenditure of NULM.

5.2. Request for Proposal (RFP) for STPs

The SULM in consultation with the state government skill training agencies and in accordance with the procurement procedures approved by the State Executive Council shall undertake the bidding process for empanelment of the Skill Training Providers (STP). The Request for Proposals for the STPs should essentially contain the following sections in detail:

- i) Criteria and Process for Technical Assessment



- ii) Period of validity of the RFP and empanelment
- iii) Amount of Performance Guarantee
- iv) Approximate number of trainees with location and curriculum details
- v) List of Certification Agency, Process and Costing for Certification in detail
- vi) Conditions for Post Training Support including responsibility to provide placement or Self enterprise establishment support to minimum 50% of successfully trained candidates.
- vii) Other Deliverables such as reporting formats, reporting processes, financial inclusion of candidates, maintenance of data base of trainees, etc.
- viii) Payment Terms and Conditions with conditions for last installment of training cost to be released only after successful placement or microenterprise development and tracking for 6 months post successful completion of the training.
- ix) Penalties for non-adherence to conditions as mentioned in the contract and deliverables
- x) Process for termination of the contract

5.3. Post Training Support

The STP shall work towards providing job-placement or setting up self-enterprise for all the successful candidates. It is mandatory for the STP to provide placement / self-enterprise set-up support for minimum 50% of successfully trained candidates, inability to do so shall result into suitable penalty as provided in the terms & conditions of the contract with STPs.

Job Placement: On successful completion of the training, the candidate shall be provided placement in suitable job by the STP within one month of completion of the training.

Micro-enterprise: For candidates interested in setting up micro-enterprises, the STPs shall be responsible to assist in setting-up the microenterprise within 3 months of successful completion of the training. The STPs shall provide support for proposal writing, ensure credit from banks, provide support for availing subsidy to candidates regarding any of the micro-enterprise development schemes such as SEP component under NULM, Prime Minister's Employment Generation Programme (PMEGP) under Ministry of Micro, Small and Medium Enterprises (MoMSME), Cluster Development Schemes under MoMSME or any other such scheme.

Financial Inclusion: The STP shall also facilitate the opening of Basic Saving Bank Deposit account for all the candidates who do not have a bank account.



5.4. Post Training Tracking

The STP shall be required to track the successful candidates for a period of 6 months. For the candidates provided with wage employment in any industry information like appointment letter, pay package / remuneration, etc. shall be maintained and submitted to the ULB / SULM as per the terms and conditions of the contract with the STPs.

For the candidates interested in setting up micro-enterprises, the STP shall be responsible for providing support and track the progress of Micro-enterprise for a period of 6 months.

6 MIS and Reporting

For Skill Training Providers: The STP shall have the responsibility of regular reporting on progress of training, placement and micro-enterprise establishment to the ULB and SULM on a regular basis. The formats and periodicity of reporting may be mentioned in the TOR for STPs.

The STP shall also develop and maintain online Management Information System (MIS) for recording the information of all the candidates including their contact details, candidate's bank account details, status of assessment and certification, status of the placement or setting up of a micro-enterprise, etc. on their website. The SULM and ULB shall be provided access to all the information regarding the candidate and the training programs of the STPs. As and when the national MIS for NULM is launched, the STP shall have the responsibility to update the information of candidates as specified by the Ministry.

For SULM / ULB: The SMMU at the State level and CMMU at the ULB level will closely monitor progress of activities / targets under this component, undertake reporting and evaluation. The SULM and the ULB/executing agencies shall report timely progress in formats prescribed by the Mission Directorate from time-to-time, indicating the cumulative achievement monthly and upto the end of the quarter and key issues in implementation.

In addition, under NULM, a comprehensive and robust IT-enabled NULM MIS will be established for tracking targets and achievements. States and ULBs will be required to submit their progress reports online and may also use this tool to monitor progress on the ground. In the spirit of proactive disclosure of information and ensuring transparency under NULM, key progress reports under EST&P will also be made available on the public domain in a timely manner.



7 Candidates for Training

7.1. Eligibility of the Candidate

The candidates selected for training under EST&P component of NULM should be from the urban poor households only. The following conditions need to be adhered to in selection of the candidate –

- i) S/he should not have undergone skill development training under the SJSRY / NULM in any other trade during the last 3 years. The candidate can however be provided advanced training on the skills acquired in any previous training.
- ii) The candidate should meet the minimum qualification as per requirement of the training curriculum approved by the State Executive Committee.
- iii) The percentage of SC and ST candidates being trained should not be less than the percentage of SC and ST population in the town.
- iv) Out of the total beneficiaries for the State/UT under EST&P; minimum 30% should be women, minimum 15% should belong to the Minority community and minimum 3% of the candidates should be differently-abled. However based on the trade and area of implementation, if the above requirement of minimum percentage cannot be fulfilled through common training programs, specific training programs targeting the above vulnerable communities maybe undertaken by the SULM.

7.2. Awareness Generation and Demand Creation

The following strategies may be adopted by the SULM for awareness generation and creation of skill training demand from the target community.

- i) The SULM & ULB should conduct mass media campaigns through newspapers, radio, television, posters, wall paintings, SHG meetings, etc. on regular basis to provide information on skill training opportunities and invite applications from the prospective candidates.
- ii) The information regarding the courses, duration, location of training, name and details of skill training providers should be available at all the Urban Local Bodies, City Livelihood Centers and any other urban centers set-up by the government.



- iii) The candidate should be allowed to submit 'an intent to undertake a training' on a plain paper with basic details such as name, age, contact details, name of the training required, Aadhar Card number or other identity document, etc. The prospective candidate can submit the intent to undertake training in physical form at designated centers or through mail or post. On submission of the Intent, the same shall be entered into a register and a receipt with unique registration number shall be issued to the applicant. This will create a Waiting List of prospective candidates for a specific training demanded by the urban poor. The ULB shall accept such intents throughout the year. This register shall be utilized for mobilization of the trainees as and when the demanded training commences in the city. The intent may be received through area offices of Municipal Corporations, Ward Offices, ULBs, Self Help Groups in the areas, Community Organizers, Area Level Federations and City Level Federations of the SHGs, office or training centers of NULM empanelled Skill Training Providers and any other NULM related institutions. The candidate should not have to travel long distances to submit 'the intent to undertake training'.
- iv) The SULM and ULB shall ensure that candidates enlisted in the waiting list shall be informed through available communication means like SMS, letter, Public notice, SHG, ALF, etc. regarding the commencement of training program and details of location of training center, eligibility criteria, course duration, etc.
- v) While deciding on the training programmes calendar for the city, the demand for particular trades as per Waiting List may be considered.
- vi) In addition to the candidates listed in 'Waiting List', the ULB may identify candidates through other means like organizing camps, registration drives, sponsoring by SHGs, etc. However candidates registered in Waiting List will be given preference.
- vii) If a particular skill training is sought by prospective candidates and the ULB does not have competent skill training providers empanelled, then the ULB in consultation with SULM and the local industry association shall arrange to provide the same.
- viii) Before the commencement of the training, a counseling session for all the prospective candidates will be arranged. During this session the prospective candidate would be briefed in detail about the available training program, eligibility criterion, etc.



- ix) At this stage an information and application form will be filled by the beneficiaries. The form shall capture all the details such as education, BPL Status, residential address, other contact details, etc. On the basis of these documents their selection will be done for a suitable training program.
- x) The ULB may also provide information to the probable candidates through Monthly Job Placement Fairs, Rozgaar Melas, etc. in the slum areas.



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