

Guidelines for establishment of Career Centres

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The document details out the objective, services and success parameters for establishment of Career Centres.

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1. INTRODUCTION

1.1 The Directorate General of Employment and Training (DGE&T), Ministry of Labour and Employment (MoLE) is implementing the National Career Service (NCS) which aims to provide a variety of employment related services.

1.2 The Government is now giving increased focus on career counselling as a key activity of NCS to enable for our aspiring youth to pursue the right career choice according to their aptitude so that they join the workforce with better skills for enhancing growth and development. It has a vision to develop Career Centres as a real exchange platform for job seekers and providers. There is also a need to evolve a road map to make these centres tie up with educational institutions and potential industries.

1.3 With this background, NCS has been conceptualized as a comprehensive, multi-pronged, transformational project. Key aspects of this project include:

- a. Establishment of Career Centres which would be enabled by making the right infrastructure and linkages available to perform counselling functions.
- b. Implementation of a comprehensive capacity building initiative for augmenting the skills of Career Centre professionals and other ecosystem counselling partners.
- c. Setting up a National Portal which will act as a platform to bridge the gap between Government and Private Job providing ecosystem, Job seeker and Skill development ecosystem.
- d. Providing access to tools to analyse skill-wise demand of industry and supply of Jobseekers, as well as access to a rich knowledge repository of career counselling content in multiple languages so that candidates are counselled appropriately.
- e. Collaboration with various stakeholders like State Governments, Schools, Colleges, Jobseekers, Skill Development Institutions, Employers, NGO's, Volunteer Agencies, Technology partners, Verification agencies etc.
- f. Establishing institutional/governance structures and Revenue Model for securing sustainability and relevance of the services being offered through these centres.

- g. Appropriate Information, Education and Communication (IEC) strategies to reach out to the stakeholders.

1.4 Accordingly, this scheme is focussed on establishing Career Centres in a phased approach ensuring that standardized set of services are offered all across. Accordingly it is proposed to implement Model Career Centres in Industrial clusters, Education & Training Institutions, Tertiary Sector Clusters, Rural and Semi-urban centres (KSK, PRI, CSC etc.), Corporate setups, Employment Exchanges etc. nationwide. States/institutions¹ keen to set up such centres will be expected to replicate services offered in these model centres to other Career Centres.

2. OBJECTIVES

2.1 Career Centres will connect local youth and other job-seekers with all possible job opportunities in a transparent and effective manner through the use of technology as well as through counseling and training. While the state-of-the-art technology driven National Career Service Portal will, in a sustained manner, provide information about available job opportunities and resources for Career Centres to function effectively, the Career Centres would be the pivotal outreach and counseling interface of the National Career Service for teeming millions of aspiring youth from rural, semi urban areas as well as from disadvantaged sections of the society.

2.2 These Centres would be staffed by motivated and competent personnel, enabled with necessary tools and infrastructure for:

- a. effectively and continuously assessing demand of skills in labour markets, local in other States and abroad;
- b. guiding youth visiting the Centres or by outreach to schools/colleges, various training institutions, about the training, on-the-job training, job opportunities, etc., according to their aptitude and potential, and
- c. connecting youth and other job seekers with jobs through portal, job fairs and other possible interface with employees such as campus placements.
- d. mobilizing employers and other placement agencies to connect to NCS for meeting their HR requirements

¹ Establishment of Career Centres by Institutions: In addition to these guidelines, the sponsoring agency will need to meet additional requirements as specified by the Appraisal Committee.

3. SERVICES TO BE OFFERED THROUGH CAREER CENTRE

3.1 Career Centres will be responsible for all activities related to the NCS project and will be linked to the NCS portal services for improved quality of services and outcomes. Activities to be performed by Career Centres can be categorized as follows:

3.1.1 **Coverage - Catchment Area:** Each Career Centre would cater to a catchment area comprising around 3-4 adjacent districts covering an area of approximately 100 sq. kms to map out the availability of institutions, industry, demographics etc. and post the details on the NCS portal for general access. The catchment area is for the purpose of capturing information on the portal in a comprehensive manner and is not intended to deny access of services to any candidate. The Ministry of Labour & Employment would facilitate Model Career Centres in conducting demand and supply assessment survey.

3.1.2 **Demand side – Industry Interaction:** Career Centres will undertake market sizing exercise to estimate the number of employment opportunities in their area, associated skill requirements, skill training capacity availability etc. This will require close and constant interface with local industry and employers.

3.1.3 **Supply side – Candidate Engagement:** On the supply side, Career Centres will provide counselling services to the job seekers and make them aware of opportunities based on their skills, area of interest and requirement. Career Centres will thus provide a range of employment related services like career counselling, job matching, employment market analytics and other value added services.

3.1.4 **Job and Skill Mapping:** Career Centre will undertake the job skill mapping for identification of right fit job for candidate. The candidates will be assessed through skill assessment and psychometric tests and guided to the right opportunity whether it is for employment, skill training, apprenticeship training, on-the-job-training, finishing course (gap training) etc.

3.1.5 **IEC activities:** Career Centre will through multi-pronged IEC strategy increase awareness amongst the various stakeholders like skill training institutes, assessment bodies, schools and college administration, local community leaders, government departments and public in general about the services available.

3.1.6 **Last Mile Employability courses:** The Ministry is evolving a scheme for offering Last Mile Employability courses for enhancing the employability of youth. These courses will be

made available through selected institutions after approval of the scheme and will be rolled out through the Model Career Centres.

3.2 To operationalize the establishment of Career Centres, a Memorandum of Understanding between Gol and the States/institutions would be agreed upon and signed.

4. ROLE OF GOVERNMENT OF INDIA IN ESTABLISHING THE CAREER CENTRES

DGE&T will provide the following support for establishment of Career Centres:

4.1 Capacity Building Program for counsellors in Career Centres:

A modular capacity building exercise will be designed to equip and facilitate the network of Career Counsellors to perform and deliver the services expected from a Career Centre. The overall training is envisaged to cover the following:

- a) Orientation Program on counselling techniques
- b) Train the trainer programs for counsellor champions to become Master Trainers
- c) Periodic refresher training
- d) Advanced Training (Specialized career counselling techniques)

4.2 Tools & Aids for undertaking the Career Counselling Activities:

Toolkits and associated aids and best practices for use by the officers while carrying out counselling activities. The toolkit and reference material will be available in English/ Hindi and with assistance of states in other regional languages eventually. Following is the initial set of toolkit that will be made available to the Career Centres:

- a) Standard operating procedure for handling various kind of candidates whether literate or illiterate
- b) Psychometric & Aptitude Tests
- c) Psychomotor Testing Kits
- d) FAQs related to various types of career opportunities, skills and popular job choices
- e) Access to Audio & Video content on career choices
- f) Employment Trends
- g) Skill-Career Mapping Tool (Evolving)

4.3 Tools & Aids for undertaking the Outreach Activities:

Toolkits and other necessary aids and best practices for use by the personnel while carrying out outreach activities. Following is the initial set of toolkit that will be made available:

- a) Standard operating procedure for organizing a job fair, local industry directory etc.
- b) Standard operating procedure for conducting an outreach program
- c) Publicity Content and guidelines for Mobile Vans

4.4 Establishing the Model Career Centres:

GOI will facilitate establishment of Model Career Centres in collaboration with the States/institutions as per the guidelines issued by DGE&T. The States/institutions keen to set up Career Centres will be required to prepare proposals in accordance with these guidelines. These proposals will be processed for approval by the Appraisal Committee in DGE&T. In case of difficulty in availability of corresponding provisions in state budget for initial few proposals, the funds will be routed through DGE&T offices located in the respective States in 2014-15. Normally the financial assistance will be given to state through budget, and to sponsoring institution, as the case may be. The details on the structure and functioning of Model Career Centre are at Annexure A.1.

4.5 Young Professionals/counsellors for assistance in career services:

The Model Career Centres would be the role model for replication of career related services. For supporting the professional assistance requirement, the Ministry will be launching a Scheme for Young Professionals to be deputed to these Model Career Centres to facilitate the integration and institutionalization of new processes. DGE&T proposes to empanel competent young professionals through a centralized scheme for a period of 3 years across these Model Career Centres. These professionals will prepare regular reports on success parameters, to be shared with all stakeholders and will identify best practices and pain areas/bottlenecks in Model Career Centre implementation. They will also coordinate outreach activities to schools/colleges and conduct job-fairs including interaction with academia, local industry, manufacturing associations, training providers and other stakeholders. In case a centre requires the services of a Counsellor, instead of a Young Professional for better operationalization of the Model Career Centre, the same may be requested for in the proposal.

4.6 ICT platform in form of National Career Services Portal:

NCS portal will make effective use of technology and provide state-of-the-art ICT based tools for use by personnel of Model Career Centres in facilitating discharging their duties. Some of the services that will be made available through NCS portal are:

- a) An updated knowledge repository on Career Related content for effective counselling
- b) Job & Skill Mapping for contemporary/popular careers
- c) Job & Vacancy Postings
- d) Training Calendar & Scheduler
- e) Candidate Registration & Tracking
- f) Skill Assessment and Aptitude Testing interfaces

4.7 Call Centre & Helpdesk services:

National number based call centre functionality will be made available for job and career aspirants. This call centre will primarily provide following functionality:

- a) Provide access channel for illiterate/ differently abled jobseeker, entering data on their behalf
- b) Helping jobseekers who wish to register on national portal by phone call, entering data on their behalf
- c) Resolving technical issues with regards to national portal access
- d) Providing information on available courses/ skill training by searching information from database

4.8 Central Government Scheme Details for skill enhancement:

DGE&T will provide the information on schemes sponsored by various central government ministries in the field of skill enhancement and employment. This information can be used by the Career Centre for guiding youth on skill and career opportunities from these schemes, assist them in entrepreneurial pursuits.

5. ROLE OF STATE GOVERNMENT/INSTITUTIONS IN ESTABLISHING THE CAREER CENTRES

The success of the Career Centres requires active involvement of state governments/ other sponsoring institutions. Locations where Career Centres are being established require a situational analysis of the catchment area as per the specified format which covers distribution of training institutions, educational institutions and nature of industries etc. The broad contours are described below:

5.1 Sponsoring Institution:

Institutions that can send proposals for establishing Model Career Centres can include, but not limited to:

- a) Central and State Governments
- b) Autonomous Training Institutions under Central and State governments
- c) Educational and Training Institutions recognized by GOI, Central and State Governments, UGC, State University Act, AICTE
- d) Other reputed institutions/organizations in operation for minimum of 5 years working in the area of career counseling and skill development having presence in atleast 3-4 states
- e) Corporates, Industry, Industry Associations, Chambers of Commerce etc.

5.2 Current situation analysis of the proposed centre:

A detailed exercise to assess the current situation of the proposed Career Centre in terms of following parameters needs to be undertaken to identify the necessary interventions that will facilitate them to function as Career Centres:

- a) Adequacy of manpower currently available for each such centre
- b) Skill/Training needs of current officials to function as career counsellor
- c) ICT infrastructure to discharge the duties (computers, printers, projectors, audio-video system)
- d) Network Connectivity (Type of connectivity and bandwidth availability)
- e) Electricity and power backup facility
- f) Water & Sanitation facility
- g) Space Availability (for students, counsellors etc.)
- h) Type of premises (owned/rented)
- i) Feasibility of making alterations/renovation in the premises

Complete profile of each proposed centre needs to be prepared as per the template available at Annexure B.

5.3 Identification of suitable location(s) for establishing Model Career Centre:

In all 100 Model Career Centres are proposed. In phase 1, 8-10 Model Career Centres would be established which are to be operationalized by March 2015 along with launch of NCS portal. States/institutions are required to identify suitable centres, which can be transformed as Model Career Centres. **These may be located in industrial clusters,**

education & training Institutions, tertiary sector clusters, rural and semi-urban centres (KSK, PRI, CSC etc.), corporate setups, employment exchanges etc.

5.4 Establishing suitable sustainability model for Career Centres:

States/institutions are required to adopt a suitable sustainability model for smooth and consistent operations of Career Centres which will include recurring expense of funding of manpower and other operating expenses. Several kinds of models for different centres may be mixed and matched to ensure that career services are offered in an uninterrupted manner while maintaining quality of service. Some alternative modes of funding are:

- a) State Government Funding (direct/convergence with other schemes)
- b) Public Private Partnership (Industry Association Sponsorship/Company Sponsorship/ Pvt. Owned/ Partial Ownership)
- c) CSR fund Mobilization for Career Centre
- d) Jointly operated centre

Career Centres will be allowed to provide additional services to ensure viability within the overall NCS Policy framework.

GoI will provide the operating expenses for the first year of operation of the Model Career Centres subject to the overall funding scheme and the States/sponsoring institutions will need to continue the scheme in subsequent years from their own funds.

5.5 Identification of Best Practices related to Industry interaction, Student Engagement and Outreach Program

States/Institutions need to identify the best practices from various employment related schemes/programs that have generated interest from Industry/Skill Institutes/Jobseekers etc. They also need to share the details of schemes/initiatives which have generated substantial results in the direction of enhancing jobseekers employability. As part of information sharing these best practices will be collated and shared with other Centres for cross leveraging.

5.6 Collation of Career, Job and Skill related data for hosting on National Portal:

States/Institutions may have developed rich career related content which is useful for career aspirants. This content may be collated and made available to the jobseekers cross the country via NCS portal. This will not only benefit the jobseekers but also the career counsellors who will be able to provide better guidance to the aspirants.

5.7 **Appointing Nodal Person for managing the NCS activities:**

States/Institutions are required to appoint a nodal person for the NCS project. He/she will be responsible for managing the overall operations of the Career Centres. He/she will undertake the following responsibilities:

- a) Operational responsibility for the Project
- b) Formulating Project Proposals
- c) Coordinating with GoI for various projects activities
- d) Hardware roll-out and operationalization of Model Career Centre
- e) Co-ordination and facilitation of meetings with various agencies
- f) Resolution of all issues for smooth project implementation

6. REVIEW AND MONITORING MECHANISM

6.1 One of the major success parameters for effectiveness of Career Centre will be the number of youth that are connected to jobs according to their potential. NCS portal will act as a platform where the entire action plan related to Career Centre will be created and updated. Progress of Career Centre transformation may be monitored using pre-defined and configurable reports that will be generated based on the data entered in each Career Centre.

6.2 During the orientation training, the career counsellors will be trained on ways to develop the action plan specific to their individual center as well as to conduct the outreach activities, job fairs and industry interaction. They will also be made aware of reporting methods for action plan progress. All activities carried out as part of the action plan will be tracked using the NCS portal.

6.3 **Success Parameters:** Key success parameters for Career Centres are as follows:

- a) Number of candidates who have been assessed for skill and aptitude or counselled on relevant career options
- b) Number of school counselling sessions or job fairs or other outreach activities undertaken (with number of candidates participating)
- c) Number of vacancy postings coordinated
- d) Number of candidates who have been placed through various channels
- e) Number of candidates who have been placed through enabled matching services (like Last Mile Employability training, Recognition of Prior Learning etc.)

6.4 DGE&T will also have access to insightful analysis and information that is generated from

the NCS data. These could be utilized by stakeholders to refine guidelines and share best practices for improving the services offered by Career Centres. States/Institutions will undertake periodic review of the reports and formulate corrective action for improving the Career Centre services.

7. SUBMISSION OF PROPOSALS:

7.1 States/Institutions are required to submit proposals for establishment of Model Career Centres based on the template provided in Annexure B which covers the following areas:

- a) Implementing Institution details(Annexure B.1)
- b) Current situation analysis (Annexure B.2)
- c) Infrastructure requirements with financial details (Annexure B.3)
- d) Proposed resource deployment plan (Annexure B.4)
- e) Proposed implementation timelines (Annexure B.5)
- f) Proposed Target Plan (Annexure B.6)
- g) Sustainability Model (Annexure B.7)

7.2 An Appraisal Committee has been constituted to set the guidelines for evaluation of the proposals under the NCS framework based on administrative, technical, financial parameters including feasibility and viability and this committee will also scrutinize the proposals based on the guidelines evolved. The Appraisal Committee while evaluating the proposals will give due weightage to the relevant experience of the Implementing Institution and ensure equitable distribution of Model Career Centres throughout the country. It may seek clarifications and suggest modifications on the proposal submitted by the Implementing Institution, as necessary. The Appraisal committee may relax the guidelines depending upon the merit of the proposals on a case to case basis.

8. Additional Guidelines for proposals from institutions other than central/state governments {Revised as on 05.03.2015}

Note: *These are guidelines to be followed by institutions other than central/state governments.*

8.1 **Type of Institution** - The following type of institutions which have been in operations for at least 3 years can apply:

- (a) Institutions or organizations set up as Autonomous Organisation under a specific statute or as a society registered under the Societies Registration Act, 1860 or Indian Trusts Act, 1882 or other statutes.
- (b) Universities registered/recognised under Central or State Acts

Exclusions: Institutions which have been blacklisted/debarred/de-recognised by central/ state government institutions in the last three years would not be eligible to apply.

8.2 Area of expertise for categories 1 (a) above – the Institutions should have worked in one or more of the following areas for the last three years and have a good track record of placements in Industry:

- a) Career Development and Guidance to enhance employability
- b) Vocational training and Skill development
- c) Mobilizing industry and manufacturing establishments for career development, placement and other employment related activities
- d) Other associated activities which are approved by appraisal committee.

Note: Preference will be given to Institutions having (1) a placement track record of over 60% in each of the last 3 years; and/or (2) proposals with sponsorship of industry/ employee/ employer associations.

8.3 Documents to be submitted along with the proposal:

- a) The Articles of Association, bye-laws, audited statement of accounts, sources and pattern of income and expenditure etc. of the last 3 financial years.
- b) A detailed statement of purpose giving the institutional profile and clearly stating the rationale for setting up a Model Career Centre (Not exceeding 2 pages).
- c) Annexure A, B and C of the guidelines duly filled up. The following modifications in the existing guidelines have been made:

- The area for operating a Model Career Centre could be relaxed based on the location and justification.
 - Rent for premises may not be included in the proposal. They could charge value added services but registration and general counselling should be free of charge to job seekers.
 - The advance release shall be a maximum of 60% of sanctioned amount. The remaining payment may be released after compliance validation and receipt of utilization certificate.
- d) The basic services for the NCS project will be made available free of cost to the candidates. The maximum period for which the grants-in-aid will be provided shall not exceed 18 months duration. Thus, a sustainability plan for managing the operations of MCC for a minimum period of 5 years needs to be proposed.
- e) As a part of the key performance indicators, institutions under categories 1 (a) would be required to submit:
- Placement track record of the **previous** 3 years
 - A plan of action giving placement targets for the **next** 5 years to be monitored on a 6 monthly basis
 - The plan should also contain a strategy/proposal for outreach in the catchment area.

Institutions under categories 1 (c) would be required to submit:

- Placement track record of the **previous** 3 years
- A plan of action giving counselling and placement targets for the **next** 5 years to be monitored on a 6 monthly basis
- The plan should also contain a strategy/proposal for outreach in colleges.

Note: For the purposes of monitoring, placement would be defined as the actual number of candidates placed in industry/organisations etc. and should have worked for atleast 6 months post placement.

- f) All activities for which financial support is sought need to be clearly listed with breakup of cost for each activity including IT infrastructure,

furnishing, minor expenditure for partitioning, cubicles and associated work (not exceeding Rs. 7.5 lakhs), etc.

- g) A commitment that the Model Career Centre will facilitate registration from public at large and organise job fairs with industry collaboration.

8.4 Post approval processes:

- a) Prior to release of any financial support, institution shall be required to execute a bond as per the Government Financial Rules (GFRs) and include provisions for exit management.
- b) The MCCs will be required to report their performance on KPIs through the NCS portal and be amenable to physical, financial and performance reviews by DGET or its nominated agencies.
- c) All funds released as grants-in-aids shall adhere to the GFR guidelines. Upon utilization, institutions will be required to submit the utilization certificate as per the GFRs.
- d) For managing the MCC funds, separate accounts (book of accounts, asset register etc.) may need to be maintained by the institution for audit and reviews.

ANNEXURE A: Model Career Centers - Scheme Details

A.1 Details of Model Career Centres

A.1.1 Staffing Plan

- a) States/Institutions will ensure that competent staff is made available and retained for continuity across all the MCCs.
- b) Each MCC will have a Centre Manager who will be the overall in-charge for the management of Centre and be responsible for physical safety and security of Career Centre premises
- c) Centre Manager could also act as a career counsellor. These Centre managers will plan and strategize the operations of MCC in accordance with NCS guidelines issued by DGE&T from time to time. Centre Manager will act as member secretary for the district level committee under the chairmanship of District Magistrate for carrying out career services in the district.
- d) Each MCC will also have other counsellors who will be responsible for providing career guidance to jobseekers and assist Centre manager in carrying out various outreach and IEC activities such as job fairs, mobile van tours etc. These counsellors will also undertake the trainings of voluntary counsellor at block/village level. Roles of Career Counsellors are at Annexure A.2
- e) Each MCC will have support staff consisting of a Registration Manager and IT Support technical staff. These will ensure the daily operations of MCC and assist counsellors in the MCC.
- f) DGE&T proposes to launch a 'Young Professionals Program' under which these professionals will be associated with NCS program for a period of 3 years. In case a centre requires the services of a Counsellor, instead of a Young Professional for better operationalization of the MCC, the same may be requested for in the proposal.
- g) Following table shows the key staff required for operation of MCC:

Staff Type/Category	Number
Centre Manager (Counsellor)	1
Other Counsellors	2
Registration Manager	1
IT Assistant	1
Young Professionals / Counsellor	1 (based on requirement)
Support Staff	2

A.1.2 Infrastructure

The following infrastructure is proposed in an MCC:

#	Infrastructure/ Item description	Quantity (indicative)
A.1.2.1	Reception cum Registration counter	1
A.1.2.2	Waiting area	60 seats
A.1.2.3	Technology Lab (# of work stations)	10-12
A.1.2.4	Self-service kiosks	3
A.1.2.5	Individual Counselor room	3
A.1.2.6	Group counseling room	1
A.1.2.7	Washroom	2
A.1.2.8	Drinking Water	To be available
A.1.2.9	Canteen/ Pantry	1
A.1.2.10	ICT Infrastructure	To be available
A.1.2.11	Total Area (Sq. ft.)	3000

While a sample layout of a MCC is provided in Annexure A.3, the above infrastructure items are explained below:

A.1.2.1 Reception cum Registration Desk: A MCC will have a reception cum registration desk at the entrance. The reception area should have:

- i. Receptionist will have desktop and will help illiterate/ differently abled jobseeker register on NCS, book slots of counsellors for counselling etc.
- ii. Self-service kiosks- The computer literate jobseekers can update profiles, search job on the kiosks
- iii. One Landline Phone with intercom facility

A.1.2.2 Waiting Area: A waiting area with around 60 seats should be available in the Career Centre. It should be well-lit and well-ventilated. The waiting area should have:

- i. LCD Screen – A LCD screen of approx. 42” in size will be installed and will showcase the jobs opportunities, career A/V content etc.
- ii. Newspapers and Magazine Rack
- iii. Seating capacity for visitors

A.1.2.3 Technology Room: Technology Room will have facility for jobseekers to access and update profile, access online career counselling material and view the audio-video content. This room will have:

- i. Desktops and seating capacity
- ii. One Landline Phone with intercom facility
- iii. One multifunction Printer

A.1.2.4 Self-service kiosks: Self-service, easy to use kiosks should be available in the Centre to enable the computer literate jobseekers to update profiles, search job on the kiosks. Other candidates may be provided assistance in use of these kiosks.

A.1.2.5 & A.1.2.6 Career Counseling Rooms: MCC will have a Group Counselling room with an indicative area of 30X20 Sq. feet for Group counselling and individual counselling room with an indicative area of 15*15 sq. This room will have following facilities:

- i. Desktop – Each room will be equipped with one desktop with internet connectivity to be used by counsellor
- ii. One Landline Phone with intercom facility
- iii. Seating capacity for 10 visitors for Group counselling and 2-3 visitors for individual counselling.
- iv. The Group counselling room will also be used to host meetings with industry personnel to understand their requirements with regards to personnel and skills. This will enable counsellors to do Market sizing of skills and jobs which will aid them in providing right guidance to jobseekers.

One LCD Screen – A LCD screen of approx. 42” in size will be installed in Group counselling room which will showcase jobs opportunities, job fairs, other career related content etc.

A.1.2.7 Washroom: Separate washroom facility should be available for different genders. The washrooms should be kept clean and hygienic.

A.1.2.8 Drinking Water: Drinking water facility should be available for all staff and visitors of the Career Centre.

A.1.2.9 Canteen/Pantry: A breakout area with tea/coffee vending machine & seating capacity.

A.1.2.10 ICT Infrastructure: Each MCC will have following ICT infrastructure

- i. Desktops connected over a network
- ii. Access to desktop/network based tools for various tests
- iii. Self-service Kiosks connected to the MCC network
- iv. A dedicated 2 Mbps internet connectivity at each MCC
- v. A multifunction printer with adequate supplies of consumables
- vi. A projector and audio video system
- vii. Token Display system
- viii. Landline Connection
- ix. 2 hours UPS backup for all ICT infrastructure

A.1.2.11 Total Area: A total area of around 3000 sq. ft. is estimated for setting up of Career Centres.

A.1.3 Implementation Strategy

The following strategy will be followed for implementation of MCC:

- a) The role of the Central Government would be largely confined to the guidelines and initial financial assistance for development and management of MCC and aspects pertaining to review and monitoring while implementation of MCC is proposed to undertaken by the States/Institutions.

- b) DGE&T will provide financial assistance and in case of difficulty in availability of corresponding provisions in state budget for initial few proposals, the funds will be routed through DGE&T offices located in respective States during 2014-15.
- c) The indicative ceiling of financial assistance provided to each MCC will be a maximum of INR 50 lakh. This financial assistance can be utilized for infrastructure like electrical and electronic equipment, furniture, IT Hardware as well as minor civil works (a list of admissible expenses are given in Annexure C). Any expense above INR 50 lakh would have to be funded by the States/Institutions. The funding pattern would be 60% release in first instalment, 20% release in second instalment after completion of catchment survey and its posting on website, third instalment of 20% after satisfactory achievement of the project outcomes at the end of the first year and an incentive of Rs.5 lakh if the Model Career Centre is complete, sustains good performance till the end of second year. Appropriate site verification would be done before release of second instalment and third party audit/peer review would be carried out before release of third instalment.
- d) The procurement of standard electrical and electronic equipment, furniture, IT Hardware etc. should be as per the DGS&D/NICSI rate contract while Civil and Electrical works as per CPWD/ State PWD guidelines. In case DGS&D/NICSI rates are not available for certain items, then a Local Purchase Committee may be constituted and the procurement practices of the institution/State may be followed. Alternatively, the procurement of items could also be sourced from agencies like Kendriya Bhandar, National Cooperative Consumers Federation of India Limited etc.
- e) The minimum requirements and services of MCC are at Annexure A.4 and A.5 respectively.
- f) Necessary branding standards should be followed to maintain uniformity and common theme of NCS among states/institutions and with Government of India.

A.1.4 Work Plan for 2014-15

It is proposed to establish around 8-10 Model Career Centres in collaboration with States/Institutions during the year 2014-15. States/Institutions will be requested to identify potential centres preferably near Industrial clusters, Education & Training Institutions, Tertiary Sector Clusters, Rural and Semi-urban centres (KSK, PRI, CSC etc.),

Corporate setups, employment exchanges etc., to be converted to Model Career Centres. The funding route for this initiative would be through DGE&T offices.

A.1.5 Timelines

Following are the high level implementation timelines for implementation of MCC:

Activity	Timelines
Release of guidelines to States/Institutions	10 th Dec 2014
Signing of MoU with States/ Institutions after approval of Action Plan	31 st Dec 2014
Initiation of Model Career Centre work	1 st Jan 2015
Inauguration of 8-10 MCCs (where infrastructure is already present, only Upgradation of facilities required)	Mar 2015

A.2. Activities to be performed by Career Counsellor

Roles & Responsibilities of Career Counsellor

Career Counsellor: A career Counsellor counsels others in finding jobs or vocational courses to help them obtain a job. He holds sessions with students to help them with their career choices.

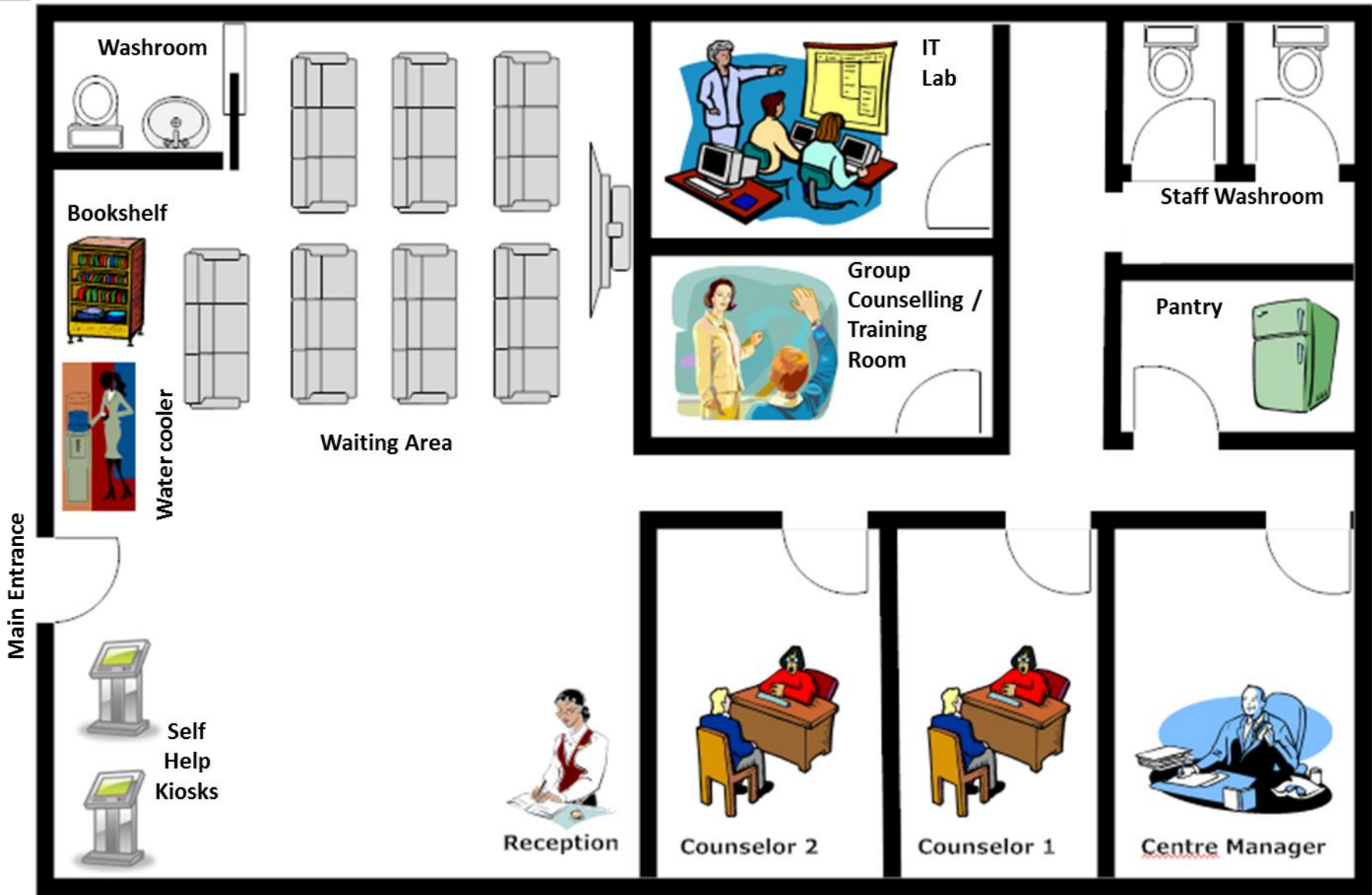
General Responsibilities of a Career Counsellor are:

- Direct counselling of students
 - Interact with students, parents, teachers and school
 - Maintain updated student profile
 - Ascertain the students career preferences
 - Conduct skill assessment and aptitude tests
 - Provide information on financial aid
 - Guide students on right career choice through group counselling followed by face to face
- Counselling of youth/ job seekers
 - Conduct skill assessment and aptitude tests for potential career options
 - Provide information on vocational guidance and career opportunities
 - Provide information on self-employment and entrepreneurial activities include financial assistance
 - Provide information on various schemes for skill development along with training providers
 - Prepare candidates for interviews through mocks and help in CV building
 - Recommend candidates for gap training
 - Match job seeker profile with employment opportunities
 - Follow up activities
- Outreach services like job fairs, mobile services etc.
 - Interact with industry for promoting job fairs and identifying career opportunities
 - Approach schools and colleges for group counselling and dissemination of career related information
 - Mobilize NGOs and other institutions for collaboration in job fairs and outreach services
- Counselling of counsellors
 - Establish a network of counsellors – general and specialized
 - Distribution of counselling toolkits to school Counsellors and provide basic training

Desired Traits for a Model Career Counsellor

- Good knowledge of counselling techniques
- Helpful nature
- Positive approach
- Good communication skills

A.3. Sample Layout for MCC



A.4. Minimum requirements of MCC

1. Power Backup
2. Min. Area – 3000 sq. ft.
3. State/Institution owned property
4. Differently-abled friendly
5. Easy connectivity through public transport
6. Internet connectivity
7. Preferably near Industrial clusters, Education & Training Institutions, Tertiary Sector Clusters, Rural and Semi-urban centres (KSK, PRI, CSC etc.), Corporate setups, etc.

A.5. Minimum Services to be provided by each MCC

1. Registration and Profile Updation
2. Assessment/Counselling of candidates
3. Vacancy Posting by Employers
4. Job Mapping
5. Job Fair and Recruitment drive
6. Feedback/ Grievance Redressal
7. Survey of catchment area

Tentative quarterly targets for Key success parameters as per Clause 6.3 of the guidelines may be indicated in the proposals submitted for consideration of the Appraisal Committee.

ANNEXURE B: Project proposal

B.1. SPONSORING INSTITUTION DETAILS

#	SPONSORING INSTITUTION DETAILS	
1	Name of State/Institution	
2	Address of proposed Career Centre	
3	Contact details of Nodal Person	
	<ul style="list-style-type: none"> Name, Designation, Address 	
	<ul style="list-style-type: none"> Contact number 	
	<ul style="list-style-type: none"> Email Id 	
4	Registered Office (along with details of Registering Authority)	
5	Nature of Business	
6	Relevant Experience in Education/ Career related fields	
7	Institutional intent for establishing Career Centre (A brief write up giving vision and plans of the institution for the Career Centre)	

The KYC details of the sponsoring institution would need to be submitted along with the application.

B.2. CURRENT SITUATION ANALYSIS OF PROPOSED CENTRE

#	CAREER CENTRE DETAILS	
1.	Address	
2.	Office Type (State Owned/Rented)	
3.	Total Area (approx.)	
4.	Is there a separate counselling room? (If yes then number of rooms)	
5.	Is there seating facility for students/jobseekers in the waiting area? (If yes then number of seats)	
6.	Drinking water facility for students/jobseekers	
7.	Toilet Facility for students/jobseekers	
8.	Is Power Backup available?	
9.	Number of desktops in office	
10.	What operating system is available on desktop? (Windows XP/Windows7/Linux/Other)	
11.	Is other IT facility available?	

	(printing/ scanning/ projector etc.)	
12.	Internet Facility (If yes then the speed)	
STAFF DETAILS IN PROPOSED CENTRE		
13.	Total Staff strength	
14.	Number of counsellors	
15.	Number of psychologist	
16.	Number of temporary staff	
DEMOGRAPHIC DETAILS OF THE CATCHMENT AREA		
17.	Names of Districts in Catchment Area	
18.	Total Population of Catchment Area	
19.	Literacy Level	
20.	Major occupation of people	
21.	Major industry type in the Catchment Area	
22.	Major skillset of people in the Catchment Area	
23.	Number of people in working age	
24.	Number of Universities	
25.	Number of Engineering Colleges	
26.	Number of Colleges	
27.	Number of ITIs	
28.	Number of schools	
29.	Number of skill training/vocational training institutes	

B.3. INFRASTRUCTURE REQUIREMENTS WITH FINANCIAL DETAILS FOR MCCs

#	Category	No	Items	Quantity	Rate	Total
1	Reception/ Registration Desk		LCD Display			
			Computers			
			Chairs			
			Table			
2	Waiting Area		Chairs			
			Tables			
3	Self-service Kiosks		Computers			
			Phone			
4	Individual counsellor room		Computers			
			Phone			
			Chairs			
			Tables			

#	Category	No	Items	Quantity	Rate	Total
5	Group Counselling Room		Computers			
			Phone			
			LCD Display			
			Chairs			
			Tables			
6	IT Lab		Computers			
			Phone			
			Multifunctional Device (Printing, scanning etc.)			
			Chairs			
			Tables			
7	Pantry		Tea/Coffee Vending Machine			
			Water Cooler			
8	Others including Minor works (please specify in detail)					
9	Organization of Job Fairs (Plan in detail)		<<To be filled by State/ Institution>>			
			<<To be filled by State/ Institution>>			
			<<To be filled by State/ Institution>>			
Total						

Note: States/Institutions can add more line items within the above 8 categories based on the identified local needs of the identified career center. All electrical equipment, lighting should preferably be energy efficient. Contingency up to a maximum of 10% of cost may be included in the project cost.

B.4. PROPOSED RESOURCE DEPLOYMENT PLAN (STAFFING)

SI No	Staff Type	Minimum No.	Identified (Yes/No)
1	Centre Manager cum counsellor	01	
2	Other Counsellor	02	
3	Registration Manager	01	
4	IT Assistant	01	
5	Support Staff	02	

Remarks: Remuneration of these resources is required to be funded by States/Institutions. Centre will provide and fund 1 Young Professional (YP) / Counsellor for a period of 3 years as per requirements.

B.5. PROPOSED IMPLEMENTATION TIMELINES

SI No	Milestone	Timeline
1	Identification of Proposed Centre	
2	Finalization of plan for establishing career centre	
3	Initiation of minor work/renovation	
4	Completion of site preparation including infrastructure	
5	Deployment of proposed staff in the centre	
6	Initiation of operations in career centre	

B.6. PROPOSED TARGET PLAN

S.No.	Parameter	Target			
		Quarter 1	Quarter 2	Quarter 3	Quarter 4
1	Number of candidates to be assessed for skill and aptitude or counselled on relevant career options				
2	Number of school counselling sessions or job fairs or other outreach activities to be undertaken (with number of candidates participating)				
3	Number of vacancy postings to be coordinated				
4	Number of candidates to be placed through various channels				
5	Number of candidates to be placed through enabled matching services				

B.7. PROPOSED SUSTAINABILITY PLAN FOR OPERATIONS OF MCC

DGE&T will provide one-time funds for meeting expenditure towards improving the facilities in the MCCs like desktops, display devices, kiosks etc. States/Institutions are required to adopt a suitable sustainability model for smooth and consistent operations of MCC which will include recurring expense of funding of manpower and other operating expenses. States/Institutions may mix and match several kinds of models and ensure that career services are offered in an

uninterrupted manner while maintaining quality of service. Some alternative modes of funding are:

1. State Government Funding (direct/convergence with other schemes): Various skill, career, livelihood schemes operational in State may be used to arrange the funds for operational expenses in Career Centre. In such cases, it is desirable that the institution should obtain the concurrence of State Government in this regard to avoid duplication and facilitate convergence of schemes.
2. Public Private Partnership (Industry Association Sponsorship/Company Sponsorship/ Pvt. Owned/ Partial Ownership): Various vocational schools, skill institutes and private players can be contacted for jointly operating Career Centre under PPP model.
3. CSR fund Mobilization for Career Centre: As part of mandatory CSR spending, career development and skilling has been identified as one of the areas in which corporates can spend the CSR funds. Joint programs with corporate houses can be formulated for executing the career center operations.
4. Jointly owned centres (2 or more players): Career Center have an option to co-brand the centers with corporate houses (putting corporate house logo, naming rights of career center etc.), e.g. Adoption of various ITIs by Maruti Suzuki, Sponsoring operations of several vocational training centers in Odisha by Vedanta.
5. Any other suitable activities may be carried out by Career Centres to generate revenue for sustainable operations. The States/Institutions should detail out such activities in their proposal for concurrence by the Appraisal Committee.

States/Institutions are required to provide the approach for choosing a suitable sustainability model as per their localized environment and requirements.

ANNEXURE C: Activities admissible/not-admissible for funding for establishment of MCCs

C.1. Activities admissible for funding for establishment of MCCs

- C.1.1. Infrastructure upgradation activities
 - a. Flooring
 - b. Partitioning
 - c. Basic furniture and furnishings
 - d. Electrical wiring and fittings
 - e. Renovation of toilets
 - f. Disabled friendly access
 - g. Basic pantry equipment
 - h. Other minor works- distempering, painting repairing etc.

- C.1.2. ICT infrastructure
 - a. Desktops
 - b. Multi-function devices, Scanners, Printers etc.
 - c. Projectors (portable with screen)
 - d. Internet Connectivity, LAN cabling etc.
 - e. UPS
 - f. LCD display
 - g. EPABX equipment
 - h. Self-help Kiosks

- C.1.3. Operational expenses for Outreach activities like
 - a. Job Fairs, outdoor melas, street plays etc.
 - b. Hiring of Mobile Vans
 - c. Group counseling sessions

C.2. Activities NOT Admissible for funding for establishment of MCCs

- 1. Construction of new building
- 2. Major civil work
- 3. Staff Salaries excluding Young Professionals
- 4. Purchase of vehicles

C.3. Activities not listed above may be included in the proposal with relevant justification for approval of the Appraisal Committee.