



# National Career Service

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सही अवसर, सही समय  
Right Opportunities, Right Time

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Guidelines for interlinking of Employment Exchanges

Ministry of Labour & Employment  
Directorate General of Employment  
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**Title:** Mission Mode Project for Modernisation of Employment Exchanges (EEMMP)  
**Sub-title:** Revitalizing employment exchanges to Career Centers under National Career Service (NCS): Scheme Guidelines

## **1. Introduction**

India has a significant advantage of young population and declining dependency ratio, offering huge potential for reaping the demographic dividend. There are, however, challenges which need to be addressed for fully reaping this unique dividend in the global scenario. In the last decade, the growth of economy at an annual rate of around 8% was accompanied by a low growth in jobs at below 1%. The proportion of persons in the labour force declined from 43% in 2004-05 to 39.5% in 2011-12, with a sharp drop in female participation rate from 29% to 21.9%. Although the overall unemployment rate is at 2.2%, the unemployment rates for youth in the age group 15 to 29 years and particularly those possessing secondary level of education are substantially high. A significant proportion of women workers are engaged in self-employment and a large proportion of women workers are primarily home based. These statistics define the contours of the labour market and gives direction on where employment strategies need to be focused.

## **2. Background**

The National Employment Service (NES) is the public employment service maintained by the Government which also meets the requirements of ILO Convention 88 that has been ratified by India. The NES comprised a network of 978 employment exchanges managed by the State Government and the policies are laid down by the Ministry of Labour and Employment. The Employment Exchanges work under the ambit of the Employment Exchanges (Compulsory Notification of Vacancies) Act, 1951 and the procedures laid down in the National Employment Service Manual for delivery of Services. The major bottlenecks in delivery of services include geographical jurisdiction for registration, seniority in registration of job seekers, low usage of ICT creating islands of information not inter-connected. Consequently, both jobseekers and employers remained unsatisfied both in term of type of jobs offered by employers and type of candidates provided for jobs posted leading to information asymmetry.

The NES underwent series of changes over the years, the most recent being transformation to the National Career Service by leveraging technology for enhancing the quality and quantity of employment services.

### 3. Transformed System (NCS)

The NCS was conceived in collaboration with the States leveraging their experience in employment services as also the experience of private job portals. A National ICT based portal ([www.ncs.gov.in](http://www.ncs.gov.in)) has been designed to overcome the inadequacies in the existing NES to connect the employment opportunities with the aspirations of youth and facilitate registration of job seekers, job providers, skill providers, career counsellors etc. The portal provides job matching services in a highly transparent and user friendly manner. National Career Service (NCS) has variety of services like job matching, information about skill development courses, apprenticeship, career counselling, etc. along with all employment and career related services. NCS project implementation has resulted in increasing effectiveness of existing employment exchange network through:

- Information symmetry among stakeholders
- Increased usage of IT systems for Job/Vacancy postings
- Database of candidates and employers for job matching and searching candidates
- Repository of career content mapped to International standards for comparability
- Widespread access to services through multiple access channels such as web portal, mobile devices, CSCs and Career Centers
- Multi-lingual call centre (1800-425-1514)
- On-going capacity building of stakeholders
- Operationalising 100 Model Career Centres during 2016-17
- Candidate Registration & Tracking

The NCS portal was dedicated to the nation by Hon'ble PM on 20.7.2015. The Ministry has also written to all the states and central government ministries to popularize the use of NCS. Discussions have also been held with industry associations like CII, ASSOCHAM, FICCI, NASSCOM and the Indian Staffing Federation for garnering vacancies on the NCS platform. Capacity building of Employment Exchange officers has also been initiated and over 1000 officers have already been trained. Based on the feedback received from the States and industry association, it emerged that there is a need to further increase the awareness of NCS among stakeholders through targeted IEC campaigns and encourage more job fairs so that job seekers and employers can converge for job-skill matching and placements. MOUs with strategic partners have been signed with leading job portals and placement/staffing agencies to enrich the bouquet of employment services. The NCS has over 9.30 lakh employers and 3.50 crore jobseekers registered on the portal along with over 27,000 skill providers.

### 4. Objectives

The Ministry is implementing the NCS through a national portal backed with a helpdesk. In addition, the Inter-Ministerial appraisal committee has approved the proposals for establishing 100 Model Career Centres and the first instalment of funds has been released to the States/ Institutions. A list of Model Career Centres is at **Annex-A.1**. These MCCs will be providing all

employment related services to candidates. While steps have been taken to increase the reach of employment service directly through the portal, CSCs, etc, more needs to be done to guide youth and facilitate their interaction with prospective employers through various means like job fair, which have proved to be very successful and is a regular feature in large states. In the Union Budget of 2016-17, it was announced that *“69. A National Career Service was launched in July, 2015. Already 35 million jobs seekers have registered on this platform. We propose to make 100 Model Career Centres operational by the end of 2016-17. We also propose to inter-link State Employment Exchanges with the National Career Service platform.”* In this context, a scheme has been evolved and finalised to upgrade the infrastructure across all Employment Exchanges with partial funding and facilitate job fairs through the NCS Platform. The operationalisation of the Model Career Centres is being taken up in parallel.

## **5. Interlinking of Employment Exchanges to the National Career Service Portal**

In the scheme, DGE, Ministry of Labour & Employment will provide funds for basic IT infrastructure, minor re-furbishing of the 978+ employment exchanges and for organizing job fairs at the district level on a quarterly basis for FY 2016-17. Several States already have good ICT based systems for the employment services while other states require certain infrastructure to improve accessibility of the NCS services at the employment exchanges. The Scheme contours and funding areas are described below.

5.1 States can seek funds under the Scheme under the following broad components and the details filled up in **Annex B to E**, as applicable:

(a) **One-time grant up to Rs 3 lakh per employment exchange for IT infrastructure enhancement:**

Some of the items that can be procured under this head include desktops, printers, MFDs, Broadband connectivity and operating expenses for consumables etc.

(All Employment Exchanges have already been provided Login IDs and passwords for using the NCS Portal.)

(b) **One-time grant up to Rs 5 lakh per employment exchange for refurbishing the office complex:**

Some of the items that can be procured or installed under this head includes minor refurbishing including minor works (electrical, repairs, painting etc), sign boards, table, chairs in reception areas etc. This component will not include major civil works or procurement of vehicles.

(c) **A grant of up to Rs 2 lakh per job fair per quarter to be organized at the District level:**

Some of the items that can be included in this component includes venue arrangement, IEC, employer mobilization, stationery and other incidentals. In case of mega job fairs across districts, the funds can be pooled. The NCS Portal provides for the organisation of job fairs and this is to be leveraged under the Scheme.

The financial assistance will be transferred to the States through the treasury route by way of Grants-in-Aid and thus Utilisation Certificates for the funds will also need to be furnished. The States need to send their proposals in the templates provided at **Annex - B to D**.

5.2 For States having ICT based integrated systems for the employment exchanges, web services have been created for inter-linking state databases with the NCS Portal (**Annex - E**). States may avail these services using the methodology described. In case software technology bridges are required to be established with the State database the details may be shared with DGE.

5.3 All activities under the Scheme will be monitored through the NCS Portal which generates a large number of useful reports that can be leveraged by the employment exchanges for better monitoring.

5.4 **Green initiative:** With the employment exchanges using the NCS Portal for their regular activities, reporting and monitoring becomes digitally available. These reports/returns are available for the users to access on the NCS Portal. **Thus sending of physical reports and returns to DGE HQ will no longer be necessary.**

## 6. Review and Monitoring Mechanism

a) One of the major success parameters for effectiveness of Employment Exchanges 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 Employment Exchanges will be created and updated. Progress of Employment Exchanges may be monitored using pre-defined and configurable reports that will be generated based on the data entered in each Employment Exchanges.

b) During the orientation training, Employment Exchanges officer will be trained on ways to develop the action plan specific to their individual centre 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 may be monitored by the States using the NCS portal.

7. **Success Parameters:** Key success parameters for Employment Exchanges 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 Recognition of Prior Learning etc.)

States will have access to insightful analysis and information that is generated from the NCS database which can be utilized for undertaking periodic review and taking appropriate action.

## **8. Submission of Proposals:**

8.1 States are required to submit proposals for interlinking of Employment Exchanges based on the template provided in **Annex – B to D**. For States having an integrated employment portal may send the details in **Annex - E**.

8.2 The Inter-Ministerial Appraisal Committee for Model Career Centres will evaluate the proposals received from States based on the guidelines it sets for evaluation of the proposals under the NCS framework. The proposals will be evaluated based on administrative, technical, financial parameters including feasibility and viability. The Appraisal Committee may seek clarifications and suggest modifications on the proposal submitted by the States as necessary. The Appraisal committee may relax the guidelines depending upon the merit of the proposals on a case to case basis.

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## List of Model Career Centres

S.No	State/UT	Institution	Location
1	Andaman and Nicobar Islands	State Govt.	Port Blair – EEX
2	Assam	State Govt.	Guwahati –EEX
3		State Govt.	Jorhat –EEX
4		State Govt.	Halfong EEx
5		State Govt.	Silchar EEx
6		State Govt.	Nagaon EEX
7		DGE	VRC Guwahati
8	Andhra Pradesh	State Govt.	Chittoor – EEX
9		State Govt.	Anantapur – Eex
10		Other than Govt.	Rashtriya Sanskrit Vidyapeeth, Tirupati
11	Bihar	State Govt.	Muzzaffarpur – EEX
12		State Govt.	Patna- EEX
13		State Govt.	Bhagalpur - EEX
14	Chhattisgarh	State Govt.	Durg - EEX
15		State Govt.	Bastar EEx
16		State Govt.	Bilaspur EEX
17		State Govt.	Ambikapur EEX
18	Delhi	State Govt.	R.K Puram -EEX
19		DGE	VRC Delhi
20	Goa	State Govt.	Panaji -EEX
21	Gujarat	State Govt.	Vadodara -EEX
22		State Govt.	Surat -EEX
23		State Govt.	Bhavnagar -EEX
24		State Govt.	Sardar Patel University, Anand
25		State Govt.	Mehsana -EEX
26		State Govt.	Rajkot -EEX
27	Haryana	State Govt.	Hisar - EEX
28		Other than Govt.	CII Gurgaon
29	Himachal Pradesh	State Govt.	Una - EEX
30		State Govt.	Shimla -EEX
31	Jammu and Kashmir	State Govt.	Samba -EEX
32		Other than Govt.	NIELIT Leh (Ladakh)
33		Other than Govt.	NIELIT Srinagar
34	Jharkhand	State Govt.	Ranchi -EEX
35	Karnataka	State Govt.	Mysore -EEX
36		State Govt.	Hassan -EEX
37		State Govt.	Hubli EEX
38		Other than Govt.	DON BOSCO, Bengaluru
39	Kerala	State Govt.	Trivandrum - UGBIX
40		Other than Govt.	NIELIT Calicut
41	Lakshadweep	State Govt.	Kavaratti –EEX
42	Maharashtra	State Govt.	Yavatmal -EEX
43		Other than Govt.	NIELIT Aurangabad
44		Other than Govt.	CII Mumbai
45		Other than Govt.	YASHSHWEE Pune



S.No	State/UT	Institution	Location
46		Other than Govt.	University of Mumbai
47	Meghalaya	State Govt.	Shillong -EEX
48		State Govt.	Tura -EEX
49	Madhya Pradesh	State Govt.	Gwalior -EEX
50		State Govt.	Shivpuri -EEX
51		State Govt.	Bhopal -EEX
52		State Govt.	Jabalpur -EEX
53		State Govt.	Sagar -EEX
54		State Govt.	Indore EEX
55		State Govt.	Rewa EEX
56		State Govt.	Ujjain EEX
57		Other than Govt.	Devi Ahilya University, Indore
58		Other than Govt.	AISECT, Indore
59	Manipur	Other than Govt.	CAREER CLINIQUE, Imphal
60		Other than Govt.	NIELIT Imphal
61	Nagaland	State Govt.	Kohima -EEX
62		Other than Govt.	CAREER CLINIQUE, Kohima
63	Odisha	State Govt.	Sambalpur -EEX
64		State Govt.	Dhenkanal EEX
65		State Govt.	Rourkela EEX
66		State Govt.	Cuttak EEX
67		Other than Govt.	CUTM
68		DGE	VRC Bhubaneswar
69	Puducherry	State Govt.	Puducherry -EEX
70	Punjab	State Govt.	Bathinda
71		State Govt.	Fatehgarhsahib
72		State Govt.	Guru Nanak Dev University, Amritsar
73	Rajasthan	State Govt.	Kota
74		State Govt.	Bikaner -EEX
75		State Govt.	Bharatpur -EEX
76	Sikkim	State Govt.	Gangtok
77		State Govt.	Jorethang
78		State Govt.	Dantam Bazar
79	Telangana	State Govt.	Hyderabad -EEX
80		State Govt.	Warangal -EEX
81		State Govt.	Osmania University, Hyderabad
82	Tripura	State Govt.	Agartala -EEX
83		State Govt.	Dharmanar - EEX
84		DGE	VRC Agartala
85	Tamil Nadu	State Govt.	Coimbatore -EEX
86		State Govt.	Vellore -EEX
87		Other than Govt.	CII Chennai
88	Uttar Pradesh	State Govt.	Lucknow -EEX
89		State Govt.	Ghaziabad - EEX
90		State Govt.	Meerut -EEX
91		State Govt.	Bundelkhand Univ. Jhansi
92		State Govt.	Moradabad -EEX
93		DGE	CIRTES Noida
94		State Govt.	University of Allahabad, Allahabad
95		Other than Govt.	FICCI, Greater Noida
96		Other than Govt.	NIELIT Gorakhpur

S.No	State/UT	Institution	Location
97		State Govt.	Banaras Hindu University
98		DGE	VRC Kanpur
99	Uttarakhand	State Govt.	Dehradun -EEX
100		State Govt.	Udhyam Singh Nagar
101	West Bengal	State Govt.	Kolkata -EEX
102		State Govt.	Asansol -EEX
103		Other than Govt.	NIELIT Kolkata

Template for sending proposals (consolidated at the State level)

**State -**

**B.1 State Details**

#	Category	Details
1	No. of Districts	
2	No. of Employment Exchanges	
3.1	Web address of state employment portal, if any	
3.2	No. of candidates registered on state employment portal	

**B.2 Financial Requirement - State level**

#	Category	Total Requirement*
1	IT Infrastructure	
2	Re-furbishing	
3	Job Fairs	
<b>Total</b>		
Total No. of Job Fairs proposed		

\*Note: Please consolidate the funding requirements across all Employment Exchanges. The details are to be filled up in the templates at Annex C & D and sent along with the proposal.

Template for sending proposals at the Employment Exchange level (to be accompanied with State level proposal)

Employment Exchange Name -

**C.1 Basic Details**

#	Category	Details
1	Address of Employment Exchange	
2	Contact Details of Employment Exchange Officer Name Designation Phone No. Email ID	
3	No. of candidates registered in Employment Exchanges during 2015	
4	No. of Counsellors in Employment Exchange	
5	No. of Employment Exchange officers trained on NCS portal	

**C.2 IT Infrastructure**

#	Category	Existing Quantity (Nos.)	Additional requirement	Cost per unit	Total Amount required	Ceiling
1	Desktops (including UPS)					2,08,000
2	Multi-function devices, Printers etc.					38,000
3	Broadband Internet Connectivity, LAN cabling etc.					24,000
4	Operating expenses (consumables etc.) - specify					30,000
<b>Total Amount</b>						3,00,000

#	Category	Existing Quantity	Additional requirement	Cost per unit	Total Amount required
1	Tables				
2	Office Chairs				
3	Waiting area chairs				
4	Minor Works (Repairs, partitioning, electrical works etc.) Kindly provide details with justification				
<b>Total Amount</b>					
Total Ceiling - Rs 5,00,000					

Template for sending proposals at the District level (to be accompanied with State level proposal)

District Name -

**D.1 Job Fair Details**

Amount Required							
#	Category	Apr - Jun, 2016	Jul - Sep, 2016	Oct - Dec, 2016	Jan - Mar, 2017	Total (in Rs.)	Ceiling
1	Venue arrangement						1,00,000
2	Employer Mobilization						20,000
3	Publicity and awareness						50,000
4	Miscellaneous and other expenses						30,000
Total (in Rs.)							2,00,000
No. of job fairs proposed per quarter							
<b>Total Amount</b>							
Total Ceiling - Rs. 2,00,000 (per quarter per district)							

- Note:**
1. While organising job fairs at the district level, it may be invariably ensured that Industry Associations like CII etc. may be involved in these events.
  2. In case mega job fairs are being organized, the funding across districts may be pooled.
  3. The Job fairs need to be necessarily published on the NCS portal and its progress monitored thereon.

**Details required for availing web services for integration with NCS portal:**

#	Category	Details
1.	Name of State Nodal Officer	
2.	Contact Details	
3.	URL of State Employment Portal	
4.	Name of Technical officer	
5.	Contact Details	
6.	Software Platform used	
7.	Whether any support required for operationalizing web services	

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