

**MINISTRY OF LABOUR & EMPLOYMENT**  
**DIRECTORATE GENERAL OF EMPLOYMENT**

**NATIONAL CAREER SERVICE (NCS) POLICY FOR EMPANELMENT OF COUNSELLORS**

India has a significant advantage of a young population and a declining dependency ratio, offering huge potential for a 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 and above, are higher. More than 52% of the workers are engaged in self-employment and a significant proportion of women workers are primarily home based.

2. The National Career Services (NCS) initiative aims to address the gaps in the employment market by strategic interventions improving decent employment, enhancing quality of workforce, enhancing female labour force participation, entrepreneurial endeavours, informal to formal transition, engaging with rural workforce for higher productivity, re-employment (second-life) opportunities etc. will be the **focus areas (Annex-I)**.

3. Under the NCS initiative, the NCS Portal ([www.ncs.gov.in](http://www.ncs.gov.in)) will be the platform where the various stakeholders will be interacting for exchange of career and employment related opportunities. The counsellors empanelling with the Directorate General of Employment (DGE), Ministry of Labour and Employment, will offer the various services through this platform and leverage the network of career centres (employment exchanges) in the delivery of these services some of which are listed below:

- a) On-line registration of candidates
  - PAN/Aadhaar based verification
  - Search for vacancies, counsellors, etc.
  - Rich repository of career content
  - Participation in Job fairs
  - Seek counselling and guidance services
  
- b) On-line registration of establishments
  - Posting and managing job vacancies
  - Search for skilled workforce
  - Participation in Job fairs
  
- c) On-line registration of counsellors and guidance experts
  - PAN/Aadhaar based verification
  - Provide counselling/guidance services
  
- d) Online registration of local service providers (plumbers, drivers, electricians etc.)
  
- e) Multiple delivery channels
  - Employment Exchanges (Career Centres)
  - Common Service Centres (CSCs)
  - Internet and mobile based access
  
- f) Value Added Services like updates/notifications/alerts through SMS, E-mail, and IVRS etc.
  
- g) Multi lingual Call Centre (1800-425-1514) services for helping candidates and establishments in registration, profile updation etc.

4. The National Career Service (NCS) aims to create a Network of Career Counsellors on the NCS platform where the Career Centres will be the hub of counselling services. The services will include administration of psychometric tests to assess the student's/job seeker's personality/aptitude/interest etc. These tests would be made available via both online and offline modes. The NCS Portal provides an opportunity to browse through the list of the approved counsellors and book an appointment with them. Counselling services would be made available

on face to face basis or via online platforms depending upon the chosen medium. The main aim of career counselling is to assist the job seekers in choosing a field that is in tune with their skills and their career expectations. The NCS Project also envisages offering vocational guidance services through empanelled Vocational Guidance (VG) Experts, having requisite experience and expertise.

5. An integral component of the NCS Project is the establishment of Model Career Centres in collaboration with the States. These Centres will have adequate facilities and infrastructure for delivery of various services to the stakeholders and can be subsequently replicated at other locations.

6. The NCS makes available a rich repository of career content on over 3000 occupations across 52 sectors. The services under NCS are available online and can be accessed directly, through career centres, Common Service Centres, mobile devices, cyber cafes etc. A dedicated helpdesk (multi-lingual) is also available from Tuesday to Sunday on 1800-425-1514 for assisting users.

#### **CONDITIONS OF ELIGIBILITY FOR EMPANELMENT AND APPROVAL PROCEDURE**

8. NCS project intends to empanel counsellors/vocational guidance (VG) experts that are engaged in career development and employment related activities. The eligibility criteria for counsellors/VG experts applying for such empanelment is given in **Annex II/Annex III**. The approval of the profile of counsellors/VG experts on NCS is subject to verifications of documents applicable as per the eligibility criteria along with submission of details required in Form NCS/PC-1 and NCS/PC-2 respectively (**Annex II and III**). Counsellors/VG experts are required to get the aforementioned document verification and submission done at the nearest employment exchange/career centre /model career centre, details of which can be found on NCS portal.

9. After processing and approval of the profile, the counsellor/VG expert will need to abide by the terms and conditions specified by the **Annex IV** and sign an MOU with the Directorate General of Employment (DGE) as per the format given at **Annex V**. If the candidate deviates or

violates any of the terms and conditions contained in Annex IV and V, the DGE may terminate this arrangement forthwith.

#### **DURATION OF ENGAGEMENT**

10. The empanelment arrangement would be for a period of one year to begin with, extendable to a period of three years subject to the provisions mentioned in the MOU. The arrangements can be terminated from either side giving a notice period of one month and can also be extended beyond three years based on mutual arrangements and agreements.

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**National Career Service (NCS) Focus Areas**

The focus areas for the National Career Service platform are listed below:

- a.** Enhancing career and employment opportunities
- b.** Counselling and guidance for career development
- c.** Focussing on decent employment
- d.** Enhancing quality of workforce
- e.** Enhancing female labour force participation
- f.** Encouraging entrepreneurial endeavours
- g.** Focussing on inclusive growth initiatives
- h.** Engaging with rural workforce for higher productivity
- i.** Re-employment opportunities for returning and retired workforce
- j.** Transition of workforce from informal to formal sectors

The above list is indicative (and not exhaustive) and the Central Government may add to this list from time to time based on the needs of the economy and society for improving the employment market. Specific interventions could be designed on the NCS for one or more of the above focus areas.

### Eligibility of Counsellors for empanelment with NCS

- A. The counsellors empanelling with the NCS need to meet the following eligibility criteria:
1. The Counsellor should be working in one or more of the following areas:
    - a. Career development and its coordination
    - b. Employment services like staffing, placement, recruitment
    - c. Providing specialized counselling in the relevant counselling setting.
  2. The Counsellor needs to have the requisite qualifications and experience from **one of the three** categories mentioned in table below to be eligible for empanelment with NCS.

Category	Qualification	Experience
A or	M.A. in Psychology/Social Work/Education/Counselling/Child Development/Special Education	Minimum 1 year experience of counselling in the area of specialization.
B or	Graduate degree in any discipline from a recognized university with a diploma in Guidance and Counselling from a recognized institution	Minimum 1 year experience of counselling in the area of specialization
C	Post graduate degree from any recognized University with Diploma in Guidance and Counselling from a recognized institution like NCERT	-

3. Counsellors working with institutions like the network of Employment Exchanges/Career Centers, Model Career Centers, CGC, VRCs, University Employment Information & Guidance Bureaus (UEI&GB) etc. would be directly eligible for empanelment with NCS. These officers would not be entitled to receive remuneration.

4. The counsellor must not have a history of being disqualified from employment or affiliation due to disciplinary reasons or otherwise and nor have been convicted by a court.

**B. Counsellor Details**

Information about the Counsellor should be furnished in the given format (Form NCS/PC-1):

<u>Form NCS/PC-1</u>
<ol style="list-style-type: none"><li>1. Name of Counsellor:</li><li>2. Other details:<ol style="list-style-type: none"><li>a. Designation</li><li>b. Contact Number</li><li>c. Email ID</li><li>d. PAN/Aadhaar Number</li></ol></li><li>3. Institutional Contact Details: Office address in India; Phone number; E-mail id</li><li>4. Details of registration with professional association/member organization (if any)<ol style="list-style-type: none"><li>a. Name of Professional Body</li><li>b. Registration Number</li><li>c. Date of Registration</li></ol></li><li>5. Total experience in career and employment related services:</li><li>6. Candidates counselled in the last 1 year:</li></ol>

**Eligibility of VG experts for Empanelment with NCS**

**A. A person may apply as VG experts if he/she belongs to any one of the following categories:**

- a) Retired Government/PSU officer (Group B gazetted officers of central government and above) dealing with HR/ Recruitment/ Selection/ Public Relation/ Finance/ Marketing/ Administration etc
- b) Private Sector specialists working in HR/Recruitment/Selection/Public Relation/Finance/ Marketing/Administration/NGOs
- c) Existing Employment Officers in Employment Exchanges/VRC/CGC etc
- d) Self-employed like entrepreneurs, CA, doctors, architects etc.
- e) Individuals dealing with Overseas Placement/Employment/Studies Abroad

**B. Essential Qualifications and Experience**

<b>Category</b>	<b>Qualification</b>	<b>Experience</b>
1 or	Post Graduate degree from any recognized University	Minimum 5 year experience of counselling/vocational guidance in the area of specialization.
2	Graduate Degree from any recognized University	Minimum 10 year experience of counselling/vocational guidance in the area of specialization.



5. The counsellor must not have a history of being disqualified from employment or affiliation due to disciplinary reasons or otherwise and nor have been convicted by a court.

**C. Details of the VG Expert**

Information about the candidate should be furnished in the given format (Form NCS/PC-2):

<u>Form NCS/PC-2</u>
1. Name of VG Expert:
2. Other details: <ol style="list-style-type: none"><li>a. Designation (presently held/before retirement):</li><li>b. Contact Number</li><li>c. Email ID</li><li>d. PAN/Aadhaar Number</li></ol>
3. Institutional Contact Details: Office address in India; Phone number; E-mail id
4. Total experience in career and employment related services:
5. Area of Specialization:

**Terms and Conditions for NCS Empanelled Counsellors/VG experts**

1. The Counsellor/VG Expert should abide by the policies and instructions under the National Career Service as amended from time to time.
2. The Counsellor/VG Expert should abide by the laws of the land including IT Act, Labour Laws, Environmental Laws, etc.
3. The Counsellor/VG Expert should ensure that the information drawn from the portal is not used for any other purpose nor sold (commercially or otherwise), disseminated in any manner to any other agency/institutions than for employment related activities, without consent of the agency/individual.
4. Jurisdiction for any disputes arising from and related to this contest shall be NCT of Delhi, India.
5. It may be understood that allowing a Counsellor/VG Expert to offer services on the NCS portal does not grant any recognition or special status to him/her and such information may not be cited without prior written consent of the Ministry of Labour and Employment.
6. Government would not be held liable for loss of any data technical or otherwise, or of the profile/ insertion or information/data or particulars supplied by user due to acts of God as well as reasons beyond its control like corruption of data or delay or failure to perform as a result of any cause(s) or conditions that are beyond Government of India's reasonable control including but not limited to strikes, riots, civil unrest, Govt. policies, tampering of data by unauthorized persons like hackers, distributed denial of service attacks, virus attacks, war and natural calamities.
7. No amendments to the MoU shall be valid unless executed in writing and signed by both Parties.
8. A candidate's registration on the NCS Portal would be disapproved if found guilty of furnishing false information.

**MEMORANDUM OF UNDERSTANDING FOR COUNSELLORS/VG EXPERTS**

This Memorandum of Understanding (“**MoU**”) entered into on this \_\_\_\_\_ (“**Effective Date**”) at New Delhi.

**BY and Between**

The Ministry of Labour and Employment, Government of India having its office at Shram Shakti Bhawan, Rafi Marg, New Delhi-110119, and represented by the office of the Director General Employment, (hereinafter referred to as “**MoLE**” which expression shall, unless repugnant to the context or meaning thereof, be deemed to include its successors and permitted assigns), of the **FIRST PARTY**;

**And**

<< **Empanelling Counsellor/VG expert** >>, with institutional office at << Address>>, India and providing career development and employment related services in the country since << Year >>, which expression shall mean, unless the context otherwise provides its successors, administrators, permitted assigns etc., **the Second Party**.

For the purposes of this MoU, the MoLE and <<**Empanelling Counsellor/VG expert** >> shall be individual referred to as “**Party**” and collectively as “**Parties**”

**WHEREAS:**

- A. MoLE is transforming the National Employment Service comprising a network of over 978 Employment Exchanges into National Career Service (NCS) by leveraging information technology to improve the delivery of services. The NCS portal provides a nation-wide online platform for jobseekers and employers for job matching in a dynamic, efficient and responsive manner. The NCS also makes available a rich repository of career content on over 3000 occupations across 52 sectors. The services under NCS are available online and can be accessed directly, through career centres, Common Service Centres, mobile devices, cyber cafes etc.

- B. The NCS portal facilitates registration of job seekers, job providers, skill providers, career counsellors, VG experts etc. The portal provides job matching services in a highly transparent and user friendly manner. These facilities along with career counselling content will be delivered by the portal through multiple channels like career centers, mobile devices, CSCs, etc.
- C. Counsellor/VG expert will undertake responsibilities as mentioned in Clause 3 of MoU and as may be revised from time to time.
- D. The Parties understand that this MoU shall be construed on a best efforts basis and hence, this legally non-binding MoU sets for the term and conditions under which the MoLE and Counsellor/VG expert will engage in a mutually beneficial relationship for increasing employability, assisting placement and/or facilitating job search/opportunities for the persons under various categories skills and vocational training initiatives of MoLE.

**NOW THEREFORE THE PARTIES HERETO AGREE AS UNDER:**

**CLAUSE 1**

**SCOPE OF THE MoU**

- 1.1. NCS project has been conceptualized by MoLE as a comprehensive, multi-pronged, transformational project which will provide a variety of employment related services. One of the key aspects of NCS is creation of a counsellor network on NCS platform. The roles and responsibilities of MoLE and Counsellors/VG expert in implementation of NCS are enumerated below.

**CLAUSE 2**

**RESPONSIBILITIES OF MoLE UNDER THE MoU**

- 2.1 **Responsibilities of MoLE:** The MoLE shall be responsible for the following activities required for the successful implementation of NCS :
  - a. Developing a national portal for registration of job-seekers, job providers, training providers and other stakeholders to provide a variety of employment related services like job matching, career counselling etc.
  - b. Developing and maintaining the guidelines for empanelment of counsellors on NCS portal.

- c. Providing tools and aids for undertaking Career Counselling activities as well as Outreach activities.
- d. Developing knowledge repository of career counselling content and making it available through the national portal to all stakeholders.
- e. Facilitate counselling/Guidance activities of counsellor/VG expert at career centers.

### **CLAUSE 3**

#### **RESPONSIBILITIES OF COUNSELLOR/VG EXPERT UNDER THE MoU**

**3.1 Responsibilities of Counsellor:** Every counsellor would have the responsibility for the successful discharge of services to the candidates seeking them. The list of the activities to be discharged are as follows :

- a. Regular updation of information on profile section on NCS portal.
- b. Timely update of calendar and schedule on NCS portal.
- c. Adhering to guidelines to maintain uniformity in services being offered through the NCS.
- d. Providing appropriate counselling to the jobseekers/students including administering and interpreting the results of the standardized test, if necessary. It is advisable for counsellors to use NCO codes for better interpretation of results
- e. Refreshing and updating the technical knowledge using the IT based provisions made on the portal.

**3.2 Responsibilities of a VG Expert:**

- a. Regular updation of information on profile section on NCS portal.
- b. Timely update of calendar and schedule on NCS portal.
- c. Adhering to guidelines to maintain uniformity in services being offered through the NCS.
- d. Refreshing and updating the knowledge using the IT based provisions made on the portal.
- e. Providing suitable guidance services to the jobseekers/students in the areas of expertise.

- f.* Helping the jobseekers/students in administration of the tests, if necessary and referring him/her to the Counsellor for interpretation of the same. The administration of tests may be done in local languages in case required by the counselee.
- 3.3 Counsellor/VG Expert can avail NCS training on their own cost as per schedule decided by Ministry. MoLE will only bear the course and accommodation cost for the counsellor trainings at CIRTES premises. All related NCS trainings would be held at Central Institute for Research and Training in Employment Service (CIRTES), Noida.
  - 3.4 To minimise the effect of the individual differences and the other confounding variables amongst the counsellors/VG experts and to improvise and update their existing knowledge repertoire, an IT based expert system for assisting counsellors/VG experts is being made available on the portal which may be used by the counsellors/VG experts.
  - 3.5. Counsellor/VG Expert agrees to ensure that there would be no discrimination in service delivery on the basis of race, colour, religion, caste, gender, age, disability, marital status etc.
  - 3.6. Counsellor/VG Expert will also actively collaborate with MoLE in development and implementation of counselling policies and standards.
  - 3.7. Counsellor/VG Expert agrees to charge candidates for counselling services as per schedule of fees at **Annexure VI**. Till the time, payment gateway is implemented on NCS portal, these charges would be collected directly by the counsellors from the counselees for counselling or any other services that might be offered in the future through the NCS.
  - 3.8. Counsellors/VG Expert agrees to provide services at location specified in his/her NCS profile. Coordination with the career center nodal officer at the nearest career center may be done to seek support in effective discharge of services at the career center premise and DGE will facilitate as necessary. The services offered can be either directly or in a group.
  - 3.9. Counsellor agrees to use of assessment tool being developed by MoLE in collaboration with DIPR, once fully functional and available on the NCS portal. Counsellors may use other assessment tools over and above it with a condition that the counsellor will be required to share pros and cons of the test with the counselee before administration of the same along with all caveats. MoLE would not be responsible for any deviations to correct interpretation in case of using any other tool other than stipulated.

## **CLAUSE 4**

### **CONFIDENTIALITY**

The Parties acknowledge that, in the course of their negotiations under this MOU, it may be necessary for one Party to provide documentation, technical and business information and/or intellectual property, in whatever form recorded (collectively, "Confidential Information"), to the other Party. All Confidential Information provided or disclosed by either Party hereunder shall remain the property of the furnishing party, and shall be held in strict confidence by the receiving Party, unless the furnishing Party otherwise consents in writing or unless disclosure of such Confidential Information is required by the applicable laws. Confidential Information furnished by any Party hereunder:

- 4.1 shall not be reproduced or copied, in whole or in part, by the receiving Party except for use as specifically authorized by this MOU;
- 4.2 shall, together with any copies thereof, be returned the disclosing Party, or at the request of the disclosing Party, destroyed, when no longer needed for purposes of this MOU; and
- 4.3 shall only be disclosed by the receiving Party to its employees who have a need to know such Confidential Information in connection with the performance of this MOU; and who have agreed to comply with the confidentiality obligations set forth herein.

## **CLAUSE 5**

### **TERMINATION**

5.1. This MoU will be valid for an initial period of one year, extendable to a period of 3 years from the date of its signing and may be further renewed / extended on mutually agreed terms and conditions. In the event of breach of any of the terms, the non-breaching Party shall have the right to terminate this MoU, by giving 30 days prior written notice to the other Party.

## **CLAUSE 6**

### **GOVERNING LAW**

6.1. This MoU shall be governed by and construed in accordance with the laws of the Republic of India, and the Parties shall be subject to the jurisdiction of the courts of New Delhi. This MOU supersedes all prior discussions and understandings (whether oral or written, including all correspondence) between the Parties with respect to the subject matter of this MOU, and this MOU constitutes the sole and entire understanding between the Parties with respect to the

subject matter hereof. No amendment or modification to this MOU may be made except by as agreed in writing by authorized representatives of both the Parties.

**CLAUSE 7**

**COUNTERPARTS**

7.1. This MoU may be executed in counterparts. All counterparts when taken together are to be taken to constitute one instrument.

IN WITNESS WHEREOF, the Parties hereto have caused this MoU to be executed and acknowledged by their respective officers or representatives hereunto duly authorized, as at the place and of the date first above written.

SIGNED AND DELIVERED by the within named

\_\_\_\_\_, on behalf of the First Part

SIGNED AND DELIVERED by the within named

\_\_\_\_\_, on behalf of the OTHER Part

Witness 1

Signature:

Name:

Occupation:

Address:

Witness 2

Signature:

Name:

Occupation:

Address:



**Annexure VI: Schedule of Fee Structure**

**(as on 06<sup>th</sup> May, 2016)**

<b>S. No.</b>	<b>Provider</b>	<b>Coverage</b>	<b>Session Duration</b>	<b>Rates</b>
	VG Expert	General Career Guidance	40 mins	Rs. 200/-
	Counsellor	Intensive Career Counselling, Guidance Including Administering Assessment Tests And Interpreting Results	60 mins	Rs. 300/-
		Career Counselling, Guidance without administration of the Assessment tests and interpretation of the results.	40 mins	Rs. 200/-
		Only interpretation of the results of the Assessment test and provision of suitable counselling	40 mins	Rs. 100/-