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**REQUEST FOR EXPRESSIONS OF INTEREST FOR
SECOND PHASE EMPANELMENT OF COUNSELLING IMPLEMENTATION
ORGANIZATION (CIO) FOR SKILL SAATHI**

NSDC DIVISION: Corporate Priority

ASSIGNMENT TITLE: Second Phase Empanelment of Counselling Implementation Organization (CIO) for Skill Saathi.

REFERENCE NO.: EOI/CPC/2018/0033 dated 21st December 2018.

1. The National Skill Development Corporation (NSDC) is a one of a kind public private partnership under the ambit of Ministry of Skill Development and Entrepreneurship (MSDE) set up as part of the governments' coordinated action in the skills space with the specific target of skilling /up skilling 160 million people by 2022. NSDC operates mainly by fostering private sector initiatives in this area. In order, to achieve this target NSDC has been working on three key mandates:
 - a. Create: Proactively catalyse creation of large, quality vocational training institutions.
 - b. Fund: Reduce risk by providing patient capital and improve returns by providing viability gap funding.
 - c. Enable: Facilitate the creation of support systems required for skill development

With a training partner network of over 300 affiliates, 40 industry-led Sector Skill Councils and various enabling systems and programs, NSDC is a major contributor to the Government's Skill India mission.

2. The National Skill Development Corporation (NSDC) now invites eligible Firms/ Institutions/ Agencies/ Universities/ Organisations based in India, to indicate their interest in being empaneled as **Counselling Implementation Organization (CIO) in Second Phase of Empanelment for Skill Saathi.**

CIO should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. **Applicants are required to furnish the information as per the format given under Annexure – I, Annexure II, Table 1 and Table 2.**

3. Objective of the Assignment:

- a. To counsel candidates, **in the listed districts of India in Table 3 of Annexure IV**, from January 2018.
- b. Target Beneficiaries include students/candidates from School & College Drop-outs, young adults from the community, college students, polytechnic students, ITI students, Diploma

- students, Graduates, Post-Graduates, PMKVY certified candidates, NEET category (Not in Employment education or Training) and the youth of India at large, preferably in the age group of 15 – 35 years.
- c. Facilitate Awareness and Guidance amongst the Candidates about the available courses as per their aptitude and Psychometric Test results and the availability of skill training prospects.
 - d. The draft Terms of Reference (ToR) is appended at the end of this document.
4. **Organisations which were selected in first phase of Empanelment of Counselling Implementation Organization (CIO) for Skill Saathi, are not eligible to apply for second phase.**
 5. **The duration of the Empanelment is upto 31st March 2019** from the date of Issue of Empanelment Letter which may be extended or reduced for further period depending upon the requirement by NSDC.
 6. The EoI's will be evaluated based on the **Eligibility and Technical Criteria** stated in **Table 1 and Table 2** for empanelment as CIO. The Firm is required to submit relevant supporting documents against each Eligibility and Technical criterion.
 7. Expressions of interest must be submitted **on or before 2nd January 2019 till 1700 hrs.** The process of submission of EOI is detailed in **Annexure -III.**
 8. NSDC reserves the right to reject any or all of the Proposals submitted in response to this EOI document at any stage without assigning any reasons whatsoever. NSDC also reserves the right to hold or withdraw or cancel the process at any stage under intimation to the applicants who submit the response to EOI.
 9. Further information can be obtained at <https://nsdc.eproc.in>.

Manish Kumar

MD & CEO

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Annexure – 1

Format for Submission of Information to NSDC

It is mandatory for CIOs to register themselves on the following two portals.

1. Skill Saathi Portal.
 - a. Link: <https://skillsaathi.nsdcindia.org/>.
 - b. Please download completed registration form.
2. NSDC e-Procurement Portal:
 - a. Link: <https://nsdc.eproc.in>.
 - b. Submit, downloaded registration form from Skillsaathi portal, along with other required documents for eligibility and technical criteria on e-procurement portal.

This EoI will be considered valid only if applications are duly filed in both portals.

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Annexure -II

(On the letter head of Firm)

Declaration

Date:.....

To whom so ever it may concern

I/We hereby solemnly take oath that I/We am/are authorized signatory in the firms/Agency / Institute/ Company and hereby declare that "Our firm/ Agency/ Institute/Company/Organization do not face any sanction or any pending disciplinary action from any authority against our firm/ Consultant/ Institute/ Company /Organization or partners." Further, it is also certified that our firm has not been blacklisted by any government or any other donor/partner organization.

In case of any further changes which effect of this declaration at a later date; we would inform NSDC accordingly.

Authorized Signatory

(with seal)

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Annexure – III: INSTRUCTIONS TO APPLICANTS

DEFINITIONS:

1. C1 India Private Limited: Service provider to provide the e-Tendering Software and facilitate the process of e-tendering on Application Service Provider (ASP) model.
2. NSDC e-Procurement Portal: An e-tendering portal of National Skill Development Corporation (“NSDC”) introduced for the process of e-tendering which can be accessed on <https://nsdc.eproc.in>.

Pre-requisites:

1. It is mandatory for all the bidders to have **Class-III Digital Signature Certificate (With Both DSC Components, i.e. Signing & Encryption)** from any of the licensed Certifying Agency under CCA, Ministry of Electronics and Information Technology, Government of India to participate in e-tendering portal of NSDC. Bidders can see the list of licensed CA’s from the link www.cca.gov.in.

C1 India Pvt. Ltd. also facilitate Class III Digital Signature Certificate (With Both DSC Components, i.e. Signing & Encryption) to the bidders. Bidder may contact C1 India Pvt. Ltd. at mobile no. +91-7291981138 for DSC related queries or can email at kartik.sehgal@c1india.com.

2. To participate in the online bidding, it is mandatory for the Applicants to get themselves registered with the NSDC e-Tendering Portal (<https://nsdc.eproc.in>)
3. System Requirement/ Registration Manuals/ Bid Submission Manuals are available at the NSDC eTendering Portal (<https://nsdc.eproc.in>)
4. For helpdesk please contact **Help Desk Nos. +91-124-4302033 / 36 / 37**
5. Participant are requested to email their issues to helpdesk at nsdcsupport@c1india.com. This will help serving the participant better.
6. The amendments/ clarifications to the tender, if any, will be posted on the NSDC eTendering Portal (<https://nsdc.eproc.in>)
7. **Modification or Withdrawal:** The Bidder may modify or withdraw their bid after submission prior to the Bid Due Date. No Bid shall be modified or withdrawn by the Bidder after the Bid Due Date and Time.
8. Note: It is highly recommended that the bidders should not to wait till the last date of bid submission to avoid complications like internet connectivity issue, network problems, system crash down, power failure, browser compatibility issue, system compatibility issue, improper digital signature certificate problem etc. In view of this context, neither M/s National Skill Development Corporation nor M/s. C1 India Pvt. Ltd will be responsible for such eventualities.

Table 1 – Eligibility criteria		
Sl. No.	Eligibility Criteria	Documents Required (To be provided by bidder)
1.	<ul style="list-style-type: none"> The Organisation must be registered with the appropriate authority and in business for at least the 1 year from 31st March 2018. 	<ul style="list-style-type: none"> Certificate of Incorporation or Registration.
2.	<ul style="list-style-type: none"> The Organisation must be registered with the Income Tax department and having a valid PAN/GST number. 	<ul style="list-style-type: none"> Copy of Registration and PAN/GST.
3.	<ul style="list-style-type: none"> The Organisation should have relevant experience of having led, co-led or undertaken projects for mobilizing, educating, counselling and/or empowering youth. 	<ul style="list-style-type: none"> Provide the agreement/ contract/ documentary proof etc.
4.	<ul style="list-style-type: none"> The Organisation should not have been black listed by the Central Government and or and State Government. 	<ul style="list-style-type: none"> Submit an Affidavit or declaration on letter head to this effect.
5.	<ul style="list-style-type: none"> The Organisation should be able to furnish balance sheets and ITRs for last one years or its period of existence. 	<ul style="list-style-type: none"> Audited Financial Reports / CA Certificate

Desirable - CIO experience:

- An experience in counselling youth in large numbers.
- Ability to develop and maintain productive, professional relationships with government bodies, industries, civil societies and other stakeholders, while delivering on strict deadlines.
- Field networks and capacity in India and/or the ability to mobilize the necessary capacity to work in project states undertaken by the Organisation.
- Relevant experience and records supporting claim to mobilise candidates by the Organisation in the respective states/regions of the country.
- Ability to deliver under strict timelines and be client responsive.
- Adequate resources and team members to ensure timely completion of the project.
- Qualified and competent team of the counsellors.

Table 2 – Technical criteria

SCORE MATRIX for aspiring CIO to be rewarded

Sl. No.	Parameters	Maximum Marks - 100	Documents to be submitted
1.	Relevant Experience	35	
	Counselling/Empowering/Educating/Mobilizing exercises conducted for Govt./Govt bodies.	20	Contract/ PO/Invoices /Documentary proof
	Counselling/Empowering/Educating/Mobilizing exercises conducted for Non-Govt. Entities.	15	Contract/ PO/Invoices /Documentary proof
2.	Outreach	40	
	Up to 4 States	10	Contract/ PO/Invoices /Documentary proof
	5 to 8 States	15	Contract/ PO/Invoices /Documentary proof
	Above 8 States (weightage to Orgs functioning in LWE, NE and JK)	15	Contract/ PO/Invoices /Documentary proof
3.	Strategy Plan for Scope of Action	25	
	Data Collection/Mobilization	10	Contract/ PO/Invoices /Documentary proof
	Target beneficiaries submitted	15	Contract/ PO/Invoices /Documentary proof
	Workplan (should be implementable; should include timeline of activities under the study)	5	Approach & Methodology

Selection Process and Reporting

1. The agency will be evaluated basis the Score Matrix out of the total score of 100. **The cut-off marks will be 70.**
2. The second phase of empanelment of CIOs for Skill Saathi, will involve an empanelment of maximum of 5 CIOs per district (among the published list), on first come first and merit basis.

In case NSDC does not get enough CIOs for certain districts, REOI will be reopened for empanelling CIOs for those districts till all districts are covered. Conducting a third phase or more phases of empanelment would be solely NSDC's decision which would depend on need to empanel more CIOs to achieve target of counselling the number of candidates by CIOs. (depending on the target fixed for private CIOs/Orgs/NGOs etc.).

3. Evaluation of the proposal: Proposal will be evaluated by the committee and if required, may call for the Presentation/Discussion to shortlisted Organisation at NSDC office.

The decision of the Committee in the evaluation of the proposals shall be final. No correspondence/communication shall be entertained outside the process of discussion with the Committee.

4. The Committee reserves the right to reject without giving any reason whatsoever.
5. Government CIOs are organizations/agencies registered under State Government or Government of India (GoI). Such CIOs are exempted from the selection process. These CIOs may participate in Skill Saathi voluntarily, basis an invitation from MSDE.
6. Training Partners/Centres affiliated under the NSDC Ecosystem. Such CIOs automatically qualify and are exempted from the selection process. These CIOs will participate in Skill Saathi basis directives from NSDC/MSDE.
7. NSDC reserves right to empanel less or more than 5 CIOs in any particular district as deemed suitable with justification and management approval.

Payment

- The CIO will be reimbursed ₹ 40 per candidate, based on invoices raised on monthly basis and due diligence as deemed appropriate by NSDC.

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Annexure – IV: List of Districts

Table 3 – List of districts

State	Districts
ANDHRA PRADESH	ANANTAPUR
	CHITTOOR
	EAST GODAVARI
	GUNTUR
	Krishna
	Kurnool
	Prakasam
	SPSR NELLORE
	Srikakulam
	Visakhapatnam
	Vizianagaram
	WEST GODAVARI
	Y.S.R.
ASSAM	BAKSA
	BARPETA
	Biswanath
	BONGAIGAON
	CHARAIDEO
	CHIRANG
	DARRANG
	DHEMAJI
	DHUBRI
	DIBRUGARH
	DIMA HASAO
	GOALPARA
	GOLAGHAT
	HAILAKANDI
	JORHAT
	KAMARUP
	Kamrup
	KARBI ANGLONG
	KARIMGANJ
	LAKHIMPUR
Morigaon	
NAGAON	
Nalbari	
Sivasagar	

	SONITPUR
	TINSUKIA
	Udalguri
BIHAR	ARARIA
	ARWAL
	BANKA
	BEGUSARAI
	BHOJPUR
	BUXAR
	DARBHANGA
	GAYA
	GOPALGANJ
	JAMUI
	Jehanabad
	KAIMUR
	KATIHAR
	KHAGARIA
	KISHANGANJ
	Lakhisarai
	MADHUBANI
	MUNGER
	MUZAFFARPUR
	Nalanda
	PASHCHIM CHAMPARAN
	Patna
	PURBI CHAMPARAN
	Purnia
	ROHTAS
	SAHARSA
	SHEIKHPURA
	SITAMARHI
	SIWAN
	SUPAUL
CHANDIGARH	CHANDIGARH
CHHATTISGARH	BALOD
	BALODA BAZAR
	BASTAR
	BEMETARA
	BIJAPUR
	BILASPUR
DANTEWADA	

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	DHAMTARI
	DURG
	GARIYABAND
	JANJGIR-CHAMPA
	KABIRDHAM
	Kanker
	KORBA
	Mahasamund
	NARAYANPUR
	RAIGARH
	Raipur
	RAJNANDGAON
	Sukma
	Surajpur
DELHI	New Delhi
	South West Delhi
	AHMADABAD
	AMRELI
	ANAND
	ARVALLI
	BANAS KANTHA
	BHARUCH
	BHAVNAGAR
	BOTAD
	DANG
	DOHAD
GUJARAT	GANDHINAGAR
	JUNAGADH
	Kutch
	Mehsana
	Morbi
	PATAN
	RAJKOT
	SABAR KANTHA
	SURAT
	Surendranagar
	VADODARA
HARYANA	BHIWANI
	FARIDABAD
	FATEHABAD
	GURUGRAM

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	Hisar
	JHAJJAR
	KARNAL
	Mewat
	PANCHKULA
	Panipat
	Rewari
	Rohtak
	Sirsa
	Sonipat
HIMACHAL PRADESH	Shimla
	Sirmaur
JAMMU AND KASHMIR	ANANTNAG
	BADGAM
	Jammu
	Leh
	Srinagar
JHARKHAND	BOKARO
	DEOGARH
	DUMKA
	GARHWA
	GODDA
	PALAMU
	Ranchi
	WEST SINGHBHUM
KARNATAKA	BELAGAVI
	BENGALURU RURAL
	BENGALURU URBAN
	BIDAR
	CHAMARAJANAGAR
	CHIKBALLAPUR
	CHIKKAMAGALURU
	DAKSHIN KANNAD
	GADAG
	Hassan
	Kodagu
	KOPPAL
	Mandya
	MYSURU
	RAMANAGARA
	SHIVAMOGGA

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	TUMAKURU
	UDUPI
	Uttar Kannad
	YADGIR
KERALA	Idukki
	KASARAGOD
	Kollam
	Kottayam
	Palakkad
	THIRUVANANTHAPURAM
LAKSHADWEEP	LAKSHADWEEP
MADHYA PRADESH	ANUPPUR
	ASHOKNAGAR
	BETUL
	BHOPAL
	BURHANPUR
	Datia
	DEWAS
	DHAR
	Katni
	Harda
	Hoshangabad
	Indore
	JHABUA
	Khargone
	MANDLA
	Mandsaur
	MORENA
	Neemuch
	Panna
	RAISEN
	Sehore
Seoni	
Shajapur	
Ujjain	
UMARIA	
MAHARASHTRA	AKOLA
	AMRAVATI
	AURANGABAD
	BULDHANA
	GADCHIROLI

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	HINGOLI
	Jalgaon
	Jalna
	Kolhapur
	Latur
	MUMBAI SUBURBAN
	Nanded
	NANDURBAR
	Nashik
	PARBHANI
	Pune
	Satara
	Wardha
	Washim
	YAVATMAL
MANIPUR	Thoubal
MEGHALAYA	EAST JAINTIA HILLS
	EAST KHASI HILLS
	RI BHOI
	SOUTH GARO HILLS
ODISHA	BHADRAK
	CUTTACK
	Debagarh
	Jagatsinghapur
	Jajapur
	JHARSUGUDA
	Kendrapara
	Kendujhar
	KHORDHA
	Koraput
	Malkangiri
	Puri
	Rayagada
	Sonepur
PUDUCHERRY	KARAIKAL
	MAHE
PUNJAB	AMRITSAR
	BARNALA
	BATHINDA
	FARIDKOT

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	FIROZEPUR
	HOSHIARPUR
	KAPURTHALA
	MANSA
	MOGA
	NAWANSHAHR
	ROPAR
	Rupnagar
	S.A.S Nagar
	Shahid Bhagat Singh Nagar
	SRI MUKTSAR SAHAB
	TARN TARAN
RAJASTHAN	AJMER
	ALWAR
	BANSWARA
	BARAN
	BARMER
	BHILWARA
	BUNDI
	CHITTORGARH
	DAUSA
	DHOLPUR
	DUNGARPUR
	GANGANAGAR
	HANUMANGARH
	Jaisalmer
	JHALAWAR
	JHUNJHUNU
	KARAULI
	NAGOUR
	RAJSAMAND
	SAWAI MADHOPUR
	Sikar
	TONK
	Udaipur
TAMIL NADU	Ariyalur
	CHENNAI
	COIMBATORE
	CUDDALORE
	DHARMAPURI

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	KANNIYAKUMARI
	KRISHNAGIRI
	MADURAI
	NAGAPATTINAM
	NAMAKKAL
	NILGIRIS
	RAMANATHAPURAM
	SALEM
	THANJAVUR
	THENI
	Thiruvallur
	THIRUVARUR
	TIRUNELVELI
	TIRUPPUR
	TIRUVALLUR
	TIRUVANNAMALAI
	TUTICORIN
	VELLORE
	Villupuram
	VILUPPURAM
	VIRUDHUNAGAR
TELANGANA	ADILABAD
	Hyderabad
	MAHABUBNAGAR
	MAHBUBNAGAR
	MEDAK
	Nizamabad
	RANGA REDDY
UTTAR PRADESH	AGRA
	AMBEDKAR NAGAR
	Amethi
	AURAIYA
	BAGHPAT
	BANDA
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	CHITRAKOOT
	DEORIA
	ETAWAH
	FATEHPUR
	GHAZIABAD
	GHAZIPUR
	GONDA
	GORAKHPUR
	HAMIRPUR
	Hapur
	JAUNPUR
	KANNAUJ
	KANPUR NAGAR
	KANSHIRAM NAGAR
	KAUSHAMBI
	KUSHINAGAR
	LAKHIMPUR KHERI
	LALITPUR
	Lucknow
	MAHARAJGANJ
	MAHOBA
	MAINPURI
	MAU
	Meerut
	MIRZAPUR
	Moradabad
	Muzaffarnagar
	PILIBHIT
	PRATAPGARH
	Rae Bareli
	RAMPUR
	SAHARANPUR
	SANT RAVIDAS NAGAR
	SHAHJAHANPUR
	SHRAVASTI
	SIDDHARTHANAGAR
	SONBHADRA
	SULTANPUR
	UNNAO
UTTARAKHAND	CHAMOLI

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	DEHRADUN
	Haridwar
	Pauri garhwal
	Rudra prayag
	TEHRI GARHWAL
	UDHAM SINGH NAGAR
	UTTARKASHI
WEST BENGAL	24 PARAGANAS NORTH
	24 PARAGANAS SOUTH
	Alipurduar
	BANKURA
	Bardhaman
	BIRBHUM
	COOCHBEHAR
	DINAJPUR DAKSHIN
	Hooghly
	Howrah
	Jalpaiguri
	Kolkata
	MALDA
	Maldah
	MEDINIPUR EAST
	MEDINIPUR WEST
	Murshidabad
	NORTH DINAJPUR
	Paschim Bardhaman
	PURULIA

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National Skill Development Corporation

DRAFT TERMS OF REFERENCE

PROJECT TITLE: Second Phase Empanelment of Counselling Implementation Organization (CIO) for Skill Saathi.

DURATION: upto 31st March 2019

ASSIGNMENT TYPE: Empanelment

1. Scope of Work

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Skill India
कौशल भारत - कुशल भारत

SKILL SAATHI COUNSELLING GUIDELINES 2018



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Disclaimer

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

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Table of Contents

1. Introduction	23
1.1 Background	23
1.2 Skill India Mission	23
1.3 About Skill Saathi.....	24
1.3.1 Objectives of the Skill Saathi.....	24
1.3.2 Key features of Skill Saathi	24
1.4 Strategy and Approach	24
2. Stakeholders Involved	25
2.1 Target Beneficiaries	25
2.2 Counselling Implementing Organizations (CIOs)	25
2.2.1 Types of CIOs & Selection	25
2.2.2 Process Flow Chart for Not for Profit CIO: Empanelment~Reimburesment	26
3. Process Methodology	26
4. Monetary Payouts	29
5. Branding and Communication.....	30
6. Monitoring.....	30

1. Introduction

1.1 Background

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

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

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

1.2 Skill India Mission

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

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

It is aided in these initiatives by – National Skill Development Agency (NSDA), National Skill Development Corporation (NSDC), National Skill Development Fund (NSDF) and 39 Sector Skill Councils (SSCs) as well as several training partners registered with NSDC. The Ministry also intends to work with the existing network of skill development centers, universities and other alliances in the field. Further, collaborations with relevant Central Ministries, State governments, international organizations, industry and Non-Government Organizations (NGO) have been initiated for multi-level engagement and more impactful implementation of skill development efforts.

1.3 About Skill Saathi

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

1.3.1 Objectives of the Skill Saathi:

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

The campaign would also provide benefits to the demand side of industry and business by providing the potential workforce with decision-making skills, pre-employment skills, increased worker maturity, reduction in the rate of attrition, increase in the rate of productivity and employment of candidates as per their areas of interest, aptitude and training.

1.3.2 Key Features of Skill Saathi:

- a. **To counsel candidates**, in the listed districts of India, from January 2018.
- b. **Target Beneficiaries** include students/candidates from School & College Students, School & College Drop-outs, young adults from the community, college students, polytechnic students, ITI students, Diploma students, Graduates, Post-Graduates, PMKVY certified candidates, NEET category (Not in Employment education or Training) and the youth of India at large, preferably in the age group of 15 – 35 years.
- c. **Facilitate Awareness and Guidance** among the Candidates about the available courses as per their aptitude and Psychometric Test results and the availability of skill training prospects.
- d. **Capacity Building of Counsellors** to fulfil the objective of the campaign.

1.4 Strategy and Approach

- NSDC will be the implementing agency for Skill Saathi.
- It is proposed to involve the following agencies to conduct counselling sessions as Counselling Implementing Organizations (CIOs).
 - a. Pradhan Mantri Kaushal Kendra (PMKK): In addition to counselling at their centre, these PMKKs will be conducting counselling sessions at Institutions like Govt/Non-Govt. schools & colleges
 - b. Kendriya Vidyalayas (KV)

- c. Jawahar Navodaya Vidyalayas (JNV)
 - d. Centres of Deen Dayal Upadhyay Garmin Kaushalya Yojna (DDU-GKY)
 - e. Government ITI, NSTI
 - f. Volunteers/Members of National Service Scheme (NSS), NCC, Bharat Scouts & Guides
 - g. Volunteers of Nehru Yuva Kendra Sansthan (NYKS)
 - h. JSS, Polytechnics
 - i. Social/Student/ Not for Profit Organizations, subject to empanelment & approval by NSDC/MSDE, shortlisted by a defined criterion
- Nationwide capacity building workshops for counsellors of the CIOs, will be undertaken by competent professionals, as assigned by NSDC.
 - All CIOs to conduct counselling sessions on the standardized module provided by NSDC, during working hours.
 - All the CIOs for all purposes of Skill Saathi will be separate and no overlap of roles will be permitted to ensure transparency and objectivity.
 - Skill Saathi will provide pay-outs to the Counselling Implementing Organizations (CIOs) in alignment with reimbursements predefined by NSDC upon successful completion of counselling.
 - Pay – outs will be based upon successful Monitoring Reports, mapped electronically through the skillindia.gov.in portal
 - The pay-outs will be made through bank transfer to the Counselling Implementing Organizations' (CIOs) accounts, as applicable.
 - Branding norms as defined in the Branding Guidelines will need to be adhered to.

2. Stakeholders Involved

2.1 Target Beneficiaries:

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

2.2 Counselling Implementing Organizations (CIOs):

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

2.2.1 Types of CIOs & Selection

a) Government CIOs:

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

b) Training Partners/Centres affiliated under the NSDC Ecosystem

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

c) Non-governmental organization CIOs

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

2.2.2 Process Flow Chart for Non-governmental organization CIOs: Empanelment ~ Reimbursement

- Step 1: Invitation for Expression of Interest
- Step 2: Submission of Expression of Interest – Through Registering on Skill Saathi app/portal
- Step 3: Short listing of CIOs by committee appointed by NSDC & evaluation criteria as notified on <https://www.nsdcindia.org/>
- Step 4: Final selection of CIOs by the committee appointed by NSDC, for a maximum of 5 CIOs per district on first come first served basis
- Step 5: Information dissemination to CIO regarding selection, with login credentials to participate in Skill Saathi
- Step 6: After the registration process is complete the CIOs will share their counselling calendars with NSDC at least 15 days in advance of the commencement of the exercise on ground. They should update any changes in the calendar at least 2 days in advance of the counselling event.
- Step 7: Conduct of Counselling Sessions
- Step 8: Monitoring, Tracking & Validation of Sessions by competent authority
- Step 9: Upload of verification documents by CIO
- Step 10: Reimbursement to the CIO basis guidelines mentioned in monetary pay – out

3 Process Methodology

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



Eligible Counselling Implementing Organization (CIO) must register in the following Web Portal <http://skillsaathi.nsdcindia.org/signup.php>. Profile of Counselling Implementing Organization (CIO)

would go through an approval process, and conclusion would be communicated by NSDC for further action.



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

Methods for conducting effective Mobilization:

- Door-to-door mechanism
- Advertisement in the local newspaper
- Connect with local youth organizations and engage them in the process
- Regional/Community Radio
- Connect with Gram Panchayat in case of rural areas.
- Connect with Community Service Centers (CSC)
- Pamphlet Distribution
- Connecting with prominent local institutions who work for social welfare and engaging with them in creating awareness amongst youth and generating interest to know more about the Skill India Mission
- Connecting with MPs, MLAs, Block Development Officers etc. to create awareness and generating interest amongst youth and generating interest to know more about the Skill India Mission
- Any other

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



The counselling venue with adequate capacity of seating arrangement for a minimum of 10 candidates to maximum of 200 candidates per batch, preferably, for a maximum of 1,000 candidates per venue/day, must be ascertained, before conducting the Counselling Session. The time should be convenient, and the location should be easily accessible, comfortable and safe for the candidates and/or those required for the session. Information of the time and location must be provided clearly to the candidates, during the mobilization exercise, with a clear communication of a Helpline

Number/support service. There should be dedicated SPOCs of the participating CIO(s) who shall be available to guide the candidates when required.

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

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



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

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



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



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

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

4 Monetary Payouts

4.1 Incentives for the Counselling Implementing Organizations

Each CIO may be incentivized with a financial reimbursement @ ₹40 per candidate. The CIO could make batches of 10 per batch up to a maximum of 200 candidates per batch, for max of 1,000 candidates per venue/day – registered on the Skill India portal and validated through the Skill Saathi monitoring app, subject to approval by NSDC.

The reimbursable amount will be for registered candidates, valid counselling session photo uploads on the Skill Saathi app and other mandates mentioned in Section 3 (Process Methodology)- up to a maximum of 1,000 candidates per venue/day, i.e. up to a maximum of ₹ 40,000 for 1000 candidates for per venue (per address), per day, only. The CIO could conduct 1 or more sessions in a location. E.g. On 5th September, XYZ enterprises may conduct one session at KV in Bhubaneswar (max 1000 candidates per venue/address) and another in JNV also in Bhubaneswar (max 1000 candidates per venue).

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

Number of candidates Per Venue/Day	Reimbursement ₹
1,000	40,000

** Remittance will depend upon successful quality operation of counselling sessions abided by listed protocols in section 4 (Process Methodology) and monitoring mechanism reports as analyzed and approved by competent authority as mentioned in section 10.*

4.2 Documentary Evidence required for Reimbursement

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

5 Branding and Communications

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

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

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

6 Monitoring

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

- Analysis of data of the Skill Saathi Monitoring App – mapping Geo Tagged & Time Stamped coordinates of the pictures of the counselling session, with that of the registered CIO/centre credentials
- Analysis of credentials mentioned against each candidate mapping Geo Tagged & Time Stamped coordinates of the pictures of the candidates attending the counselling session, with that of the registered CIO/centre credentials
- Verification and matching of data mapped against SkillSaathi app and SkillIndia app. The Geo Coordinates and time coordinates of candidates must match the Geo and time coordinates of event registration.
- Call Validations (Optional)
- Surprise Visits (Optional)
- NSDC reserves the right to check the duplication of candidates, basis its internal mechanisms
- Officials of MSDE/NSDC shall also be empowered to monitor the Initiative
- Occasional Visit of MPs, MLAs and regional public representatives

- NSDC reserves the right to conduct forensic audit, and in case of any adverse findings, monetary pay – outs will not be reimbursed.
- Monetary penalty will be levied on the CIO, if found guilty, by the competent authority - at any point, which may extend up to 10 times more than the total monthly reimbursement sought.

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