

Guidelines for Skill Empowerment and Employment in J&K (SEE J&K) Scheme

Objective

The objective of the SEE J&K project is to provide options and opportunities to all youth in J&K, ranging from school dropouts to college educated, to select training program for salaried or self-employment as per their interest. The placements will be in the private sector, both within and outside J&K.

Background

The high economic growth in the country over the last decade has created tremendous employment opportunities for educated youth in major cities of the country and even in Tier 2 cities. Looking into the future, there is a high demand for skilled youth in 8 – 10 fast growing sectors of the economy, which includes service sector and manufacturing sector. There is a great window of opportunity for skilled youth of the country. This project aims to channel the aspirations of the youth in J&K, who are looking for opportunities for education and employment.

An 'Expert Group' was set up by the Prime Minister in the context of a need to enhance the employment opportunities in the State of J&K and to formulate a jobs plan involving both the public and private sectors, especially for the youth. The Expert Group submitted its report to the Prime Minister on February 24, 2011. The report suggested a two pronged approach to employment generation (a) identify sectoral initiatives for growth and employment generation and (b) increase employability of youth by improving skill sets. In case of the latter i.e. to improve the skills of the youth and create employment, the Expert Group suggested a number of initiatives of which the scheme, "Skill, Empowerment and Employment in Jammu & Kashmir" (SEE J&K) is an important one.

About SEE J&K Scheme

SEE J&K Scheme is a placement linked, market driven skill training programme for J&K youth. MoRD will be the nodal agency to implement the Scheme in J&K. The Centrally Sponsored Swaranjayanti Gram Swarozgar Yojana (SGSY) Scheme, which is currently implemented by MoRD and which forms the basis of this Scheme, is limited only to rural BPL youth. The proposed scheme for J&K will be a Central Sector Scheme, and will cover all youth: from rural and urban areas, and, BPL and non-BPL category.

This scheme will cover 1 lakh youth from J&K in the next 5 years and will be implemented through competent training providers, from the private sector and non-profit organisations. The scheme will cover training for salaried employment as well as self-employment. It is estimated that 70% funds will be used to provide salaried employment linked training, and the remaining 30% for self-employment linked training. The training providers for placement linked skill training will give a 75 percent placement guarantee for the trained youth. Placement for youth will be provided all over the country, within J&K and outside. Under SEE J&K Scheme, different training strategies will be used for diverse groups of youth – school dropouts, dropouts of XII class level, and those who have had college education.

Key Features

- MoRD will implement the Scheme
- The project will provide placement-linked, market driven skill training to one lakh J&K youth in next 5 years.
- Training for salaried as well as self-employment will be provided. 70% funds will be used to provide salaried employment training, remaining 30 % for self-employment training.

- Different training strategies will be used for different groups - dropouts, illiterates etc.
- MHA shall develop a mechanism to verify and screen youth selected for training under this Scheme
- All training centres shall install biometric device for attendance, and youth selected for training will be provided a UID Card.

1. Strategy & Approach

- **Placement Linked:** Assured placement for at least 75 % of the trainees. This is a demand driven programme and one of the main pre-requisite of the program is the commitment of the Project Implementing Agency (PIA) /industry to employ the trained persons.
- **Physical infrastructure:** No new infrastructure creation is envisaged under the Scheme. Leveraging and utilization of existing infrastructure and facilities for operation of training centers is the fundamental principle. This enables appropriate use of underutilized infrastructure and helps immediate start of the training programme in decentralized locations
- **Machinery and Equipment:** The PIA has to arrange for requisite machinery and equipment on its own or from the prospective employers to the extent possible on lease/rent or as contribution /participation of employer.

2. Training

- **Training Content:** The PIA has to ensure appropriate content, with inputs from the industry to ensure employability as per current industry practices. Course/curriculum should preferably be designed jointly with prospective employers/industry. Training and course content into local languages has to be ensured to enable better absorption by the youth who may not have exposure to English.
- **Skill sets:** The objective of the program is to impart skills necessary for regular employment, so that the initial salary is not less than the prescribed minimum wages.

In addition to technical skills, soft skills are also to be imparted to beneficiaries to face transition challenges of moving from an agrarian backdrop to the industry environment.

- **Training Partners:** Partnership with training agencies and employers which have aptitude and capability to conduct training and placement of youth after certification acceptable to the industry is solicited.
- **Course Duration:** The course duration will range from 1-3 to 9 months. Courses of short duration of up to three months will be preferred so that the opportunity cost of being away from productive work opportunities during training period are minimized.
- **Certification and Assessment of trainees:** Independent certification and assessment by third party agencies acceptable to the industry or employers is mandatory to ensure high quality standards and employment.
- **Trainee accommodation:** Wherever necessary, boarding & lodging facilities are to be provided to the trainees by the PIA so that youth in remote locations can be covered. In other cases, trainees are to be provided with to and fro transport and food.
- **Mobilization and Selection of Trainees:** All the trainees in the age group of 18-35 years with requisite aptitude depending upon the trade or job requirements are to be selected from families, as per the list maintained by the District Employment and Counseling Center/ State Government. In addition, the PIA will take appropriate awareness and publicity campaign in local electronic/print media, conduct road shows, and organize meetings for spreading awareness of the scheme and for enrolling youth. Priority should be accorded to cover all blocks in a district where training or mobilization is proposed.
- **Preliminary Screening of Candidates:** The trainees mobilized have to be put through an assessment

process or other basic screening tests to assess the need and aptitude that are fundamental to the trades in which training is to be imparted and also to reduce mid-course/post training dropout of candidates before placements. This will be the responsibility of the PIA.

- **Attendance and Identification of Trainees:** Bio-metric Devices will be installed to monitor attendance. Each trainee will be provided a Unique Identification (UID) card to avoid double counting and overlapping.

3. Funding

The provision for the special package for J&K will have 2 components:

- Component I: for Rural BPL Youth, and,
- Component II: for Rural Non BPL Youth and Urban BPL/Non BPL Youth

The first component will be funded by MoRD from Special SGSY scheme. For the 2nd component, provision shall be made under a separate sub-head captioned “Skill, Empowerment and Employment Scheme for J&K” under main SGSY head. Requisite funds for the 2nd component shall be obtained in the first batch of Supplementary Demand for Grants during the next financial year. For the subsequent years necessary provision will be included in the respective Annual Plan.

Table 1: Funding Pattern

Coverage	Component I: Normal MoRD Funding under SGSY		Component II: MoRD SEE for J&K Cost incurred by MoRD under SGSY	
Rural BPL	75%	70.59 crore	25%	164.71 crore
Rural APL			100%	
Urban BPL			100%	
Urban APL			100%	

In J&K, additional costs may be involved to:

- a) To train some youth outside valley, due to better training infrastructure outside, and on account of law & order situation
- b) To provide post placement and mentoring support to J&K youth to ensure their placement and job retention outside J&K.

4. Cost Norms

Table 2– Training Cost Components

Sr. No	Components	Maximum Cost – (Rs. Per beneficiary)
1.	Training cost, mobilization of beneficiaries, Curriculum, Training of Trainers, Utilities, Infrastructure, Equipment, Teaching aids, raw materials, etc.	Irrespective of sectors or coverage the maximum permitted training cost will be: 1-3 months - Rs 18800 per head 6 months – Rs 28,200 per head 9 months – Rs 36,660 per head The cost is exclusive of monitoring charges of agencies like NIRD, NABARD etc. Per beneficiary cost includes handholding, placement @ Rs. 1000 per month for period of two months. Boarding & lodging / to and fro transport of trainees @ Rs. 50 per day maximum upto Rs. 4500.
2.	Boarding & Lodging or food and to and fro transport of trainees	
3.	Assessment & Certification	
4.	Placement Linkage	
5.	MIS & Tracking/monitoring	
6.	Institutional overheads (Admn. Costs) maximum up to 10% of the total project cost.	
7.	Assistance during post placement settlement support for trainees.	

Table 3–Total Training Budget

		<i>Assuming 60% youth take 3 months, 20% take 6 months, & remaining 20% take 9 month training</i>	Cost of training (Rs in crores)
10000 to be trained in 5 years	70000 to receive training for salaried employment	42000 (3 months training @ Rs 18800 per student)	78.96
		14000 (6 months training @ Rs 28200 per student)	39.48
		14000 (9 months training @ Rs 36660)	51.32
	30000 to receive training for self-employment	24000 (3 months training @ Rs 18800 per student)	45.12
		6000 (6 months training @ Rs 28200 per student)	16.92
Total cost of training			231.8
1.5% Monitoring Cost			3.477
Total Project Cost			235.277

Table 4- Training Budget for First Year

		<i>Assuming 60% youth take 3 months, 20% take 6 months, & remaining 20% take 9 month training</i>	Cost of training (Rs in crores)
15000 to be trained in	10500 to receive training for salaried employment	6300 (3 months training @ Rs 18800 per student)	11.844
		2100 (6 months training @ Rs 28200 per student)	5.9220

1 st year	nt	2100 (9 months training @ Rs 36660)	7.6986
	4500 to receive training for self-employment	3600 (3 months training @ Rs 18800 per student)	6.7680
		900 (6 months training @ Rs 28200 per student)	2.5380
Total cost of training			34.7706
1.5 % Monitoring cost			0.5215
Total Project Cost			35.2922

5. Appraisal of Projects

The PIAs will submit proposals to the MoRD. After desk scrutiny, MoRD will get it appraised by the national level coordinating agencies such as NIRD, NABARD etc. (or any other agency approved by MoRD) as the case may be, and these agencies will act as monitoring and fund routing agencies.

6. Release of Funds

On approval of the projects, MoRD will release funds to coordinating, monitoring and fund routing agencies like NIRD, NABCONS etc, which will release these funds to PIAs in 3 instalments i.e. 25:50:25.

1st Instalment:

The first instalment (i.e. 25% of the total Project cost) will be released after the approval of the project by PAC. The funds will be routed through the fund routing /monitoring/ coordinating agencies to the PIA's. The PIA has to enter into bipartite MoU with the fund routing agency.

2nd Instalment

The 2nd instalment of 50 % of project funds will be released upon the following:

- Utilization of 60% of the 1st installment and achievement of corresponding physical target.
- Submission of year-wise utilization certificates for at least 60% of the total available funds.
- Submission of year-wise audit reports of the funds utilized;
- Regular reporting of progress in the prescribed format and against the approved expenditure phasing;
- A certificate from the Implementing/Coordinating Agency that the project is being implemented as per the approved project proposal.

3rd Instalment

The 3rd and final installment of 25% of project funds will be released upon the following:

- Utilization of 90% of the total available funds and achievement of corresponding physical targets.
- Submission of year-wise utilization certificates for at least 90% of the total available funds;
- Submission of year-wise audit reports of the funds utilized;
- Regular reporting of progress in the prescribed format;
- A certificate from the Implementing/Coordinating Agency that the project is being implemented as per the approved project proposal.
- Before release of 3rd and final installment, it will be open to MoRD to have verification/evaluation of project progress by third party / independent agency.

7. Criteria for formulation of SEE J&K Projects:

The SEE J&K Project to be submitted to the Ministry of Rural Development should have the following criteria:

Identification of project area

The SEE J&K Projects should be formulated/ posed particularly with focus on districts which are disturbed/ have high incidence of poverty. Moreover, youth should be mobilized and selected from all the blocks in a district, where the project is being implemented.

Size of the Project Cost

The maximum investment, inclusive of all components, under each project should not exceed Rs.15.00 crore and the minimum project cost shall not be below Rs. 1.00 crore. Recurring expenditure such as creation of posts or vehicles or maintenance expenditure shall not be admissible in the projects. No cost escalation shall be permitted for the project. Escalations, if any, would be met by the PIA.

Formats for Project report:

The Ministry of Rural Development has outlined certain important points for formulation of Projects under the SEE J&K Special Project which may be seen at Appendix 1. The Special Projects may be formulated based on these points.

(i) Project Implementing Agency

Since SEE J&K Special-Scheme will be implemented in a Public-Private Partnership, reputed and credible Private and Non-Government Organizations (NGOs), who have successfully demonstrated and implemented community based youth development and skill development initiatives may pose suitable projects to MoRD.

(II) Approval of Special Projects for J&K:

The Special Projects duly approved and recommended by the national level coordinating agencies such as NIRD, NABARD etc. (or any other agency approved by MoRD) are to be submitted to the SEE J&K Special Scheme Cell under National Rural Livelihood Mission of the Ministry of Rural Development for consideration. To consider these proposals, the Ministry will have a two-tier Committee system.

a) Project Screening Committee

The Projects submitted would be examined and considered by the Project Screening Committees (PSC) of MoRD before they are submitted to the Project Approval Committee with its recommendation. The composition of the Project Screening Committee would be as under:

Joint Secretary (SGSY), D/o Rural Development
Chairman

Director/Deputy Secretary (J&K), D/o Home Affairs
Member

Director/Deputy Secretary, M/O HUPA
Member

Director/Dy. Adviser (RD), Planning Commission
Member

Director/Deputy Secretary (IFD), D/o Rural Development
Member

Special Invitee from State Government of J&K
Member

Director/Deputy Secretary/Joint Director dealing
Member-Convener
with subject

Special Invitees (Experts)

The Committee would refer the screened project to be placed before the Project Approval Committee (PAC) for final approval after which the project will be sanctioned.

b) Project Approval Committee

The composition of the Project Approval Committee (PAC) would be as under:

Secretary, M/o Rural Development
Chairman
Adviser (RD), Planning Commission
Member
AS&FA, M/o Rural Development
Member
Joint Secretary (J&K), M/o Home Affairs
Member
Joint Secretary, M/o HUPA
Member
Special Invitee from State Government of J&K
Member
DG – CAPART
Member
Joint Secretary (SGSY) Member-
Convener
Special Invitees (Experts)

The Project Screening and Project Approval Committee will consider projects as per guidelines which inter-alia prescribe the following conditions:

- i) No stipend will be paid to the beneficiaries during the training period from the project grants.
- ii) The implementing agency will furnish a certificate to the effect that the beneficiaries trained and /or placed have not been assisted under any other Government programmes for similar skill development/training.
- iii) A Web based monitoring system is to be established and a web site for this project with details regarding beneficiaries, training, income etc will have to be maintained by the PIA and beneficiaries tracked at least for one year.

- iv) No capital assets, equipment or infrastructure would be supported with government funding under the project and only expenses on consumable and apportioned revenue expenses (rental etc.) on training related infrastructure will be permissible.
- v) Implementing Agency will furnish an affidavit to the effect that the infrastructure or cost components included in the project proposal has not been funded or are proposed to be funded under any other government programmes/schemes before release of funds by the coordinating agency to IA.

III. Project Period:

Ordinarily, the projects are to be implemented within three years. However, in case of process oriented and long gestation projects the period of implementation shall not exceed five years.

IV. Utilization of Interest earned on central release (s):

The interest amount accrued on Government releases, if any, shall be adjusted against the Government share of the Project cost at the time of release of the third and final installment.

V Monitoring and review of the Project:

Monitoring and Review of the Projects sanctioned and implemented will be executed by external monitoring agencies to be identified by MoRD based on their experience. The performance of PIA's will be assessed periodically, and non-performing PIA's will be replaced.

VI. Monitoring Format

To keep track of the progress of the projects, the MoRD has devised a monitoring format, and a copy of the same is enclosed at Appendix 2. The implementing authority is required to send quarterly progress reports of the ongoing project/s to the Ministry.

VII. Audit:

- (i) The Ministry of Rural Development retains the right to carry out internal audit of funds and financial of the project, if deemed necessary.
- (ii) Financial audit is to be carried out by the Chartered Accountant of PIA or any other authority appointed by MoRD /Coordinating Agency. The audit report together with action taken on the auditor's observations and physical progress under the project shall be furnished at the time of release of 2nd / 3rd instalment of funds.

VIII. Submission of progress reports:

- (i) The implementing agency/coordinating agency shall submit the progress report of the project by 15th of the month succeeding every quarter in the format for monitoring enclosed at Appendix 3. Failure to furnish the progress report would make the implementing/coordinating agency liable to refund government funds released for the project along with interest.
- (ii) It shall be open to MoRD to prescribe such conditions, as it deems fit, from time to time to ensure proper execution of the project.

IX. Project Completion

Documentation is an inherent part of the project along with video recording giving the status of beneficiaries before and after the project. It should cover the details of deliverables as indicated in the project and achievements made against these deliverables. The completion report of the project should be made available by the IA/ Coordinating agency to MoRD within three months from the date of project completion along with up-to-date utilization certificate and audit reports of 3rd and final installment and funds that remained unspent at the time of release of 3rd and final installment. After completion of project, PIA has to keep track record of beneficiaries at

least for one year and also maintain a project website accessible to all.

Appendix 1

Checklist for preparation of SEE J&K Project Proposals

1. Name of the Project
2. Conceptual Background of the Project and features that make it special for sanction under Special Project of SGSY
3. Basic Information about Implementing Agency
 - i. Name of the organization (Project implementing Agency), its full postal address, e-mail ids and telephone number

Date of Registration/Incorporation (less than 3 years not eligible)
 - ii. Legal Status

Company/NGO/Society/Trust/Others :
 - iii. Profile of Project Proposer – Names of the Head of Organization and Project coordinator, their background, academic qualifications, experience, previous responsibilities held, duration in present organization and nature of duties handled
 - iv. If the organization is a part or sister concern of a larger entity, please give details
 - v. Details of specialization of the organization. Technical know-how and domain expertise. Its primary activities, projects handled and duration of exposure to the subject
 - vi. Financial Status-
 - Overall turnover during last 3 years (Rs. In lakh):
 - Accumulated Profit/Loss, surplus and reserves for last three years
 - Vii. Organizational Capacity

a. Infrastructure Available in J&K

	Owned	By Employer	Hired	Other(Specify)
Building (area)				
Machinery & Equipment's for training				

b. Infrastructure Available outside J&K

	Owned	By Employer	Hired	Other(Specify)
Building (area)				
Machinery & Equipment's for training				

c. Availability of permanent staff with PIA within and outside J&K.

4. Experience of the PIA:

- i. Whether associated with government for skill development and placement projects
- ii. Number of persons trained and placed at higher than the minimum wages with own or industry funding i.e. without Govt. assistance during the last 3 years(Specify retention percentage)

- iii. Number of persons trained and placed at higher than the minimum wages with Govt. Assistance during the last 3 years(Specify retention percentage)

5. Project Description:

- Project Objective (whether it is for skill training leading to placement of beneficiaries)
- Strategy
- Proposed districts(s) where the skill development project is to be implemented in J&K (along with target number of beneficiaries to be covered in each district) (it should provide rationale to select these districts)
- Project Period
- Has a Preliminary Survey of beneficiaries, skill needs & suitability to the local rural population (market scan to find Demand & Supply gap and identification of sectors/trades etc. – Specify, who has conducted this study, methodology adopted and geographic area covered) been carried out or assessed? If yes, give details with a copy of report.
- Current Status and Strategy for Content Development (if not, than Time frame for course module development)
- Training Methodology
 - Availability of Master Trainers, if any?
Duration and mechanism to deliver soft skills to trainees.
 - Arrangements for Training of Trainers (Domain specific training – a training program in which a master trainer explains do's and do not's to be followed while imparting training of that trade)?
 - Infrastructure required for the proposed trades (Mention in terms of ratio – Say for a group of 10

trainee X number of equipments/tools will be needed)?

- Duration of training – trade wise (in hours) along with breakup of classroom and/or On Job Training. In case of multiple trades, please indicate sector- wise duration for each batch, batch size (Mention the figure) etc.
- Arrangement of Physical infrastructure (Basic amenities etc. - what will be minimum infrastructure available on the centers?)
- State whether residential facility/to and fro transportation charges and day boarding will be provided.
- Provide structure of proposed project management team along with the tasks that will be assigned to them. (Administration, Training, Mobilization, placement etc.)
- Project implementation methodology (Action plan – PERT chart etc.)
- PIA may mention the Third Party Certifying Agency or arrangement proposed (Expected time)

Time frame for development of Project Website

Placement arrangement for proposed trainees

- Captive/in house requirement
 - Industry tie up – (MoU /agreement with employer etc.
 - Not yet decided.
1. Memorandum of understanding (MoU) signed etc. and arrangement and tie ups for placements. [placements below the minimum wages of the state would not be considered as placement]
 2. Sector(s) where placement is to be secured for the beneficiaries – list of potential companies, institutions and other placement providers. What is the basis for identification of placement sector – mention any study or report published / referred/carried out.
 3. Phasing of number of placements over the project period - give numbers.

4. Total number of placements that would be achieved by the end of the project period
5. Maximum time limit to provide placement after completion of training
6. Expected salary(Trade wise, which should be above minimum wage of the concerned state)
7. Monitoring mechanism to track beneficiaries
8. Whether involvement of the industry/placement provider has been obtained in designing the project? Whether the training is industry driven, i.e. the placement providers have a financial stake and are participating in the training content of the project. If so, the contribution of the industry may be clearly brought out in the proposal
9. Benefits/Impact of the Project: in terms of increase in income .Year wise income growth identified parameters etc.

Cost of the Project

1. Please indicate the component-wise expenditure likely to be incurred for the project like beneficiary mobilization, training costs including cost of hiring of centers, training aids, consumables, boarding costs for trainees, training kits, lodging costs for trainees (wherever and if applicable), trainer related costs, food and to and fro transport cost and assessment, certification, placement linkages, MIS, monitoring, tracking, administrative expenditure etc. (Expenditure on setting up of training infrastructure is not admissible from the Ministry's share).

Appendix 2

MONITORING FORMAT

Overview of SEE J&K Special Scheme Project

S N	Name of Project	Districts to be covered	Total cost of Project	No. of beneficiari es to be covered	Fund released for the project to Coordinati ng Agency	Fund release d by Coordin ating Agency to PIA	Physical status		
							train ed	unde r traini ng	pla ce d
1									
2									

3									
4									
5									
6									
7									
8									

Appendix 3

PART A

PROGRESS REPORT FORMAT

District – wise details of beneficiary coverage for the month.....

Districts in J&k	Beneficiaries covered		Beneficiaries placed	Remark s
	traine d	In class room		

Appendix 3

PART B

Block – wise details of beneficiary coverage for the month.....

Name of Project.....

Blocks to be covered	Beneficiaries		Beneficiaries	Remarks
	trained	Under		

		training	placed	
District Name				
(name of block)				
(name of block)				
(name of block)				