

Government of Punjab
Punjab Skill Development Mission
Department of Technical Education and Industrial Training
Takniki Shiskha Bhavan, Sector 36-A, Chandigarh

To

The Deputy Commissioner,

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|-------------------------|------------------------|
| 1. Pathankot | 12. Ludhiana |
| 2. Gurdaspur | 13. Moga |
| 3. Amritsar | 14. Faridkot |
| 4. Tarn Tarn | 15. Ferozepur |
| 5. Kapurthala | 16. Fazilka |
| 6. Jalandhar | 17. Sri Mukatsar Sahib |
| 7. Hoshiarpur | 18. Bathinda |
| 8. S.B.S. Nagar | 19. Mansa |
| 9. Ropar | 20. Barnala |
| 10. SAS Nagar | 21. Sangrur |
| 11. Sri Fatehgarh Sahib | 22. Patiala |

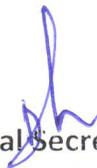
No. PSDM/SM/Guidelines/ 4-25

Chandigarh, 13th January 2015

Subject:- **Approval of Guidelines for Social Mobilization of Candidates for Skill Development Schemes**

Kindly refer to Notification No. 12/7/2014-5TE1/180, Dated 2-9-2014 regarding the constitution of Skill Development Mission

2. The guidelines for Social Mobilization of candidate for skill development schemes being implemented in the State were approved in the 3rd meeting of Steering Committee of PSDM, held on 15.12.2014
3. The copy of the approved guidelines is enclosed herewith for information and further necessary action.


Special Secretary
Technical Education
& Industrial Training

1. Most of the Skill Development Schemes are targetted at youth from socially and econmically backward segments of the Society. There is little awareness of various programs in the targetted segments and they often do not have confidence and trust in these programs. Further, individual agencies executing skill development programs have no wherewithal to carry out a large scale awareness programs to reach out to the deserving candidates.
2. Selection of right candidates is essential for success of the training program. We should ensure that the aspirations of the candidates are well aligned with the training programs so that he derives the maximum benefit.
3. In order to overcome the limitations of individual agencies, it is planned to launch a statewide campaign to spread awareness and mobilize candidates for various skill development schemes jointly. The process will include awareness and publicity campaign, holding camps and registration process at village and ward level to identify candidates followed by batch formation based on counselling by the training partner. The State Skill Developmet Mission will be responsible for the overall strategy and program management while District and Block Program Management units will be responsible for its ground level implementation.
3. The willingness of the candidate identified after mobilisation to undergo the training programme has to be ascertained. The selection process for identifying the trainees has to be transparent and open to all the stakeholders. There is a fine balance to be had between aspiration, eligibility and aptitude. While all residents have a right to be considered, it could well mean that not all those who are considered for a particular trade are selected. This is acceptable, provided records are maintained that show that aptitude tests did not indicate a match between aspiration and potential or the aspirant was not eligible. The fact that Training Partners have to ensure

that at least 75% of those trained are placed, should be motivation enough for them to ensure that inclusion errors are minimised. Gram Panchayats, Training Partners and Block/District level Committees have to ensure that exclusion errors are minimised. They also have to validate the income potential of placements made.

4. Various steps involved in the Social Mobilization of the candidates and the agencies which are to perform the tasks are as detailed below.

Awareness and Publicity Campaign:

5. Action is to be taken at the State level by different Departments to ensure that the District level officers coordinate this activity as per the prescribed guidelines
 - (i). Every day relay of the Advertisements on the TV and Radio
 - (ii). Starting of the Campaign in prominent Newspapers and then insertaion of Advertisement at specific intervals
 - (iii). Display of hoardings at prominent places in all towns and Tehsils about details of the Informations of the Skill development program
 - (iv). Preparation of the Handbills, Pocket Calender to spread awareness of the Program
 - (v). Further a provision of a Toll free number to provide guidance to interested candidates
 - (vi). Role of the District level officers would be activation of the office of DPMU in each District. Advertisement and Pubilicty by the District Program Managers about the Skill Development Program in nook and corner of the District through the involvment of the District Public Relations officers. The role of the District level officers will be further Sensitization of the Gram Panchayat Heads, Secretaries about the program. Further,the targets achieved under the program shall be monitored on monthly basis by the Additional Deputy Commisioner (Development).

- (vii). Meetings will be organized at the District level under the chairmanship of the Deputy Commissioner at the Tehsil level under the Chairmanship of Sub Divisional Magistrate with participation from all officers of stakeholder departments.
6. While publicity and Advertisement material is distributed from Tehsil/Towns down to the village level, the prospective candidates will also be motivated and encouraged to choose the Skill Development as a route or vehicle for equipping themselves with the employable skills which ensures them a decent job/wage or self employment, therefore ensuring a decent livelihood . The DPMU and BCMU staff will educate and train the staff of the Awareness Campaign about the broad aims and objectives of the Skill development programs launched under the Skill Development Mission.

Holding Camps and Registration:

7. The process will involve team formation for holding the camps, deciding the schedule dates and venue, publication of schedules, Identification of logistics at the venue and filling of registration forms by the candidates. The camps will be held at
- (i). **City/Ward level:** The coordinating officer shall be an executive officer from the Municipality and the team shall involve officers from the Municipality
 - (ii). **Village Level:** The team will be formed with an involvement of Panchayat Secretary, Sarpanch, Anganwadi workers, ANM/Asha Workers. In case the village is small the camp could be held together for two villages
8. The registration of the candidates will be done on the PSDM website using the Optical Mark Reader forms (OMR). All the necessary fields will be captured during registration which are required for short listing of the probable candidates for the actual training. Aadhar card No. as an identity

proof shall be a mandatory field, so efforts will be made to ensure the enrollment of all the prospective candidates on the Aadhar Platform. Other fields which are necessary for some of the specific schemes of the Welfare Deptt.(SCs/Minorties etc.) or BOCW(Construction Worker registration No.) or NRLM/NULM(Rural BPL or unrbn BPL) etc. will also be captured. Each candidate will also be helped in opening a bank Account to ensure that any benefits of a scheme are transferred directly to him/her.

9. The TPs will play a prominent role in the registration of candidates. All the Govt. and Private ITIs and Ploytechnics will also provide a dedicated counter for this purpose. The services of the Common Service Centres (CSCs)/ Gramin Suvidha Kendra (GSKs) will also be taken to penetrate deep in to the hinetrland so that no candidate who is desirous of pursuing skill training is not left out of the registration.
10. Specific targets can also be assigned to the TPs/ITIs/polytechnics and CSCs/GSKs so that 100% registration can be ensured. First five Tps/ITIs/Polytechnics/CSCs-GSKs can be suitably rewarded for achieving highest registration targets. The Registration drive will be kept open throught the year.

Batch formation based on Councelling by Training Partners:

11. After registration drive is over, the data captured in the PSDM website will be analysed and will be divided in to the District and Tehsil/Block wise data. This data will also be analysed from the perspective of short listing those candidates who are intrested in the Skill Training per se and are also in the need of job/wage or self employment which enables them to earn them a salary/income ranging from Rs. 6000 to 10000, after undergoing a Skill Training of 300 to 600 hours (3 months to 6 months). Any candidate having higher aspirations may undergo the training, but may cause problems at the

time of placement. Special focus and counselling needs to be given to such candidates to avoid future problems.

12. After shortlisting of the probable candidates from the data of candidates who have registered on the PSDM website, the lists will be prepared block wise.
13. The lists of all blocks of a district will be sent to the respective DPMUs who will pass it on to the respective BCMUs. The DPMUs/BCMUs will then engage in an intensive counseling drive with the help of the TPs/ITIs/Polytechnics to counsel the short listed candidates about the need of the Skill Training, options available for careers in different sectors, the aptitude of the candidate, future prospects in each sector, availability of jobs, deliverables by the employer, entitlements, growth prospects and risks involved. The help of the professional agencies engaged in the work of the Aptitude Testing can also be taken at the this stage. The counseling of the candidates will help candidates in choosing right course that aligns with his qualification and interest. This is aimed at helping both candidates and parents make informed choices and to match aptitude with aspirations.
14. Batch formation will be the stage post counselling. A list of those selected on the basis of aptitude tests (psychometric and others) and counselling (by trained counsellors) is prepared and uploaded on the designated MIS. It may be possible that not all the candidates who are mobilised attend counselling and not all who attend counselling are finally selected. While it will be ensured that all those desirous of being skilled and placed are considered and put through counselling and aptitude tests, it is possible that not all will be found to have the aptitude required for the training program being organised by that particular Training Partner. These cases would be separately identified and taken on a state data base for follow up by the Mission so that these candidates get a chance to enrol for another trade with the same or another TP in the not too distant future.

- 16 The District Level Program Management unit will act as facilitation centre at the District Level for guidance, counselling and any other help regarding Awareness, registration and counseling. The TPs/ITIs/polytechnics will have a decisive say in the selection of the candidates as they are to ensure a minimum percentage of placement after the training.