Concept Note on Transformation of Employment Exchanges to Career Centres And Model Career Centres

07th August, 2014

The document details out the objective, services, Central and State Government’s role in transformation of Employment Exchanges to Career Centres.
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1. INTRODUCTION

The Directorate General of Employment and Training (DGE&T), Ministry of Labour and Employment (MoLE) is implementing the National Career Service (NCS) which aims to provide a variety of employment related services.

The Government is now giving increased focus on career counselling as a key activity for our aspiring youth to pursue the right career choice so that they join the workforce with better skills for enhancing growth and development. The President of India, in his speech to the Parliament on 09th June, 2014 said "...My government will transform Employment Exchanges into Career Centres- connecting our youth with job opportunities in a transparent and effective manner through the use of technology as well as through counselling and training...".

With this background, NCS has been conceptualized as a comprehensive, multi-pronged, transformational project. Key aspects of this project include:

1. Transform the current Employment Exchanges to Career Centres. This would be enabled by making the right infrastructure and linkages available to perform counselling functions.

2. Implement a comprehensive capacity building initiative for augmenting the skills of Employment Exchange officers and other ecosystem counselling partners.

3. Set up a National Portal which will act as a platform to bridge the gap between Government and Private Job providing ecosystem, Job seeker and Skill development ecosystem.

4. Having access to tools to analyse skill-wise demand of industry and supply of Jobseekers, as well as access to a rich knowledge repository of career counselling content in multiple languages so that candidates are counselled appropriately.
5. To achieve the overall objective, NCS would work with various stakeholders like State Governments, Schools, Colleges, Jobseekers, Skill Development Institutions, Employers, NGO’s, Volunteer Agencies, Technology partners, Verification agencies etc. This would require appropriate Information, Education and Communication (IEC) strategies to be evolved to reach out to the stakeholders.

6. A critical element of the strategy would be to establish institutional/governance structures for securing sustainability and relevance of the services being offered through these centres.

Accordingly, this scheme is focussed on transformation of employment exchanges to Career Centres. It is envisaged to transform all the Employment Exchanges into Career Centres with a phased approach ensuring that standardized set of services are offered all across. Accordingly it is also proposed to implement 50 Model Career Centres by selecting employment exchanges across all the States/UTs. States shall be required to replicate services offered in these model centres to other employment exchanges.
2. OBJECTIVES

Career Centres shall connect local youth and other job-seekers with all possible job opportunities in a transparent and effective manner through the use of technology as well as through counseling and training. While the state-of-the-art technology driven National Career Service Portal will, in a sustained manner, provide information about available job opportunities and resources for Career Centres to function effectively, the Career Centres would be the pivotal outreach and counseling interface of the National Career Service for teeming millions of aspiring youth from rural, semi urban areas as well as from disadvantaged sections of the society. These Centres would be staffed by motivated and competent personnel, enabled with necessary tools and infrastructure for:

- effectively and continuously assessing demand of skills in labour markets, local in other States and abroad;
- guiding youth visiting the Centres or by outreach to schools/colleges, various training institutions, about the training, on-the-job training, job opportunities, etc., according to their aptitude and potential, and
- connecting youth and other job seekers with jobs through portal, job fairs and other possible interface with employees such as campus placements.

Success of a Career Centre would be measured solely on the basis of number of youth connected to jobs according to their potential.
3. SERVICES TO BE OFFERED THROUGH CAREER CENTRE

Career Centres will be responsible for all activities related to the NCS project and shall be linked to the NCS portal services for improved quality of services and outcomes. Activities to be performed by Career Centres can be categorized as follows:

a) **Demand side – Industry Interaction:** Career Centres shall undertake market sizing exercise to estimate the number of employment opportunities in their area, associated skill requirements, skill training capacity availability etc. This shall require close and constant interface with local industry and employers.

b) **Supply side – Candidate Engagement:** On the supply side, Career Centres shall provide counselling services to the job seekers and make them aware of opportunities based on their skills, area of interest and requirement. Career Centres will thus provide a range of employment related services like career counselling, job matching, employment market analytics and other value added services.

c) **Job and Skill Mapping:** Career Centre shall undertake the job skill mapping for identification of right fit job for candidate. The candidates will be assessed through skill assessment and psychometric tests and guided to the right opportunity whether it is for employment, skill training, apprenticeship training, on-the-job-training, finishing course (gap training) etc.

d) **IEC activities:** Career Centre shall through multi-pronged IEC strategy increase awareness amongst the various stakeholders like skill training institutes, assessment bodies, schools and college administration, local community leaders, government departments and public in general about the services available.

To operationalize the transformation of Employment Exchanges to Career Centres, a Memorandum of Understanding between GoI and the States would be agreed upon and signed.
4. ROLE OF GOVERNMENT OF INDIA IN ESTABLISHING THE CAREER CENTRES

In the process of transformation of employment exchanges to Career Centres, DGE&T shall provide the following support to States:

a) Capacity Building Program for Employment Exchange Officers:

An elaborate capacity building exercise shall be undertaken to equip and facilitate the existing employment exchange officers to perform and deliver the services expected from a Career Centre. The overall training is envisaged to cover the following:

- Orientation Program (6 day training program on counselling techniques at reputed Institutes like IIFT & ASCI)
- Train the trainer programs for counsellor champions to become Master Trainers
- Periodic refresher training
- Advanced Training (Specialized career counselling techniques at CIRTES)

b) Tools & Aids for undertaking the Career Counselling Activities:

Toolkits and associated aids and best practices for use by the officers while carrying out counselling activities. The toolkit and reference material will be available in English/ Hindi and other regional languages eventually. Following is the initial set of toolkit that shall be made available to the Career Centres:

- Standard operating procedure for handling various kind of candidates whether literate or illiterate
- Psychometric & Aptitude Tests
- Psychomotor Testing Kits
- FAQs related to various types of career opportunities, skills and popular job choices
- Access to Audio & Video content on career choices
- Employment Trends
- Skill-Career Mapping Tool(Evolving)
c) **Tools & Aids for undertaking the Outreach Activities:**

Toolkits and other necessary aids and best practices for use by the officers while carrying out outreach activities. Following is the initial set of toolkit that shall be made available:

- Standard operating procedure for organizing a job fair, local industry directory etc.
- Standard operating procedure for conducting an outreach program
- Publicity Content and guidelines for Mobile Vans

d) **Establishing the Model Career Centres:**

While the States will be transforming the Employment Exchanges to Career Centres, to catalyze and kick-start the process, GOI will facilitate 50 Model Career Centres to be established in collaboration with the States as per the guidelines issued by DGE&T. The State Governments will be required to prepare proposals in accordance with these guidelines and which will be processed for approval by a Committee in DGE&T. The funds will be routed through DGET offices located in the respective States. The details on the structure and functioning of Model Career Centre are placed at Annexure 2.

e) **Young Professionals for assistance in career services:**

The Model Career Centres would be the role model for replication of career related services in the States. For supporting the infrastructural arrangements, the Ministry will be launching a Scheme for Young Professionals to be deputed to these Model Career Centres to facilitate the integration and institutionalization of new processes. DGE&T proposes to empanel competent young professionals through a centralized scheme for a period of 1 year across these Model Career Centres. These professionals shall prepare regular reports on success parameters, to be shared with all stakeholders and will identify best practices and pain areas/bottlenecks in Career Centre implementation. They will also coordinate outreach activities to schools/colleges and conduct job-fairs including interaction with academia, local industry, manufacturing associations, training
providers and other stakeholders. State governments may assess the efficacy of this initiative while extending the scheme in subsequent years.

f) **ICT platform in form of National Career Services Portal:**
NCS portal shall make effective use of technology and provide state-of-the-art ICT based tools for use by employment exchange officers in facilitating discharging their duties. Some of the services that will be made available through NCS portal are:

- An updated knowledge repository on Career Related content for effective counselling
- Job & Skill Mapping for contemporary/popular careers
- Job & Vacancy Postings
- Training Calendar & Scheduler
- Candidate Registration & Tracking
- Skill Assessment and Aptitude Testing interfaces

**g) Call Centre & Helpdesk services:**
National number based call centre functionality shall be made available for job and career aspirants. This call centre shall primarily provide following functionality:

- Provide access channel for illiterate/ differently abled jobseeker, entering data on their behalf
- Helping jobseekers who wish to register on national portal by phone call, entering data on their behalf
- Resolving technical issues with regards to national portal access
- Providing information on available courses/ skill training by searching information from database

**h) Central Government Scheme Details for skill enhancement:**
DGE&T shall provide the information on schemes sponsored by various central government ministries in the field of skill enhancement and employment. This
information can be used by the Career Centre for guiding youth on skill and career opportunities from these schemes, assist them in entrepreneurial pursuits.

5. ROLE OF STATE GOVERNMENT IN ESTABLISHING THE CAREER CENTRES

The success of the transformation of Employment Exchanges to Career Centres requires active involvement of state governments. States are required to do a situational analysis of the employment exchange network and plan strategies for strengthening the network through a comprehensive plan. The broad contours are described below.

a) Current situation analysis of Employment Exchanges:

A detailed exercise to assess the current situation of employment exchanges in terms of following parameters needs to be undertaken to identify the necessary interventions that will facilitate Employment Exchanges to function as Career Centres:

- Adequacy of manpower currently available at each employment exchange
- Skill/Training needs of current officials to function as career counsellor
- ICT infrastructure to discharge the duties (computers, printers, projectors, audio-video system)
- Network Connectivity (Type of connectivity and bandwidth availability)
- Electricity and power backup facility
- Water & Sanitation facility
- Space Availability (for students, counsellors etc.)
- Type of premises (state owned/rented)
- Feasibility of making alterations/renovation in the premises

Complete profile of each employment exchange office needs to be prepared as per the template available at Annexure 1. This profile needs to be consolidated at state level for analysis and preparation of state level transformation plan. This plan may reach DGE&T by 31st October 2014. However the action plan of Model Career Centre may be sent by 20th August 2014.
b) **Identification of suitable location(s) for establishing Model Career Centre:**

In the phase 1, 50 Model Career Centres would be established. States are required to identify suitable employment exchanges, as per the distribution given below, which can be transformed as Model Career Centres. **These may be located near industrial clusters or training hubs, preferably along Model ITIs.**

The following distribution is proposed for the Career Centres:

<table>
<thead>
<tr>
<th>State/UT</th>
<th>No. of Model Career Centres</th>
<th>Employment Exchanges to be Transformed</th>
</tr>
</thead>
<tbody>
<tr>
<td>A &amp; N Islands</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Andhra Pradesh</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Arunachal Pradesh</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Assam</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Bihar</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Chandigarh</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Chhattisgarh</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>D &amp; N Haveli</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Daman &amp; Diu</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Delhi</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Goa</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Gujarat</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Haryana</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Himachal Pradesh</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Jammu &amp; Kashmir</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Jharkhand</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Karnataka</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Kerala</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Lakshadweep</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Madhya Pradesh</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Maharashtra</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Manipur</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Meghalaya</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Mizoram</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Nagaland</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Orissa</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Puducherry</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>
c) **Plan for upgrading Employment Exchanges to Career Centres:**

Based on the situation analysis at (a) above, States are required to consolidate the requirements of all employment exchanges and prepare a comprehensive plan for upgrading the Employment Exchanges to Career Centres. The plan needs to take the following into consideration:

- Uniformity in delivery of services
- Capacity building of officials to offer counseling and career services

All the Employment Exchanges will be upgraded on the lines of Model Career Centres in the long term.

d) **Establishing suitable sustainability model for Career Centres:**

States are required to adopt a suitable sustainability model for smooth and consistent operations of Career Centres which will include recurring expense of funding of manpower and other operating expenses. States may mix and match several kinds of
models for different exchanges and ensure that career services are offered in an uninterrupted manner while maintaining quality of service. Some alternative modes of funding are:

- State Government Funding (direct/convergence with other schemes)
- Public Private Partnership (Industry Association Sponsorship/Company Sponsorship/Pvt. Owned/Partial Ownership)
- CSR fund Mobilization for Career Centre
- Co-owned Centre of Excellence
- Developing synergies with MSME’s tool rooms/clusters

GoI will provide the operating expenses for the first year of operation of the Model Career Centres and the States will need to continue the scheme in subsequent years from their own funds.

e) **Capacity Building of Employment Exchange Officials:**

States are required to nominate the officials for orientation program as per the slots provided by DGE&T in ASCI & IIFT. Additionally, states are also required to prepare a detailed capacity building plan at State level which shall be supported by DGE&T in terms of course content, training of master trainers, evaluation methodology, and refresher training at CIRTES. State may identify institutions for running regional trainings courses.

f) **Identification of Best Practices related to Industry interaction, Student Engagement and Outreach Program:**

States need to identify the best practices from various employment related schemes/programs that have generated interest from Industry/Skill Institutes/Jobseekers etc. States need to share the details of schemes which have generated substantial results in the direction of enhancing jobseekers employability. As part of information sharing these best practices shall be collated and shared with other States/UTs for cross leveraging.
g) Collation of Career, Job and Skill related data for hosting on National Portal:

States in course of discharging their duties through employment exchanges have developed rich content which is useful for career aspirants. This content needs to be collated and made available to the jobseekers cross the country via NCS portal. This will not only benefit the jobseekers but also the career counsellors who shall be able to provide better guidance to the aspirants.

h) Appointing Nodal Officer for managing the NCS activities in the State:

States are required to appoint a senior officer as nodal officer for the NCS project. This nodal officer shall be responsible for managing the overall operations of Career Centres in the State. The nodal officer shall undertake the following responsibilities:

- Operational responsibility for the Project
- Formulating Project Proposals
- Coordinating with GoI for various projects activities
- Hardware roll-out and operationalization of Model Career Centre
- Co-ordination with various agencies at state level
- Resolution of all issues for smooth project implementation
- Facilitate the meetings of State level Project Implementation Committee

6. REVIEW AND MONITORING MECHANISM

The single most success parameter for effectiveness of Career Centre will be the number of youth that are connected to jobs according to their potential. NCS portal shall act as a platform where the entire action plan related to Career Centre shall be created and updated. State shall monitor the progress of Career Centre transformation using pre-defined and configurable reports that will be generated based on the data entered in each Career Centre.
During the orientation training each employment exchange officer shall be trained on ways to develop the action plan specific to their individual employment exchange. They will be trained on methods to conduct the outreach activities, job fairs and industry interaction. Employment exchange officials as part of their orientation program shall also be made aware of reporting methods for action plan progress. All activities carried out as part of the action plan shall be tracked using the NCS portal.

Few of the outcomes that would be measured are:

- Number of candidates who have been assessed for skill and aptitude and counselled on relevant career options
- Number of candidates who have been placed through various channels
- Number of school counselling sessions, job fairs and other outreach activities undertaken

DGE&T along with States shall also have access to insightful analysis and information that is generated from the NCS data. These could be utilized by stakeholders to refine guidelines and share best practices for improving the services offered by Career Centres. States will undertake periodic review of the reports and formulate corrective action for improving the Career Centre services.

**********
### ANNEXURE 1: EMPLOYMENT EXCHANGE PROFILE

#### EMPLOYMENT EXCHANGE DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>Office Type (State Owned/Rented)</td>
<td></td>
</tr>
<tr>
<td>Total Area (approx.)</td>
<td></td>
</tr>
<tr>
<td>Is there a separate counselling room? (If yes then number of rooms)</td>
<td></td>
</tr>
<tr>
<td>Is there seating facility for students/jobseekers in the waiting area? (If yes then number of seats)</td>
<td></td>
</tr>
<tr>
<td>Drinking water facility for students/jobseekers</td>
<td></td>
</tr>
<tr>
<td>Toilet Facility for students/jobseekers</td>
<td></td>
</tr>
<tr>
<td>Is Power Backup available?</td>
<td></td>
</tr>
<tr>
<td>Number of computers in office</td>
<td></td>
</tr>
<tr>
<td>What operating system is available in computer?</td>
<td>(Windows XP/Windows7/Linux/Other)</td>
</tr>
<tr>
<td>Is other IT facility available?</td>
<td>(printing/scanning/projector etc.)</td>
</tr>
<tr>
<td>Internet Facility (If yes then the speed)</td>
<td></td>
</tr>
</tbody>
</table>
### STAFF DETAILS IN EMPLOYMENT EXCHANGE

<table>
<thead>
<tr>
<th>Details</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Staff strength</td>
<td></td>
</tr>
<tr>
<td>Number of counsellors</td>
<td></td>
</tr>
<tr>
<td>Number of psychologist</td>
<td></td>
</tr>
<tr>
<td>Number of vacant positions</td>
<td></td>
</tr>
<tr>
<td>Number of temporary staff</td>
<td></td>
</tr>
</tbody>
</table>

### DEMOGRAPHIC DETAILS OF THE CITY OF OPERATIONS

<table>
<thead>
<tr>
<th>Details</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td></td>
</tr>
<tr>
<td>Literacy Level</td>
<td></td>
</tr>
<tr>
<td>Major occupation of people</td>
<td></td>
</tr>
<tr>
<td>Major industry type in the city</td>
<td></td>
</tr>
<tr>
<td>Major skillset of people in the city</td>
<td></td>
</tr>
<tr>
<td>Number of people in working age</td>
<td></td>
</tr>
<tr>
<td>Number of Universities</td>
<td></td>
</tr>
<tr>
<td>Number of Engineering Colleges</td>
<td></td>
</tr>
<tr>
<td>Number of Colleges</td>
<td></td>
</tr>
<tr>
<td><strong>Number of ITIs</strong></td>
<td></td>
</tr>
<tr>
<td>-----------------------------</td>
<td>--------------------</td>
</tr>
<tr>
<td><strong>Number of schools</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Number of skill training/vocational training institutes</strong></td>
<td></td>
</tr>
</tbody>
</table>
ANNEXURE 2: Model Career Centers- Scheme Details

1. SALIENT FEATURES OF MODEL CAREER CENTRES (MCCs)

1.1 Staffing Plan

a) Existing officers from employment exchanges shall be deployed to MCC for managing the operations. States shall ensure that competent staff is made available across all the MCCs.

b) Each MCC will have a Centre Manager who will be the overall in-charge for the management of Centre. Centre Manager shall also act as a career counsellor. These Centre managers shall plan and strategize the operations of MCC in accordance with NCS guidelines issued by DGET from time to time. Centre Manager shall act as member secretary for the district level committee under the chairmanship of District Magistrate for carrying out career services in the district.

c) Each MCC shall also have other counsellors who shall be responsible for providing career guidance to jobseekers and assist Centre manager in carrying out various outreach and IEC activities such as job fairs, mobile van tours etc. These counsellors shall also undertake the trainings of voluntary counsellor at block/village level. Roles of Career Counsellors are at Annexure 2A

d) Each MCC shall have support staff consisting of a Registration Manager, IT Support technician and multi-trained staff. These shall ensure the daily operations of MCC and assist counsellors in the MCC.

e) DGE&T proposes to launch a ‘Young Professionals Program’ under which these professionals shall be associated with NCS program for a period of 1 year. A minimum of 1 Young Professional shall be deployed at each MCC.

f) Following table shows the staffing schedule:


<table>
<thead>
<tr>
<th>Staff Type/Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centre Manager (Counsellor)</td>
<td>1</td>
</tr>
<tr>
<td>Other Counsellors</td>
<td>3</td>
</tr>
<tr>
<td>Registration Manager</td>
<td>1</td>
</tr>
<tr>
<td>IT Assistant</td>
<td>1</td>
</tr>
<tr>
<td>Support Staff</td>
<td>2</td>
</tr>
<tr>
<td>Young Professionals</td>
<td>1-2</td>
</tr>
</tbody>
</table>

1.2 Sample layout & Infrastructure

In initial phase 50 MCC’s will be setup across India. The following infrastructure services are proposed in a MCC:

<table>
<thead>
<tr>
<th>Service</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reception cum Registration desk</td>
<td>√</td>
</tr>
<tr>
<td>Waiting area</td>
<td>60 seats</td>
</tr>
<tr>
<td>Self-service kiosks</td>
<td>3</td>
</tr>
<tr>
<td>Individual Counsellor room</td>
<td>3</td>
</tr>
<tr>
<td>Group counselling room</td>
<td>1</td>
</tr>
<tr>
<td>Technology Lab (# of work stations)</td>
<td>10-12</td>
</tr>
<tr>
<td>Washroom</td>
<td>2</td>
</tr>
<tr>
<td>Water Cooler</td>
<td>1</td>
</tr>
<tr>
<td>Total Area (Sq. ft.)</td>
<td>3000</td>
</tr>
</tbody>
</table>

A sample layout of a MCC is provided in Annexure 2B. All states shall be required to follow the guidelines issued by DGE&T for implementing MCC. MCC shall have a minimum of following facilities:

a) **Reception cum Registration Desk**: A MCC will have a reception cum registration desk at the entrance. The reception area will have:
   i. LCD Screen – A LCD screen of approx. 46” in size will be installed and will showcase the jobs opportunities, career A/V content etc.
ii. Receptionist will have computer and will help illiterate/ differently abled jobseeker register on NCS, book slots of counsellors for counselling etc.

iii. Self-service kiosks- The computer literate jobseekers can update profiles, search job on the kiosks

iv. One Landline Phone with intercom facility

v. Newspapers and Magazine Rack

vi. Seating capacity for visitors as per Categorization of MCC

b) **Career Counseling Rooms**: MCC will have a Group Counselling room with an area of 30X20 Sq. feet for Group counselling and individual counselling room with area of 15*15 sq. This room will have following facilities

   i. Desktop – Each room will be equipped with one desktop with internet connectivity to be used by counsellor

   ii. One LCD Screen – A LCD screen of approx. 42” in size will be installed which will showcase the jobs opportunities, job fairs, ongoing counselling in the rooms etc.

   iii. One Landline Phone with intercom facility

   iv. Seating capacity for 10 visitors for Group counselling and 2-3 visitors for individual counselling.

   v. The Group counselling room will also be used to host meetings with industry personnel to understand their requirements with regards to personnel and skills. This will enable counsellors to do Market sizing of skills and jobs which will aid them in providing right guidance to jobseekers.

   c) **Technology Room**: Technology Room will have facility for jobseekers to access and update profile, access online career counselling material and view the audio-video content. This room will have:

   i. Desktops and seating capacity as per Categorization of MCC

   ii. One Landline Phone with intercom facility

   iii. One multifunction Printer
d) **Canteen/Pantry:** A breakout area with tea/coffee vending machine with seating capacity as per categorization of MCC.

e) **ICT Infrastructure:** Each MCC shall have following ICT infrastructure

   i. Desktops connected over a network, number of desktops to be as per the category of MCC

   ii. Access to desktop/network based tools for various tests

   iii. Self-service Kiosks connected to the MCC network

   iv. A dedicated 2 Mbps internet connectivity at each MCC

   v. A multifunction printer with adequate supplies of consumables

   vi. A projector and audio video system

   vii. Token Display system

   viii. Landline Connection

   ix. 2 hours UPS backup for all ICT infrastructure

2. **IMPLEMENTATION STRATEGY**

The following strategy will be followed for implementation of MCC:

   i) The role of the Central Government would be largely confined to the guidelines for development and management of Model Career Centres and aspects pertaining to review and monitoring while implementation of MCC is proposed to undertaken by the States.

   j) DGE&T shall provide financial assistance and the funds will be channelized through DGE&T offices (VRC’s and CGC’s).

   k) The indicative ceiling of financial assistance provided to each MCC shall be restricted to INR 50 lakh. This financial assistance can be utilized for infrastructure like electrical and electronic equipment, furniture, IT Hardware as well as Civil works and any Operating Expenses till 31st Mar 2015. Any expense above INR 50 lakh would have to be funded by the States.

   l) The procurement of electrical and electronic equipment, furniture, IT Hardware will be as DGS&D rates while Civil and Electrical works as per CPWD guidelines.
m) The minimum requirements of MCC are at Annexure 2C.

n) Necessary branding standards would be ensured to maintain uniformity and common theme of NCS among states and with Government of India.

Following are the high level implementation timelines for implementation of MCC:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Timelines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Release of guidelines to States</td>
<td>8th August 2014</td>
</tr>
<tr>
<td>Signing of MoU with States after approval of Action Plan</td>
<td>25th Aug 2014</td>
</tr>
<tr>
<td>Initiation of Model Career Centre work</td>
<td>1st Sep 2014</td>
</tr>
<tr>
<td>Inauguration of 1st 10 MCC (where infrastructure is already present, only Upgradation of facilities required)</td>
<td>Nov 2014</td>
</tr>
<tr>
<td>Inauguration of remaining 40 MCCs</td>
<td>Mar 2015</td>
</tr>
</tbody>
</table>

3. **INDICATIVE BUDGET ESTIMATES**

It is proposed to transform around 50 EEs as Model Career Centres in collaboration with the states during the year 2014-15. States will be requested to identify potential EEs, preferably near industrial hubs, to be converted to Model Career Centres. The funding route for this initiative would be through the CGCs of DGET directly to state governments. The indicative outlay is proposed as follows:

<table>
<thead>
<tr>
<th>Details</th>
<th>Indicative Rate (INR)</th>
<th>Quantity</th>
<th>Indicative Amount (INR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Infrastructure and furniture for establishing 50 model Career Centres</td>
<td>50,00,000</td>
<td>50 model CCs</td>
<td>25,00,00,00</td>
</tr>
</tbody>
</table>

*****
ANNEXURE 2A: Activities to be performed by Career Counselor

**Roles & Responsibilities of Career Counselor**

**Career Counselor:** A career counselor counsels others in finding jobs or vocational courses to help them obtain a job. He holds sessions with students to help them with their career choices.

**General Responsibilities of a Career Counselor are:**

- Direct counselling of students
  - Interact with students, parents, teachers and school
  - Maintain updated student profile
  - Ascertain the students career preferences
  - Conduct skill assessment and aptitude tests
  - Provide information on financial aid
  - Guide students on right career choice through group counselling followed by face to face

- Counselling of youth/ job seekers
  - Conduct skill assessment and aptitude tests for potential career options
  - Provide information on vocational guidance and career opportunities
  - Provide information on self-employment and entrepreneurial activities include financial assistance
  - Provide information on various schemes for skill development along with training providers
  - Prepare candidates for interviews through mocks and help in CV building
  - Recommend candidates for gap training
  - Match job seeker profile with employment opportunities
  - Follow up activities

- Outreach services like job fairs, mobile services etc.
  - Interact with industry for promoting job fairs and identifying career opportunities
  - Approach schools and colleges for group counselling and dissemination of career related information
  - Mobilize NGOs and other institutions for collaboration in job fairs and outreach services

- Counselling of counsellors
  - Establish a network of counsellors – general and specialized
  - Distribution of counselling toolkits to school counselors and provide basic training

**Desired Traits for a Model Career Counselor**

- Good knowledge of counselling techniques
- Helpful nature
- Positive approach
- Good communication skills
ANNEXURE 2B: Sample Layout for MCC

Main Entrance

Self Help Kiosks

Waiting Area

Bookshelf

Washroom

Staff Washroom

Pantry

IT Lab

Group Counselling / Training Room

Counselor 1

Counselor 2

Reception

Centre Manager

Water Cooler

Main Entrance

Main Entrance
ANNEXURE 2C: Minimum requirements of MCC

1. Power Backup
3. State owned property
4. Differently-abled friendly
5. Easy connectivity through public transport
6. Internet connectivity
7. Preferably near industrial clusters and Model ITIs