

Pro-Active Disclosure Aajeevika Placement Linked Skilling Projects

1) About Aajeevika Placement Linked Skilling Projects

Aajeevika Placement Linked Skilling Projects aims to provide job placements in the organized sector through placement linked and market driven skills trainings to poor rural youth in the country. So far, more than 7 lakh rural poor youth have benefitted from this programme.

Aajeevika Placement Linked Skilling Projects is being implemented in all States and Union Territories of India. So far, it has trained 7,18,234 youth and placed 5,44,464 youth in jobs.

Key Features include:

a) Project Implementing Agencies (PIA) are selected to implement the Programme. The following entities are permitted to pose proposals for implementing projects under Aajeevika Placement Linked Skilling Projects: Private Companies, both for Profit and Not for Profit; Non Government Agencies; Federations of SHGs, provided that the Federation is registered either under the Cooperatives Act, The Society Registration Act, the Trust Act etc; Panchayati Raj Institutions; Government/Semi Government Organizations/Autonomous Government Organizations at the State and National Level

b) The selected PIAs are responsible for:

- Mobilizing and selecting the rural poor youth of the target areas
- Conduct a training programme ranging for a period of 3 months, 6 months and 9 months
- Guarantee to offer placement to at least 75% of the trained candidates in entry level job positions in the domain they have been trained in
- Track and monitor the retention and the professional progress of the candidates trained by them for a period of 1 year and facilitate and support the candidates as and when required.

b) The Ministry provides financial support to PIAs by way of grants to the extent of 75% of the total cost of the project. Remaining 25% is borne by the PIA or the concerned State Government.

c) The implementation of the project by the PIA, is monitored by a Monitoring Agency/Coordinating Agency appointed by the Ministry of Rural Development, GoI which also acts as the fund routing agency. So far, there are three Monitoring Agencies designated by the MoRD, GoI- NABARD Consultancy Services (NABCONS), National Institute of Rural Development (NIRD) and Indira Gandhi National Open University (IGNOU).

2) Role of the NRLM Division in the implementation of Aajeevika Special Projects

The NRLM Division is involved in the following key processes related to the implementation of the Aajeevika Special Projects:

a) Submission of Projects

The Ministry has discontinued considering Multi State Placement linked Skill Development Special Projects. If a PIA has a proposal for implementing the project in several states, it should propose them as State specific projects and apply only through the respective State Governments/State Rural Livelihood Mission (SRLM). All PIAs interested in implementing the programme in a particular State, have to obtain an in-principle approval from the concerned State Government. The State Government must abide by its commitment of financing 25% or 10% of the Project Cost, as the case may be. However, wherever the State Government is not in a position to commit 25% of the total Project Cost, the PIA concerned shall be permitted to contribute towards financing 25% of the total Project Cost.

Subsequent to a PIA receiving the assent of the State Government, the proposal will be submitted to the Programme Division in the MoRD, GoI. Upon submission, the procedure detailed below will be adhered to by the Division in appraisal of proposals received.

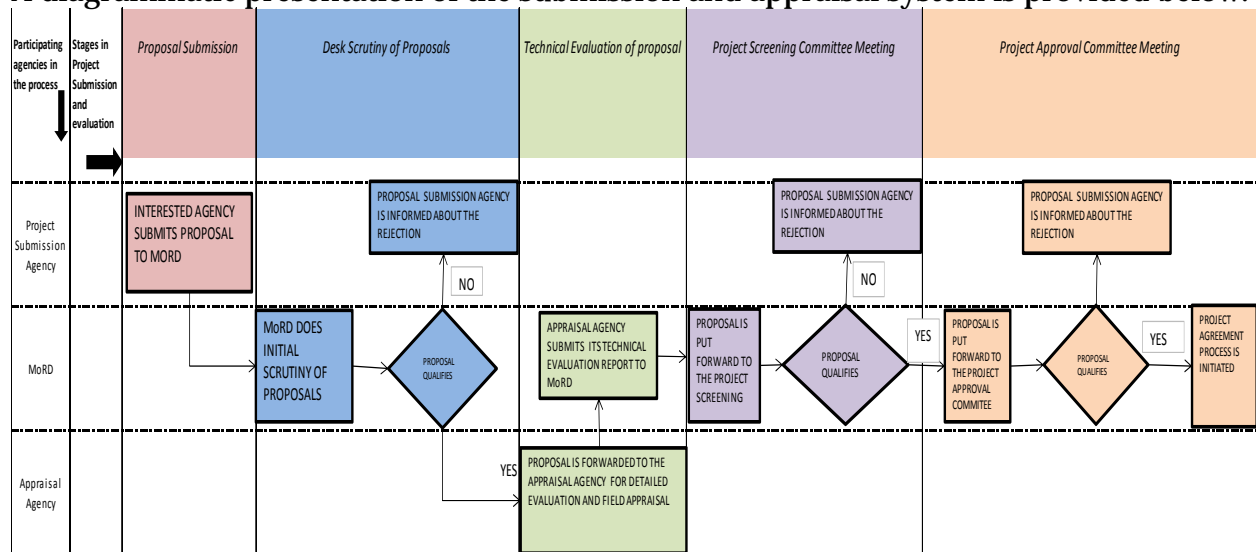
b) Appraisal and Approval of proposals submitted to the Division:

- All proposals that are submitted to the Division undergo a desk appraisal by the concerned authorities within the NRLM Division. The score card used to evaluate the proposal submitted can be found on the NRLM Skills Website at <http://nrlmskills.in/Resources.aspx>.
- A team from the Monitoring Agency conducts a field appraisal of those PIAs who have successfully qualified the desk appraisal.
- Subsequent to the Field Appraisal, an Inter Ministerial Committee- the Project Screening Committee (PSC), chaired by the Joint Secretary (Rural Livelihoods) holds a meeting to screen the qualified proposals which are taken forward to the PAC for approval.
- Subsequent to the PSC Meeting, an Inter Ministerial Committee- the Project Approval Committee (PAC) Meeting, chaired by the Secretary (RD) holds a

meeting to take a final decision on the qualified projects that were screened at the PSC Meeting.

The Division has devised service standards that details the maximum time that can be undertaken to complete each of the above activities. In addition, the service standards also list the concerned authority that must be held responsible for violation of the time limits for each of the activities. The service standards adhered to by the NRLM Division in the appraisal of projects is available at the NRLM Website at (<http://www.aajeevika.in/nrlm/Service-Standards-for-SGSY-Special-Project.pdf>)

A diagrammatic presentation of the submission and appraisal system is provided below.



c) Sanction of Funds:

After approval of the project prop after the PAC, Subsequent to the selection of final PIAs, a Sanction Letter will be issued by the Ministry to the selected PIA detailing the quantum of funds that will be disbursed by the Ministry and the manner in which the installments will be phased out.

Subsequently, the Coordinating/Monitoring Agency then enters into a Memorandum of Understanding (MoU) with the PIA which details the terms of contract and possible action by the MoRD on the PIA for non-compliance with the MoU.

The service standards adhered to by the NRLM Division in the disbursement of funds to the PIA is available on the NRLM Website at (<http://www.aajeevika.in/nrlm/Service-Standards-for-SGSY-Special-Project.pdf>)

d) Monitoring of Projects

- As per the Aajeevika Placement linked Skilling Projects Programme, the implementation of the project by the PIA is monitored by the Coordinating/Monitoring Agencies.

A team of professionals at the National Mission Management Unit (NMMU), NRLM, MoRD, GoI conducts monthly meetings to review the status of implementation of the programme.

- The review meetings are attended by all concerned stakeholders from the MoRD, PIAs, Coordinating Agencies.
- The MoRD, GoI has developed a comprehensive MIS which captures all the details of the status of implementation of the programme by the PIAs i.e. number trained, number placed etc. The public reports generated by the MIS are available at <http://nrlmskills.in/achievements.aspx>
- The PIA shall update the data in the official MIS of the Ministry, for which login details will be provided to the former, and will be continually monitored by the State Governments/MoRD/Monitoring Agency.
- The MIS will generate the Monthly Progress Reports of the PIAs which will be studied by the State Government/SRLM/MoRD/Coordinating Agency
- For monitoring and periodic review of the sanctioned project, the respective State Government/SRLMs hold monthly review meetings to appraise the implementation of the project by the PIAs in their States.
- In addition, the concerned authorities at the SRLMs will also undertake monthly visits to the training centers of the PIAs to monitor the implementation of the programme as per pre-determined standards.
- The State Government/SRLM will also monitor the progress of the candidates trained in their States, and placed into jobs in/outside the State using the records updated by the PIA into the MIS.

e) Special projects

The Ministry of Rural Development, Government of India is implementing the following special projects, apart from Aajeevika Special Projects

- SEE J&K- Himayat Programme

Himayat is a training-cum-placement programme for the unemployed youth in Jammu and Kashmir. Youth will be provided short-term training for at least 3 months, in a range of skills for which there is good demand. At the end of the training, the youth are assured of a job and there is one year post-placement tracking to see how they are faring. The scheme aims to train 1,00,000 youth in 5 years and will provide atleast 75,000 of them with jobs. Placements will be largely in the service sector both in J&K and outside the state.

For further details on the status of implementation of the Himayat Programme, please refer to the website www.himayat.org

4) Documents and Records held by the Division

All the relevant information held by the Division is available at the NRLM Skills Website

In addition, a record of key decisions; minutes of meetings; office orders; revised

operational directives etc are uploaded on the NRLM Skills website for pro-active disclosure.

5) List of PIAs working under Aajeevika Special Projects

At present there are 60 PIAs that are implementing Aajeevika Special Projects funded by the MoRD, GoI. The complete list of all the PIAs implementing Aajeevika Special Projects can be found on the NRLM Skills Website(<http://nrlmskills.in/PIAMainsDetail.aspx>) The Sanction Letter issued by the MoRD to each of the listed PIAs stating the following information, is also available for download the website:

- a) Total funds allocated to the PIA for implementing the Project
- b) The areas in which the PIA will be in operation
- c) The target number of youth that the PIA is entrusted to train and place
- d) Time period within which the project should be implemented by the PIA

6) Public Information Officer (PIO) of Aajeevika Special Projects

The CPIO of Aajeevika Special Projects is:

Name: Mr J. S. Audhkhasi

Designation: Under Secretary (SGSY)

Address: National Rural Livelihood Mission, 6th Floor, Samrat Hotel, Chanakyapuri, New Delhi-110021

Phone number: 011-24122946

Email address:audhkhasi.js@nic.in

The APIO of Aajeevika Special Projects is:

Name: MrSudhirShyam

Designation: Deputy Secretary (RL)

Address: National Rural Livelihood Mission, 6th Floor, Samrat Hotel, Chanakyapuri, New Delhi-110021

Phone number: 011-24122938

Email address: sudhir.s@nic.in

7) Budget of the Aajeevika Special Projects

15% of the budget of the NRLM is allocated towards the implementation of the Aajeevika Special Projects.

Financial Year	Budget Allocated (in crores)	Actual Expenditure (in crores)
2011-2012	449.99	328. 74893
2012-2013	610.02	49. 7888 (as on 1.08.2012)

The funds released during FY 2011-2012 and FY 2012-2013 to all PIAs implementing Aajeevika Special Projects is uploaded on the NRLM Skills website at<http://nrlmskills.in/RTI.aspx>

8) Role of State Governments in monitoring implementation of Aajeevika Special Projects

- a) The ambitious targets of training and placing 50 lakh rural poor youth under NRLM in the next 5 years requires strong commitment and ownership of the State Rural Livelihood Missions (SRLM). The Placement linked Skill Development Programme commenced in 2004-2005 under Special Projects of SGSY. The number of projects has increased to 167 projects in 2011-2012. Now the scheme has reached significant scale. The success of the Special Projects strongly depends upon the close monitoring of the PIAs as the training center level. This can be done regularly and efficiently by the SRLMs who have dedicated staff and State and District levels. Without an adequate monitoring system, future scaling up of special projects centrally is not advisable. The States need to be involved in the implementation of skill development programmes at the State. However, in order to enable SRLMs to implement the programme, their capacities need to be developed.
- b) The NRLM envisages that in the next 3 years, all States will have professionally managed units within SRLMs or set up independent societies for implementing placement linked training projects.
- c) In order to operationalize the above provisions under NRLM, capacity building of SRLMs is required. For providing technical assistance to States, the National Mission Management Unit (NMMU) has been set up. The role of the NMMU in this regard will be to build capacities of the SRLMs, providing technical assistance for creating systems and standards and work closely with the teams at the State level so that end-to-end solution for the placement of rural poor youth is in place and operational.
- d) However, in the absence of a dedicated structure for Skills and Placement at the State and District Level, mere devolution of MoRD's responsibility to the States will not yield satisfactory results. In a number of consultative meetings it has been discussed that if States were willing to implement skills and placement schemes on their own, they should fulfill minimum conditions related to manpower and past track record. The minimum pre conditions identified by the program division are listed below. The SRLMs should have:
 - A cell dedicated to skills and placement within the SRLMs or the State Government should have set up a separate organization working within the SRLM dedicated for Skills and Placement work.
 - There should be a full time professional manager for Skills and Placement work within the cell
 - The SRLM should have at least one professional in each District to facilitate Skills and Placement work (or there is an approval for hiring one professional in each district)
 - There should be a clear HR policy to hire competent professionals from the market with expertise in proposal appraisal and MIS management at State level and quality field monitoring, MIS and post placement tracking at the District

- level. In the overall staff structure there should be a provision for a professional at the Block Level (in intensive blocks) who will focus on Skills and Placement
- The SRLM should have been reviewing existing SGSY Special Project Partners and following up with field level monitoring