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No. 8-8/2015-SD
Government of India
Ministry of Minority Affairs

"Seekho aur Kamao"
The Skill Development Initiative for Minorities

NOTICE INVITING PROPOSALS FOR EMPANELMENT DURING 2017-18

1. Ministry of Minority Affairs invites proposals from Training Partners (TPs) having SMART Accredited and Affiliated Training Centres (TCs)/or willing to get their training centres accredited and affiliated through SMART portal of National Skill Development Corporation (NSDC) for undertaking Training aligned to National Skills Qualification Framework (NSQF) under the "Seekho aur Kamao" scheme, during the year 2017-18.

2. The Project Implementing Agencies (PIAs) implementing Seekho aur Kamao scheme of the Ministry of Minority Affairs and are having the above TC status are also invited to apply.

3. For details, interested and eligible organizations may visit the Official website of the Ministry at http://www.minorityaffairs.gov.in.

(K.B. Singh)
Under Secretary (Skills)
011-24302540

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3. TCs – TPs shall send the proposals online on NGO Portal of MoMA and also by post to Director (Skills), 11th Floor, Pt. Deendayal Antyodaya Bhawan, CGO Complex, Lodhi Road, New Delhi-110003. As NGO Portal of MoMA is under construction, eligible organisations may send Hard Copy and the same may be sent through NGO Portal once it will become operational.

4. The last date for submission of proposal to the Ministry is 29th September 2017, Friday) till 5:00 p.m. One PIA shall submit only one proposal.

5. The TCs-TPs shall submit details in the prescribed application form.

6. TCs-TPs whose TCs do not pass the Accreditation and affiliation process of NSDC and or are blacklisted by NSDC will not be considered for empanelment under "Seekho aur Kamao" Scheme. The proposals of eligible TPs will be examined by the Ministry and TPs having accredited and Affiliated TCs may be allotted targets of training as per the Target Allocation Framework methodology defined in the PMKVY scheme.

7. The decision of the Ministry in this regard shall be final and binding on the organization.

8. This Ministry shall not be responsible for any loss of proposals and postal delays. Such cases will be deemed rejected.

9. Ministry of Minority Affairs reserves the right, without any obligation or liability, to accept or reject any or all the proposals at any stage of the process, to cancel or modify the process or any part thereof, or to vary any of the terms and conditions at any time, without assigning any reasons thereof.

10. For any information in this regard, the organizations may contact on the Helpline of the Ministry – 1800-11-2001 (Toll Free) between 9:00 a.m. to 5:00 p.m on all working days.

11. The Ministry may seek any additional information as per the requirement of the scheme Seekho aur Kamao

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1. Application Summary for implementation of Seekho aur Kamao

Parameter	Details	
Name of Project Implementing Agency (PIA) for Seekho aur Kamao:		
Pradhan Mantri Kaushal Kendras (PMKKs) eligible for implementation of Seekho aur Kamao:	1. \<State>, \<District> 2. \<State>, \<District>	
Job Role(s) Proposed at each PMKK for implementation of Seekho aur Kamao: NSQF Level 1 and 2 Job Role not Permitted	**1.** \<District>	a. Name of Job Role 1 as Per Qualification Pact (NSQF Level ---) b. Name of Job Role 2 as Per Qualification Pact (NSQF Level __)
	2. \<District>	a. Name of Job Role 1 as Per Qualification Pact (NSQF Level ---) b. Name of Job Role 2 as Per Qualification Pact (NSQF Level __)
Project Duration: (between 1st February 2017 and 31st March 2017)	\<<Date>> to << Date>>	
Total Number of Batches:	1. <<District>>, <<Job Role>>, <<Number of Batches>> 2. <<District>>,<<Job Role>>, <<Number of Batches>>	

2. Details of PMKK Centers Participating for Seekho aur Kamao

S.N	State	District	Centre Address	Job Role Names (NSQF Level)	Number of Batches per job role (Maximum number of candidates per batch is 30)
1.					
2.					
3.					

3. Sample Survey Findings

Applicants shall undertake a sample survey to identify skill gaps or occupational challenges encountered by target beneficiaries of proposed job roles in the surrounding area. The minimum sample size shall be 10 beneficiaries for each job role in each prosed location. Detailed findings per job role and location may be attached with names and mobile numbers of survey participants.

a. Reason for selection of proposed job role:	
b. Who are the target beneficiaries of the scheme (age, socioeconomic status, years of experience, employment scenario, source of existing skill set, etc.)	
c. Knowledge, productivity and/or performance gaps or challenges faced by Target Beneficiaries in proposed location(s):	
d. Indicate tangible benefits to the Target Beneficiary from undertaking RPL at the PMKK:	

e. Is the PIA going to assist target beneficiaries in attaining any of the following during RPL at PMKK(s)?

Potential Benefits	YES (Y) / NO (N)	If YES (Y), please provide additional information:
Five Year Insurance under Pradhan Mantri Suraksha Bima Yojana (PMSBY)		
Skills Premium/Industry Recognition		
Bank Loans/ Financing		
Licenses		
Formation of Cooperatives		
Course on Digital Transactions (E-Wallet)		
Course on Financial Literacy		
Placement Facilitation		

4. Block-wise Mobilization Drives

PIAs shall conduct fortnightly mobilization drives in the blocks surrounding each center. Details of drives conducted in each block, including planned start and end date and mobilization strategy are to be provided in the below:

SN	State	District	Block	Mobilization Start Date	Mobilization End Date	Modes of Mobilization	Name and mobile number of Mobilizer
1	<Provide name of the state in which mobilization drive shall be conducted>	<Provide name of the district in which mobilization drive shall be conducted>	<Provide name of the block in which mobilization drive shall be conducted>	<Specify date at which mobilization drive will begin>	<Specify date at which mobilization drive will end>	<Specify list of activities (with quantities) to be undertaken during mobilization period>	<Provide name and mobile number of mobilizer, if identified>
2							
3							
4							

5. Batch-wise Roll Out Plan

Attach batch-wise roll out plan for each PMKK for implementation of Seekho aur Kamao as per format given in Annexure 11.1.

6. Pre-Screening Format

SSC to provide the pre-screening format for each RPL Job Role to be undertaken (Questions are to be based on the core NOSs of the job role as well as any other criteria as defined by the SSC for the project). Pre-Screening Formats to be attached in the application.

7. Orientation Content

Attach job role wise orientation content as per format given in Annexure 11.2.

8. Details of Job Role Specific Kit

Following items shall be mandatorily provided to candidates during orientation.

- 01 Seekho aur Kamao T-shirt/Jacket
- 01 Seekho aur Kamao Cap

Both aforementioned items are to be procured from NSDC empanelled vendors at a fixed cost of Rs. 120 and Rs. 40 per candidate (including taxes), respectively. Over and above the above-mentioned items, PIA may give additional job role specific items. Details to be mentioned below:

Job role name	List of Additional Items in Kit

Sample of Additional Items to be provided to Executive Committee for Approval.

9. Branding & Publicity Plan

Describe what efforts will be made to ensure that each PMKK for implementation of Seekho aur Kamao receives sufficient media coverage on the following platforms: Print, Electronic (Radio and TV) and Social Media Summarize the plan in tables below:

1. Name of PMKK: <<State>>, <<District>>

a. Print Media:	
Type (Newspaper/ Magazine/ Tabloid/ Others please specify)	Frequency
<Type> (Name)	
<Type> (Name)	
<Type> (Name)	

b. Outdoor Advertising:	
Type (Brochure/ Flyer/ Standee/ Other please specify)	Frequency
<Type> (Name)	
<Type> (Name)	
<Type> (Name)	

c. Digital Media:	
Type (Electronic - website/ Social - Facebook, LinkedIn, Twitter/ Television Advertisements/ Other please specify)	Frequency
<Type> (Name)	
<Type> (Name)	
<Type> (Name)	
d. Radio Engagement:	
Type (Govt. / Non-Govt. channels/ Local Radios/ Other please specify)	Frequency
<Type> (Name)	
<Type> (Name)	
<Type> (Name)	

10. Indicative Project Financials

Applicant should indicate the total project fund that will be utilized in accordance to the costs heads and ceilings indicated as per Project Type 3. PIA shall fill in all expense heads specified. Separate cost calculation sheets for cost heads associated with PIA payout shall be submitted along with this application.

Details of total project cost

S. no	Cost Head	Scheme Amount Per Candidate (Rs.)	Total Project Amount Proposed (in Rs.)	% of Total Amount Proposed	Total Amount Proposed Per Candidate (in Rs.)	Remarks, if any
1	*PIA payout per candidate (Variable Cost)*	Ceiling cost: **Type 3 – 1,600**				
a.	Mobilization expenses (Maximum per candidate cost: Rs. 500)					
b.	Orientation expenses					
c.	Branding and publicity expenses (Maximum per candidate cost: Rs. 250)					
d.	Job role-specific kit expenses (Maximum per candidate cost: Rs.500)					
e.	01SAK Standard T-shirt/ Jacket (Fixed per candidate cost: Rs.120)					
f.	01 SAK Standard Cap (Fixed per candidate cost: Rs. 40)					
g.	Other additional items (please add more rows, if required)					

11. Annexures

11.1 Roll Out Plan Template

Roll Out Plan shall be submitted location and month-wise in accordance to the template below.

Cumulative Batch Number to be assigned.

Roll Out Plan: PMKK for Seekho aur Kamao << Name>><<District>>

Month: February, 2017

SN	Day	Date	Class Room/Lab 1	Class Room/Lab 2	Class Room/Lab 3	Class Room/Lab 4	Class Room/Lab 5
1	Monday	……..	<Job Role> <Batch Number> <Time: __ to ___ >	<Job Role> <Batch Number> <Time: ___ to ___>	<Job Role> <Batch Number> <Time: ___ to ___>	<Job Role> <Batch Number> <Time: ___ to ___>	<Job Role> <Batch Number> <Time: ___ to ___>
2	Tuesday	……..	<Job Role> <Batch Number> <Time: __ to ___ >	<Job Role> <Batch Number> <Time: ___ to ___>	<Job Role> <Batch Number> <Time: ___ to ___>	<Job Role> <Batch Number> <Time: ___ to ___>	<Job Role> <Batch Number> <Time: ___ to ___>
3	Wednesday	……..	<Job Role> <Batch Number> <Time: __ to ___ >	<Job Role> <Batch Number> <Time: ___ to ___>	<Job Role> <Batch Number> <Time: ___ to ___>	<Job Role> <Batch Number> <Time: ___ to ___>	<Job Role> <Batch Number> <Time: ___ to ___>
4	Thursday	……..	<Job Role> <Batch Number> <Time: __ to ___ >	<Job Role> <Batch Number> <Time: ___ to ___>	<Job Role> <Batch Number> <Time: ___ to ___>	<Job Role> <Batch Number> <Time: ___ to ___>	<Job Role> <Batch Number> <Time: ___ to ___>
5	Friday	……..	<Job Role> <Batch Number> <Time: __ to ___ >	<Job Role> <Batch Number> <Time: ___ to ___>	<Job Role> <Batch Number> <Time: ___ to ___>	<Job Role> <Batch Number> <Time: ___ to ___>	<Job Role> <Batch Number> <Time: ___ to ___>
6	Saturday	……..	<Job Role> <Batch Number> <Time: __ to ___ >	<Job Role> <Batch Number> <Time: ___ to ___>	<Job Role> <Batch Number> <Time: ___ to ___>	<Job Role> <Batch Number> <Time: ___ to ___>	<Job Role> <Batch Number> <Time: ___ to ___>

11.2 Orientation Content

As per the RPL Guidelines, the Orientation content of each candidate shall be a minimum of 12 hours and shall include the following:

S. no	Activity	Minimum Duration
1.	Domain Training (clarifying any doubts/gaps a candidate may have with respect to the Job Role including the topic of Health and Safety)	6 Hours
2.	Soft Skills and Entrepreneurship Tips specific to the Job Role (Financial and digital literacy training are mandatory)	4 Hours
3.	Familiarization to the Assessment Process and Terms	2 Hours

Applicants to specify the topic and subtopics to be covered under each of the aforementioned areas, the duration for each topic and expected outcome.

The topics and subtopics proposed shall be aligned to the findings of the sample survey. It is mandatory that modules on digital/cashless transactions and financial literacy be imparted.

S. No	Topic	Subtopics	Duration (in hours)	Proposed Tangible Outcome
Job Role 1				
1	Domain Training			
2	Soft Skill & Entrepreneurship Tips specific to the job role			
3	Familiarization to the Assessment Process & Terms			
Job Role 2				
1	Domain Training			
2	Soft Skill & Entrepreneurship Tips specific to the job role			
3	Familiarization to the Assessment Process & Terms			