

Murad Nagar Ghaziabad,
Delhi NCR - 201206
Dated: 15.05.2020

OFFICEMEMORANDUM

Subject: - PMFDP, Rojgar Bharat-AatmaNirbhar Bharat Counselling Scheme Guidelines 2020-21 registration.

The undersigned is directed to enclose herewith the copy of the approved Rojgar Bharat Counselling Scheme Guidelines 2020-21 for its implementation and necessary action.

2. This issues with the approval of competent authority (ESSC).

Enc1: As above (Rojgar Bharat Guidelines)



(D. Singh)

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1. PS to Chairman, ESSC
2. PS to MD, ESSC
3. PS to Secretary, ESSC
4. PS to JS (SD), ESSC
5. PS to SPA, ESSC



 **रोजगार** भारत

PMFDP
ROJGAR BHARAT - AATMANIRBHAR BHARAT
COUNSELLING SCHEME GUIDELINES
2020-21

आत्मनिर्भर भारत



Rojgar Bharat (Ins. by) **AatmaNirbhar Bharat**

Government of India

**Ministry of Micro, Small & Medium
Enterprises Micro, Small and Medium
Enterprises (MSME) Loan Guidance Scheme**

Disclaimer:

All information contained in this guideline, subsequently provided/ clarified is in good interest and faith. Each stakeholder shall conduct its own investigation, analysis & should check the accuracy, reliability and completeness of the information in this Guideline. Stakeholders shall make their own independent investigation in relation to any additional information that may be required. ESSC, without liability or any obligation, reserves the right to amend, delete or add any information mentioned in this document at any stage.

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1 Introduction

Background

ESSC- Entrepreneurship Sector Skill Council is a unique initiative to play proactive role and bridge the gap by creating a vibrant eco-system for quality training and skill development for the Entrepreneurship Sector. ESSC-Entrepreneurship Sector skill council is not for Profit, Organization Registered under the Company Registration Act-2013 Ministry of Corporate Affairs Govt. of India. As unemployment is increasing continuously. The Government is Unable to provide the Jobs as per the expectation of job seekers. Council is a work station where as on Entrepreneur create a lot of jobs for the seekers.

- The Council objective to create the Entrepreneur through their creativity & collaboration leading to Personal Development.
- The Council Provide the standard Quality and Effectible value in Skill Education Development System on National Level.
- The Council Promotes Entrepreneur to their business Sustainability Longevity.
- The Council have a such Investigations further ideas & Theories could bring to the Desirable Synchronize Innovation.
- The Council provide the strong anthropoid Principle to replace the weak one.
- The Council have a clear understanding of business operation.
- The Council have transparency in business is Particular vital.
- **Objectives:**
- To conduct research and provide consultancy for entrepreneurship development.
- To coordinate and collaborate with other organizations in undertaking training, research and other activities to increase outreach of the council.
- To provide consultancy and monitoring service to MSMEs/ potential entrepreneurs and enhancing employability of participants.
- To promote greater use of information technology in the activities/ functions of the ESSC.
- To comply with statutory responsibility.
- The Council has trained more than 5000 trainees including more than 2,600 eEDPs till date.
- To promote and develop entrepreneurship.

Major Activities

The major activities of the Council inter alia include:

- **Research/Evaluation Studies:** Besides the primary/basic research, the Institute has been undertaking review/evaluation of different government schemes/programmes, training need assessment- Skill Gap studies, industrial potential survey etc. The broad objective of these activities is the promotion of the Entrepreneur/MSME Sector.
- **Training:** The different kind of training programmes being organized by the council inter-alia include Trainers' Training Programmes (TTPs); Management Development Programmes (MDPs); Orientation Programmes for Head of Departments (HoDs) and Electronic Entrepreneurship Development Programmes (eEDPs); Yoga Teacher Diploma in Evaluator Education Programmes (YTDEvEd,Ps) and Yoga Teacher Diploma in Elementary Education Programmes (YTDEEd,Ps) and Some programs of which are also copyrighted, specially designed sponsored activities for different target groups.
- **Development of Course Curriculum/Syllabi:** The Council has developed Model Syllabi for organizing Entrepreneurship Development Programmes. It also assists in Standardization of Common Training programmes.

- **Publications and Training Aids:** The Council has been bringing out different *Publications* on entrepreneurship and allied subjects. The Council has also assembled an Entrepreneurship Motivation Training brings out a quarterly *Newsletter*.
- **Cluster Interventions:** The Council has been actively involved in undertaking developmental programmes (Soft and Hard Interventions) in Clusters in different capacities. The council has so far handled a total of same Industrial Clusters.
- **Incubation Centers:** The Incubator sponsored by the Ministry of MSME and functioning at the Campus of the Council, has been instrumental in providing hands-on training and familiarizing the beneficiaries with the real factory/market conditions/ situations in the area of stitching, Mobile Repairing, Home Décor products, Beautician and Art Incubation. Following activities are organized for the same:
 - (a) Self Employment Fair
 - (b) Functioned as Udyami
 - (c) Business plan preparation
 - (d) Institutional arrangements with Financial Institutes/ support organization(s)
 - (e) Linkage with Rojgar Bharat/Udyami Bharat Scheme
 - (f) Post training follow up with the participants,
- **Research:** The Council undertakes research and studies either on its own or on sponsored basis and provides consultancy in the field of growth and development of MSME across India and beyond. The Council also acts as a catalyst and a resource Centre for providing various inputs on policy formulation for promoting entrepreneurship and development of MSME to unemployed.
- **Intellectual Property Facilitation Centre:** The Intellectual Property Facilitation Centre, operational at the Campus of the council under the auspices of the O/o DC (MSME) provides facilitation/assistance under one roof to the units located in its vicinity for identification, registration, protection and management of Intellectual Property Rights, as a business tool.
- **The E-Module: EDP:** The Council has developed an E-learning Module (*Hindi and English & other local languages*) for Entrepreneurship Development Programmes. The course material of the Module has been incorporated in a online. The Module has been launched in different States.
- **E-learning Modules on Different Subjects:** Eight e-learning Modules have been created on Cyber Security, Communication Skills, Java Personality Development, Mathematical Modeling, Web Designing & Cloud Computing & mostly eEDP Electronic Entrepreneurship Development Programmes.
- **Hand-holding for Enterprise Creation and Employment Assistance to the Trainees:** The Institute provides hand-holding services to candidates interested in self-employment and assists to find suitable wage employment if they do not opt for self-employment. For the same, an interaction platform called Rojgar Mela(s) is organized for prospective employees and trained persons.
- **International Activities:** The Council conducts Providing productivity labor to maximum companies coming from abroad And They are trained to train smoothly.
- **Consultancy Services:** Offering consultancy services in the area of entrepreneurship especially for MSMEs. It Offers advice and consultancy to other Institutions engaged in entrepreneurial training either in the Government or in the Private Sector.
- **Recent Achievements:**
- The Council has been certified as compliant to the requirements of Management System ISO 9001: 2015.

- It has been accorded in-principle copyright courses by the TMR, Govt.of India. for starting a long term (two years) Yoga Teacher Diploma in Evaluator Education Programmes (YTDEvEd,Ps) and Yoga Teacher Diploma in Elementary Education Programmes (YTDEEd,Ps).
- **Partner Councils:**
The Council, at present, has more than 300 Partner Institutions spread over India engaged in educational activities including those pertaining to entrepreneurial education/development.
- **Exceptionally:**
- ESSC wants That eEDP or EDP be made compulsory for all students for developing their skills, So that they can establish their enterprises and for this we are already working. And we want to work with you too for the Same. When will there be Employment, country will grow and skill development students will get self-employment and employment. Because today even after getting training in skill development from various government institutions, the candidates continue to roam the unemployed. They have little knowledge in the direction and direction of setting up enterprises.

Mission



To create an inclusive, sustainable and value based entrepreneurial culture, in collaboration with our partner institutions in achieving economic success and financial security. And getting more and more enterprises established.

Vision



To be an integrated financial and support services provider par excellence, benchmarked with global best practices and standards, for the bottom of the pyramid universe for their comprehensive economic and social development.

Purpose



Our basic purpose is to attain development in an inclusive and sustainable manner by supporting and promoting partner institutions and creating an ecosystem of growth for micro enterprises sector.

About Rojgar Bharat Scheme

Rojgar Bharat Scheme is for all unemployed population of India, who want to do Business/Startup but cannot do anything due to lack of financial help and information, and to make them AATMANIRBHAR. Also, the motto of this Scheme is to make entrepreneurs self-reliant who already have successfully completed trainings like Entrepreneurship Development Program / Skill Development Program, Entrepreneurship cum skill development Program i.e. vocational training ITI, selected leading organizations. Also, to assists in the establishment and operation of the unit by resolving the procedural and legal hurdles and difficulties faced at the time of setting up and managing the new enterprise and completing the necessary formalities.

Objectives of the Rojgar Bharat Scheme:

- **Create Awareness** about the Rojgar Bharat and inform the youth of India about Entrepreneurship and its opportunities.
- **Sensitize** prospective candidates about available Market Opportunities under the Rojgar Bharat, including horizontal and vertical pathways.
- **Facilitate Psychometric Testing and Face-To-Face Counselling Interventions** to create an individual-level impact to guide aspirants to make the right choice of training and subsequent entrepreneurship.
- **Facilitate Understanding** of the concepts of *New India & AATMANIRBHAR BHARAT*, the prospects of India becoming the Entrepreneur's hub of the World and how the new generation of youth can become drivers of change.

Key Features of Rojgar Bharat:

- **To counsel** 10 crore candidates unemployed from 5 March 2020.
- **Target Beneficiaries** include students/candidates, School & College Drop-outs, young adults from the community, college students, polytechnic students, ITI students, Diploma students, Graduates, Post-Graduates, NEET category (Not in Employment education or Training) and the youth of India at large, preferably in the age group of 18-55 years.
- **Facilitate Awareness and Guidance** among the Candidates about the available skill as per their aptitude and Psychometric Test results and availability of eEDP & Loan Project.
- **Capacity Building of Counsellors** to fulfil the objective of the scheme.
- **Entrepreneurship on Wheels:** Entrepreneurship on Wheels will be a part of the Rojgar Bharat in order to create awareness about Entrepreneurship among youth at their doorsteps. Specially branded vehicles shall tour the villages/towns for propagating the Rojgar Bharat and counsel the students.
- The scheme will have outcome-based payouts.
- Mind mapping/ Psychometric test/ interest mapping would also be encouraged through appropriate incentive structure.

Strategy and Approach

- ESSC will be the implementing agency for this scheme.
- It is proposed to involve the following agencies to conduct counselling sessions as Service Provider Agencies (SPAs).
- eEDP For MSME Loan/Startup India/Start New Entrepreneurs.
- Nationwide capacity building workshops for counsellors of the SPAs, will be undertaken by competent professionals, as assigned by ESSC.
- All SPAs to conduct counselling sessions on the standardized module provided by ESSC, during working hours.
- All the SPAs for all purposes of the scheme will be separate and no overlap of roles will be permitted to ensure transparency and objectivity.
- The scheme will provide pay-outs to the Service Provider Agencies (SPAs) in alignment with reimbursements predefined by ESSC upon successful completion of counselling.
- Pay-Outs will be based upon successful Monitoring Reports, mapped electronically through the pmfdp.org or rojgarbharat.org portal.
- The pay-outs will be made through bank transfer to the Service Provider Agencies (SPAs) accounts, as applicable.
- Branding norms as defined in the Branding Guidelines will need to be adhered to.

2 Stakeholders Involved

Target Beneficiaries:

The Counselling Scheme aims to benefitting 1 crore students/youth across India in the age group of 18+ years. The target group could be ITI students, Diploma students, Young adults from the community, college students, polytechnic students, as well as the NEET category (Not in Employment education or Training) candidates and the youth of India at large. These sessions will be conducted across India, through the stakeholder's aka SPAs.

Service Provider Agencies (SPAs)

Service Provider Agencies (SPAs) shall be given the task of conducting the Counselling Sessions on a pan-India level.

Types of SPAs & Selection

a) Government SPAs:

b) These SPAs are organizations/agencies registered under State Government or Government of India (GoI). Such SPAs are exempted from the selection process. These SPAs may participate in the Counselling Scheme voluntarily, basis an invitation from ESSC.

c) Training Partners/Centers affiliated under the ESSC Ecosystem

Such SPAs automatically qualify and are exempted from the selection process. These SPAs will participate in the Counselling Scheme basis directives from ESSC.

d) Not for Profit SPAs

Such SPAs will go through a selection process, basis norms laid down by ESSC & duly notified on www.esscindia.org. Short listing of SPAs will be carried out by a committee appointed by SPAs & evaluation criteria as notified on <http://www.esscindia.org/>.

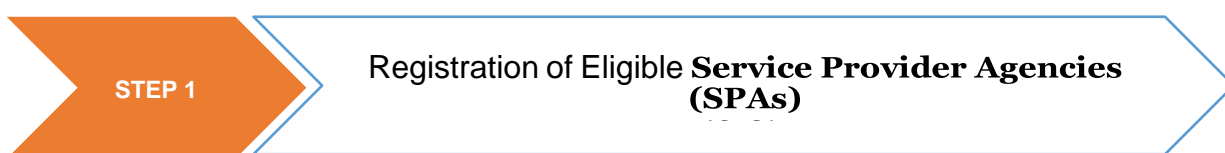
Process Flow Chart for Not for Profit SPA: Empanelment ~ Reimbursement

- Step 1: Invitation for Expression of Interest
- Step 2: Submission of Expression of Interest – Through Registering on Rojgar Bharat app/portal
- Step 3: Short listing of SPAs by committee appointed by ESSC & evaluation criteria as notified on Rojgar Bharat.
- Step 4: Final selection of SPAs by the committee appointed by ESSC, for a maximum of 1-5 SPAs per district on first come first served basis.
- Step 6: Information dissemination to SPA regarding selection, with login credentials to participate in Rojgar Bharat.

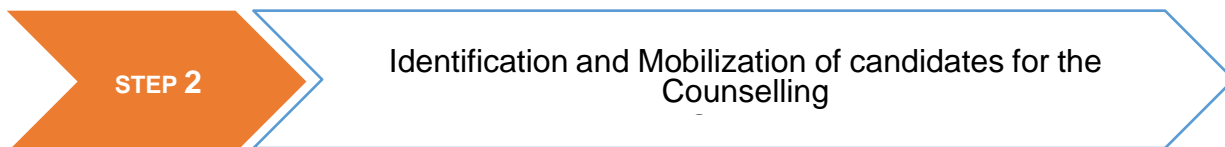
- Step 7: After the registration process is complete the SPAs will share their counselling calendars with ESSC at least 15 days in advance of the commencement of the exercise on ground. They should update any changes in the calendar at least 2 days in advance of the counselling event.
- Step 8: Conduct of Counselling Sessions.
- Step 9: Monitoring, Tracking & Validation of Sessions by competent authority
- Step 10: Reimbursement to the SPA basis guidelines mentioned in monetary pay - out

3 Process Methodology

A systematic process is essential to achieve the objective behind conducting the Counselling Scheme at the pan-India level. This requires effective planning and review of each session that the SPA conducts. The process begins with the registration of the organization/center as a Service Provider Agencies (SPAs).



Eligible Service Provider Agencies (SPAs) must register in the following Web Portal pmfdp.org or rojgarbharat.org. Profile of Service Provider Agencies (SPAs) would go through an approval process, and conclusion would be communicated by ESSC for further action.



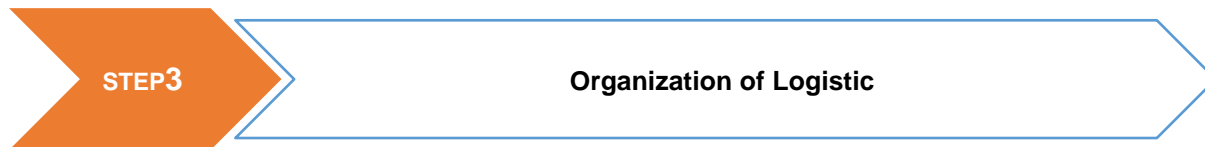
Identification of potential beneficiaries of the counselling campaign mark the beginning of effective planning. The Service Provider Agencies (SPAs) must identify the candidates that need to receive counselling. The selection of candidates must be aligned to the key objectives of the Scheme. These candidates must be mobilized through various methods.

Methods for conducting effective Mobilization:

- Door-to-door mechanism
- Advertisement in the local newspaper
- Connect with local youth organizations and engage them in the process
- Regional/Community Radio
- Connect with Gram Panchayat in case of rural areas.
- Pamphlet Distribution

- Connecting with prominent local institutions who work for social welfare and engaging with them in creating awareness amongst youth and generating interest to know more about the Rojgar Bharat Mission
- Any other

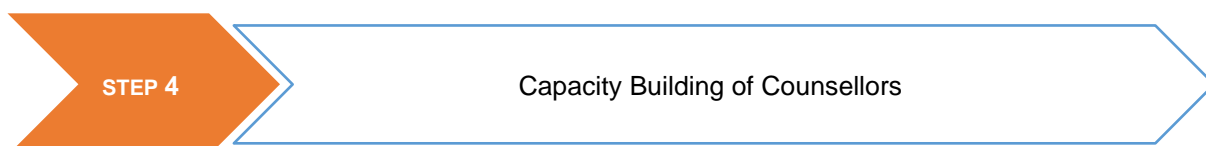
Apart from the above-enlisted methods, the SPAs can employ more creative techniques to engage with youth and increase their participation. The SPAs shall maintain a detailed database of the candidates identified, to refer to, before conducting a Counselling Session.



The counselling venue with adequate capacity of seating arrangement for a minimum of 50 candidates preferably, per batch up to a maximum of 200 candidates per session/venue/day, must be ascertained, before conducting the Counselling Session. The time should be convenient, and the location should be easily accessible, comfortable and safe for the candidates and/or those required for the session. Information of the time and location must be provided clearly to the candidates, during the mobilization exercise, with a clear communication of a Helpline Number/support service. There should be dedicated SPOCs of the participating SPA(s) who shall be available to guide the candidates when required.

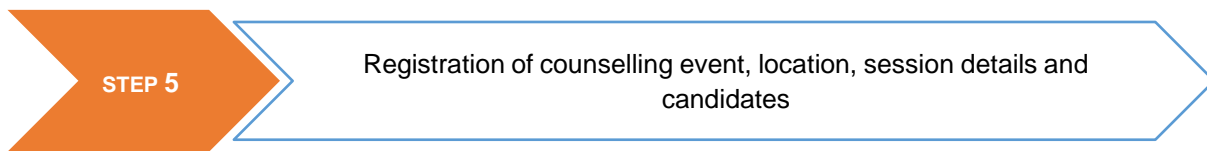
The venue must be equipped with a projector, sound system and mike for screening of the counselling video. There shall be volunteers/officials to manage the group of students, to ensure smooth functioning of the Session.

Suitable arrangements for the registration of the candidates should be ensured. The SPA should also have dedicated staff to ensure timely and correct filling of mandated fields on the candidate registration App.



Each SPA is expected to either enroll professional counsellors/trainers/individuals for the execution of this campaign or engage people from the training eco system who will benefit the purpose. These counsellors may be individuals who can efficiently interact with the target group and have sector-specific knowledge. The counsellor should be able to actively engage with the candidates and impart the content interestingly. The delivery should essentially be motivating. The candidates should be encouraged to reach out to these counsellors even after the counselling session for long-term support.

The entire scheme with its process of execution and objectives, must be explained in detail to the counsellors. The SPA shall ensure proper understanding by the counsellor about the entire time-bound exercise before assigning tasks further.



Service Provider Agencies (SPAs) is required to download the Rojgar Bharat mobile application to register the counselling session, event, location and candidates. It is mandatory to use only the mobile device and application (App) to register and upload credentials of the counselling event. Process will be monitored during the session and adhering to the defined format is imperative for successful execution and necessary monetary payout.



Each Counselling Session is proposed to be of one-hour duration, approximately and shall be divided into 5 steps which need to be adhered to, by the SPA executing the counselling scheme on-ground. The following are the proposed steps in which the Counselling Session would proceed.

- Introductory Session – Duration 10-15 Minutes (As in the Rojgar Bharat Process Manual provided to SPAs)
- Counselling Video Screening – Duration 10-15 Minutes
- Tool Kit distribution for each candidate. Duration 5 Minutes
- Post Screening Interactive Session – Duration 5-10 Minutes
- Psychometric Test (Occupational Interest Profiling) – Duration 20 Minutes
- Question & Answers – Duration 5 Minutes

4 Monetary Payouts

Incentives for the Service Provider Agencies (SPAs)

Each SPAs may be incentivized with a financial reimbursement @ ₹400-500 per candidate. The SPA could make batches of 50/batch up to a maximum of 100 candidates, for each session/per venue/day –registered on the Rojgar Bharat portal and validated through the Rojgar Bharat monitoring app, subject to approval by ESSC.

The reimbursable amount will be for registered candidates, valid counselling session photo uploads on the Rojgar Bharat App and other mandates mentioned in Section 3. (Process Methodology)- up to a maximum of 100 candidates, i.e. up to a maximum of ₹ 50000 for 100 candidates for each session per venue (per address), per day, only. The SPA could conduct 1 or more sessions in a location. E.g. On 30th September, XYZ enterprises may conduct one session at KV in Jaipur (max 100 candidates per venue/address) and another in JNV also in Jaipur (max 100 candidates per venue).

The amount will be transferred electronically based on the bank details provided by the SPA in the SPA Rojgar Bharat Monitoring App. A proposed amount is mentioned below:

Number of candidates Per Session/Venue/Day	Reimbursement ₹
200	80,000-1,00,000

** Remittance will depend upon successful quality operation of counselling sessions abided by listed protocols in section 3 (Process Methodology) and monitoring mechanism reports as analyzed and approved by competent authority as mentioned in section 6*

Documentary Evidence required for Reimbursement

- a) Undertaking from the SPA in the desired format, as notified by ESSC.
- b) Submission of Invoice.
- c) Letter from the Head of Institution for completion of counselling, for the number of candidates for which reimbursement is being sought. E.g. If the counselling session has been conducted in a KV, then a letter from the principal of that KV is required, with the required details.

5 Branding and Communication

Branding pertaining to the campaign becomes important as it will be designed such that it motivates and educates the candidates/youth attending the counselling sessions and registers to be different in style from the regular branding formats followed elsewhere under Rojgar Bharat activities. The counselling sessions and the branding integrated with them would aim to instill a feeling of being ‘Empowered Drivers of Change’ in the mind of attendees, together with promoting the counselling scheme.

Standardized branding guidelines to be followed by SPAs, during the execution of a counselling session-

- Adequate size, prominently visible standee of the branding provided by ESSC at the entrance of the venue.
- Adequate size, prominently visible banner of the branding provided by ESSC at the back of the hall/room in which counselling is being conducted.
- Making short duration videos (max 30 seconds-mobile) of at least 4 candidates in every session with a relevant cut out or poster at the back stating how helpful the session was for him/her and sharing it with ESSC for circulating on social media.
- Tagging sharing benefits of Rojgar Bharat on all Social Media Platforms like Twitter #FarkDikhRhaHai #rojgar_bharat with tagging twitter.com/rojgar_bharat etc.

- All content on the collaterals shared by ESSC will be adapted in regional languages as well, by ESSC for better comprehension.

6 Monitoring

To monitor the Counselling Sessions executed by the SPAs, the following methods may be used to verify and validate the Counselling Sessions:

- Analysis of data on the Rojgar Bharat Monitoring App – Mapping Geo Tagged & Time Stamped co-ordinates of the pictures of the counselling session, with that of the registered SPA/Centre credentials.
- Analysis of credentials mentioned against each candidate mapping Geo Tagged & Time Stamped coordinates of the pictures of the candidates attending the counselling session, with that of the registered SPA/Centre credentials.
- Call Validations (Optional).
- Surprise Visits (Optional).
- ESSC reserves the right to check the duplication of candidates, basis its internal mechanisms.
- Officials of ESSC shall also be empowered to monitor the Scheme.
- Occasional Visit of Politician and regional public representatives.
- ESSC reserves the right to conduct forensic audit, and in case of any adverse findings, monetary pay – outs will not be reimbursed.
- Monetary penalty will be levied on the SPA, if found guilty, by the competent authority -at any point, which may extend up to 10 times more than the total monthly reimbursement sought.

7 Scheme Budget

Particulars	Amount ₹ (Crores)
Counselling for 1 CR candidates @ ₹400-500	400.00-500.00
Capacity Building Workshops for councilor	1.50
Media & Miscellaneous	1.00
IT system development	0.50
Entrepreneur on Wheels (for 1 year)	4.00
Total	407.00-507.00
