

Guidelines for establishment of Model Career Centres

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The document details out the objective, services and success parameters for establishment of Career Centres.

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1. INTRODUCTION

The Directorate General of Employment (DGE), Ministry of Labour and Employment (MOLE) is implementing the National Career Service (NCS) Project which aims to provide variety of employment related services. The NCS project include establishment of Model Career Centres (MCCs) to modernise the Employment related services.

These guidelines focusses on establishment of MCCs in a phased approach ensuring that standardized set of services are available all across the country.

So far, 207 MCCs have been approved (including 7 non-funded) under the NCS project. It is proposed to establish 200 more MCCs primarily in State/UT Employment Exchanges, Education & Training Institutions, Rural and Semi-urban centres (KSK, PRI, CSC etc.), Corporate setups, etc. States/UTs interested to set up such MCCs will be expected to replicate services offered in these centres to other Employment Exchanges.

2. OBJECTIVES

The MCCs are expected to connect local youth and other job seekers with all possible/available job opportunities in the vicinity. The MCCs would be undertaking outreach and counselling activities for the aspiring jobseekers. The Central Government will provide grant-in-aid upto Rs. 60 lakh for establishment of each new MCCs.

These MCCs would be provided with appropriate infrastructure for:

- a) Effectively and continuously assessing demand of skills in labour markets;
- b) Guiding youth visiting the MCCs, outreach to schools/ colleges, various training institutions, on-the-job training, job opportunities, etc., according to their aptitude and potential;
- c) Connecting youth and other job seekers with jobs through portal, job fairs and other possible interface with employees such as campus placements.
- d) Mobilizing employers and other placement agencies to connect to NCS for meeting their HR requirements
- e) Organize at least one job fair in a month and one mega job fair in a year.
- f) Any other functions as may be entrusted by the Central Government.

3. SERVICES TO BE OFFERED THROUGH MODEL CAREER CENTRE

The activities to be performed by Model Career Centres can be categorized as follows:

3.1 Coverage - Catchment Area: Each Model Career Centre would cater to a catchment area comprising around 3-4 adjacent districts covering an area of approximately 100 sq. kms to map out the availability of institutions, industry, demographics etc. and post the details on the NCS portal for general access.

3.2 Demand side - Industry Interaction: MCCs will undertake market sizing exercise to estimate the number of employment opportunities in their area, associated skill requirements, skill training capacity availability etc. This will require close and constant interface with local industry and employers.

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

3.4 Job and Skill Mapping - Model Career Centre will undertake the job skill mapping for identification of right fit job for candidate.

3.5 Information, Education and Communication (IEC) activities - The MCCs will 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.

3.6 The MCCs will propagate and provide **Last Mile Employability (LME)** courses to aspiring jobseekers which are available on NCS portal for enhancing the employability of youth.

To operationalize the establishment of MCCs, a Memorandum of Understanding between Govt. of India and the institutions would be agreed upon and signed, as per the applicability.

4. ROLE OF GOVERNMENT OF INDIA IN ESTABLISHING THE MODEL CAREER CENTRE

DGE will provide the following support for establishment of Model Career Centre:

4.1 Capacity Building Program for counsellors in MCCs:

The training program for counsellors is envisaged to cover the following:

- a) Orientation Program on counselling techniques
- b) Train the trainer programs for counsellor champions to become Master Trainers
- c) Periodic refresher training
- d) Advanced Training (Specialized career counselling techniques)

4.2 Tools & Aids for undertaking the Career Counselling Activities:

Following is the initial set of toolkit that will be made available to the Model Career Centres:

- a) Standard operating procedure for handling various kind of candidates whether literate or illiterate
- b) Psychometric & Aptitude Tests
- c) Psychomotor Testing Kits
- d) FAQs related to various types of career opportunities, skills and popular job choices
- e) Access to Audio & Video content on career choices
- f) Employment Trends

4.3 Tools & Aids for undertaking the Outreach Activities:

Following is the initial set of toolkit that will be made available:

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

4.4. Establishing the Model Career Centres:

DGE will facilitate establishment of MCCs as per the guidelines issued by DGE. The States/UTs keen to set up MCCs will be required to prepare proposals in accordance with these guidelines. These proposals will be placed before the Appraisal Committee in DGE. The financial assistance will be given to States/UTs through the Single Nodal Agency (SNA), which will open a Single Nodal Account for this scheme at the State

Level in a Schedule Commercial Bank authorized to conduct government business by the State/UT Government as per the procedure prescribed. The details on the structure and functioning of MCCs are at Annexure A.1

4.5 Young Professionals (YP)/counsellors for assistance in career services:

The MCCs would be the role model for replication of career related services. For supporting the professional assistance requirement, the Ministry has launched a Scheme for Young Professionals to be deputed to these MCCs to facilitate the integration and institutionalization of new processes. The YPs will be deployed in each MCC for a period of 3 years initially (extendable upto 5 years). After the term of the YP is over, States/Institution may engage a Young Professional or career counsellor on part-time/contractual basis from their own resources as per sustainability plan submitted by the State/UT. These professionals will prepare regular reports on success parameters, to be shared with all stakeholders and will identify best practices and bottlenecks in MCC 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.

4.6 Information and communications technology (ICT) platform in form of National Career Services Portal:

NCS portal will make effective use of technology and provide state-of-the-art ICT based tools for use by personnel of MCCs in facilitating discharging their duties. Some of the services that will be made available through NCS portal are:

- a) An updated knowledge repository on Career related content for effective counselling
- b) Job & Skill Mapping for contemporary/popular careers
- c) Job & Vacancy Postings
- d) Training Calendar & Scheduler
- e) Candidate Registration & Tracking
- f) Skill Assessment and Aptitude Testing interfaces
- g) Job Fairs module for on-line and off-line job fairs

4.7 Skill Enhancement:

DGE will 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 MCCs for guiding youth on skill and career opportunities from these schemes, assist them in entrepreneurial pursuits

5. ROLE OF STATE GOVERNMENT IN ESTABLISHING THE MODEL CAREER CENTRE

The success of the MCCs require active involvement of State governments/ other sponsoring institutions. Locations where MCCs are being established require a situational analysis of the catchment area as per the specified format, which covers distribution of training institutions, educational institutions and nature of industries etc. The broad contours are described below:

5.1 Sponsoring Institution:

Following institutions may send proposals for establishing MCCs:

- a) Central and State Governments.
- b) Autonomous Training Institutions under Central and State governments.
- c) Educational and Training Institutions recognized by GOI, Central and State Governments, UGC, State University Act, AICTE.
- d) Other reputed institutions/organizations working in the area of career counselling and skill development.
- e) Corporates, Industry, Industry Associations, Chambers of Commerce etc.

5.2 Current situation analysis of the proposed centre:

A detailed exercise to assess the current situation of the Centre which is proposed to be established as MCC needs to be undertaken on following parameters to identify the necessary interventions that will facilitate them to function as MCC:

- a) Adequacy of manpower currently available for each such centre.
- b) Skill/Training needs of current officials to function as career counsellor
- c) ICT infrastructure to discharge the duties (computers, printers, projectors, audio- video system).
- d) Network Connectivity (Type of connectivity and bandwidth availability).
- e) Electricity and power backup facility.
- f) Water & Sanitation facility.
- g) Space Availability (for students, counsellors etc.).

- h) Type of premises (owned/rented).
- i) Feasibility of making alterations/renovation in the premises.
- j) Sustainability Plan.

Complete profile of each proposed centre needs to be prepared as per the template available at Annexure B.

5.3 Identification of suitable location(s) for establishing Model Career Centre:

States/UTs are required to identify suitable centres, which can be transformed as MCCs. These may be located in education & training Institutions, rural and semi-urban centres (KSK, PRI, CSC etc.), employment exchanges etc.

5.4 Establishing suitable sustainability model for Model Career Centres:

States/UTs are required to adopt a suitable sustainability model for smooth and consistent operations of MCCs which will include recurring expense of funding of manpower and other operating expenses. Several kinds of models for different centres may be mixed and matched to ensure that career services are offered in an uninterrupted manner while maintaining quality of service. Some alternative modes of funding are:

- a) State Government Funding (direct/convergence with other schemes)
- b) Public private Partnership (Industry Association Sponsorship/Company Sponsorship/Pvt. Owned/Partial Ownership)
- c) CSR Fund Mobilization for Model Career Centre
- d) Jointly operated centre.

MCCs will be allowed to provide additional services to ensure viability within the overall NCS Policy framework.

DGE will provide the operating expenses for the first year of operation of the MCC subject to the overall funding scheme and the States/UTs will need to continue the scheme in subsequent years from their own funds.

Model Career Centres will be allowed to provide additional services to ensure viability within the overall NCS Policy framework.

DGE will provide the operating expenses for the first year of operation of the Model Career Centres subject to the overall funding scheme and the States/sponsoring institutions will need to continue the scheme in subsequent years from their own funds.

5.5 Identification of Best Practices related to Industry interaction, Student Engagement and Outreach Program

States/Institutions need to identify the best practices from various employment related schemes/programs that have generated interest from Industry/Skill Institutes/Jobseekers etc. They also need to share the details of schemes/initiatives which have generated substantial results in the direction of enhancing job seekers employability. As part of information sharing these best practices will be collated and shared with other Centres for cross leveraging.

5.6 Collation of Career, Job and Skill related data for hosting on National Portal

States/UTs may have developed rich career related content which is useful for career aspirants. This content may be collated and made available to the jobseekers across the country via NCS portal. This will not only benefit the jobseekers but also the career counsellors who will be able to provide better guidance to the aspirants.

5.7 Appointing Nodal Person for managing the NCS activities

States/UTs are required to appoint a nodal person for the NCS project. He/she will be responsible for managing the overall operations of the MCCs. He/She will undertake the following responsibilities:

- a) Operational responsibility for the Project
- b) Formulating Project Proposals
- c) Coordinating with GoI for various projects activities
- d) Hardware roll-out and operationalization of MCCs.
- e) Co-ordination and facilitation of meetings with various agencies
- f) Resolution of all issues for smooth project implementation

6. REVIEW AND MONITORING MECHANISM

Progress of MCC transformation may be monitored using pre-defined and configurable reports that will be generated based on the data maintained by each MCC. One of the major success parameters for effectiveness of MCCs will be the number of youth that are connected to jobs according to their potential.

During the orientation training, the career counsellors will be trained on ways to develop the action plan specific to their individual centre as well as to conduct the outreach activities, job fairs and industry interaction. They will also be made aware

of reporting methods for action plan progress. All activities carried out as part of the action plan will be tracked using the NCS portal.

6.1 Success Parameters:

Key success parameters for Model Career Centres are as follows:

- a) Number of candidates who have been assessed for skill and aptitude or counselled on relevant career options.
- b) Number of school counselling sessions, job fairs and other outreach activities undertaken (with number of candidates/employers participated)
- c) Number of vacancy postings coordinated.
- d) Number of candidates who have been placed through various channels.
- e) Number of candidates who have been placed through enabled matching services (like Last Mile Employability training, Recognition of Prior Learning etc.).

DGE will also have access to insightful analysis and information that is generated from the NCS data for each MCC. These could be utilized by stakeholders to refine guidelines and share best practices for improving the services offered by MCCs. States/UTs will undertake periodic review of the reports and formulate corrective action for improving the MCC services.

7. SUBMISSION OF PROPOSALS

States/UTs/institutions are required to submit proposals for establishment of MCC based on the template provided in Annexure B which covers the following areas:

- a) Implementing Institution details (Annexure B.1)
- b) Current situation analysis (Annexure B.2)
- c) Infrastructure requirements with financial details (Annexure B.3)
- d) Proposed resource deployment plan (Annexure B.4)
- e) Proposed implementation timelines (Annexure B.5)
- f) Proposed Target Plan (Annexure B.6)
- g) Sustainability Model

An Appraisal Committee has been constituted to set the guidelines for evaluation of the proposals under the NCS framework based on administrative, technical, financial parameters including feasibility and viability and this committee will scrutinize the proposals based on the guidelines evolved. The Appraisal Committee while evaluating

the proposals will give due weightage to the relevant experience of the Implementing Institution and ensure equitable distribution of MCCs throughout the country. It may seek clarifications and suggest modifications on the proposal submitted by the Implementing Institution, as necessary. The Appraisal committee may relax the guidelines depending upon the merit of the proposals on a case-to-case basis.

ANNEXURE A: Model Career Centres - Scheme Details

A.1 Details of Model Career Centres

A.1.1 Staffing Plan

- a) States/UTs will ensure that competent staff is made available and retained for continuity across all the MCCs.
- b) Each MCC will have a Centre Manager who will be the overall in-charge for the management of Centre and be responsible for physical safety and security of Model Career Centre premises.
- c) Centre Manager could also act as a career counsellor. These Centre managers will plan and strategize the operations of MCC in accordance with NCS guidelines issued by DGE from time to time. Centre Manager will act as member secretary for the district level committee under the chairmanship of District Magistrate for carrying out career services in the district.
- d) Each MCC will also have other counsellors who will 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 will also undertake the trainings of voluntary counsellor at block/village level. Roles of Career Counsellors are at AnnexureA.2
- e) Each MCC will have support staff consisting of a Registration Manager and IT Support technical staff. These will ensure the daily operations of MCC and assist counselors in the MCC.
- f) Under 'Young Professionals Program' of DGE, these young professionals will be associated with NCS program initially for a period of 3 years which can be extended upto 5 years. In case, MCC requires the services of a Counsellor, instead of a Young Professional for better operationalization of the MCC, States will be encouraged to engage Career Counsellors on part-time /contractual basis.

g) Following table shows the key staff required for operation of MCC:

Staff Type/Category	Number
Centre Manager (Counsellor)	1
Other Counsellors	2
Registration Manager	1
IT Assistant	1
Young Professionals / Counsellor	1 (based on requirement)
Support Staff	2

A.1.2 Infrastructure

The following infrastructure is proposed in an MCC:

#	Infrastructure/ Item description	Quantity (indicative)
A.1.2.1	Reception cum Registration counter	1
A.1.2.2	Waiting area	40 seats
A.1.2.3	Technology Lab (no. of work stations)	10-12
A.1.2.4	Individual Counselor room	3
A.1.2.5	Group counseling room	1
A.1.2.6	Washroom	2
A.1.2.7	Drinking Water	To be available
A.1.2.8	Canteen/ Pantry	1
A.1.2.9	ICT Infrastructure	To be available
A.1.2.10	Total Area (Sq. ft.)	2000#

While a sample layout of a MCC is provided in Annexure A.3, the above infrastructure items are explained below:

*# Relaxation of approx. 20% of the minimum area for operating Model Model Career Centres can be considered against minimum requirement of **2000 sq. ft.** so that basic physical requirements can be fulfilled. A smaller area may not be able to provide all the services that MCC should have. This criterion will be applicable for difficult geographical location, hilly terrain or NER and such locations can be decided on case to case basis.*

A.1.2.1 Reception cum Registration Desk: A MCC will have a reception cum registration desk at the entrance. The reception area should have:

- I. Receptionist will have desktop and will help illiterate/ differently abled jobseeker register on NCS, book slots of counsellors for counselling etc.
- II. One Landline Phone with intercom facility

A.1.2.2 Waiting Area: A waiting area with around 40 seats should be available in the Model Career Centre. It should be well-lit and well-ventilated. The waiting area should have:

- I. **LCD/LED** Screen – **A LCD/LED** screen of approx. **55”** in size will be installed and will showcase the jobs opportunities, career A/V content etc.
- II. Newspapers and Magazine Rack.
- III. Seating capacity for visitors.

A.1.2.3 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.
- II. One Landline Phone with intercom facility.
- III. One multifunction Printer.

A.1.2.4 Career Counseling Rooms: MCC will have a Group Counselling room with an indicative area of 30x20 sq. feet for Group counselling and individual counselling room with an indicative area of 15x15sq. feet. 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 Landline Phone with intercom facility
- III. Seating capacity for 10 visitors for Group counselling and 2-3 visitors for individual counselling.

IV. 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.

One LCD/LED Screen – **A LCD/LED screen of approx. 55” in size** will be installed in Group counselling room which will showcase jobs opportunities, job fairs, other career related content etc.

A.1.2.5 Washroom: Separate washroom facility should be available for genders & Differently Abled. The washrooms should be kept clean and hygienic.

A.1.2.6 Drinking Water: Drinking water facility should be available for all staff and visitors of the Model Career Centre.

A.1.2.7 Canteen/Pantry: A breakout area with tea/coffee vending machine & seating capacity.

A.1.2.8 ICT Infrastructure: Each MCC will have following ICT infrastructure:

1. Desktops connected over a network.
2. Access to desktop/network based tools for various tests.
3. A dedicated internet connectivity with **speed of at least 10 Mbps.**
4. A multifunction printer with adequate supplies of consumables.
5. A projector and audio video system.
6. Token Display system.
7. Landline Connection.
8. 2 hours UPS backup for all ICT infrastructure.

A.1.2.9 Total Area: A total area of around **2000 sq.ft.** is estimated for setting up of Model Career Centres.

A.1.3 Implementation Strategy

The following strategy will be followed for implementation of MCC:

- a) The role of the Central Government would be largely confined to the guidelines and initial financial assistance for development and

management of MCC and aspects pertaining to review and monitoring while implementation of MCC is proposed to undertaken by the States/UTs/institutions.

- b) **The financial assistance will be given to States/UTs through the Single Nodal Agency (SNA), which will open a Single Nodal Account for this scheme at the State Level in a Schedule Commercial Bank authorized to conduct government business by the State Government as per the procedure prescribed.**
- c) **The indicative ceiling of financial assistance provided to each MCC will be a maximum of INR 60 lakh.** This financial assistance can be utilized for infrastructure like electrical and electronic equipment, furniture, IT Hardware as well as minor civil works (a list of admissible expenses are given in Annexure (C)). Any expense above INR 60 lakh would have to be funded by the States/UTs. **The funding pattern would be 60% release in first instalment and 40% release in second instalment. The MCC would require to submit the following documents before the release of second instalment: -**
- 1. 75% Utilization Certificate (12-A/12-C as applicable) of 1st Instalment.**
 - 2. Statement of expenditure signed by financial controller/authorized financial functionary and duly countersigned by State Director (Employment/Labour/Industries/Skill)/Labour Commissioner /Head of Departments of the Concerned MCC.**
 - 3. Performance/Outcome of the MCC duly countersigned by State Director (Employment)/Labour Commissioners/ Head of the Department of the concerned MCC.**
- d) The minimum requirements and services of MCC are at Annexure A.4 and A.5 respectively.
- e) Necessary branding standards should be followed to maintain uniformity and common theme of NCS among States/UTs and with Government of India.

A.2 Activities to be performed by Career Counsellor

Roles & Responsibilities of Career Counsellor

Career Counsellor: A career Counsellor 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.

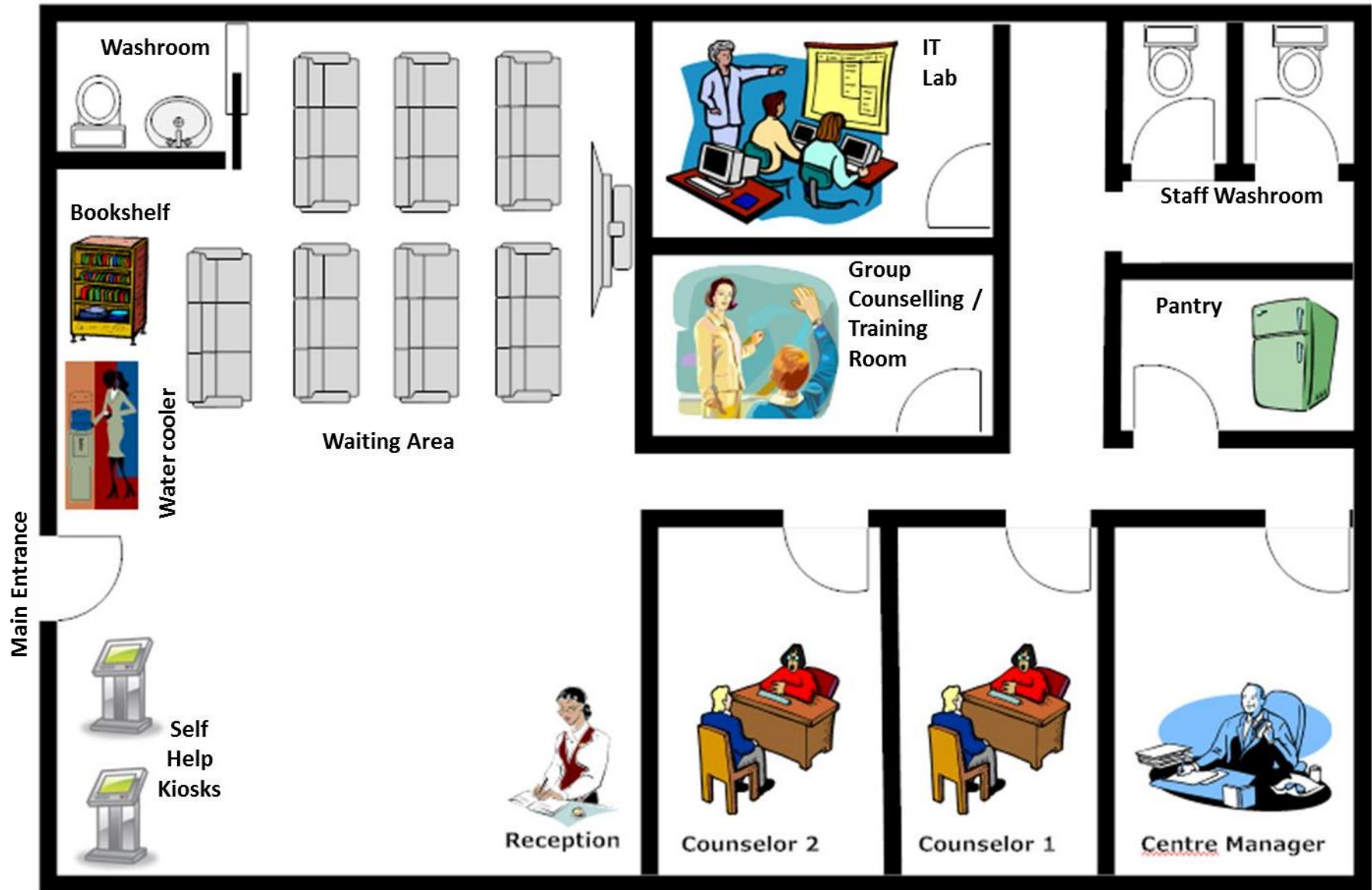
General Responsibilities of a Career Counsellor are:

- 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/ jobseekers
 - 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 Counsellors and provide basic training

Desired Traits for a Model Career Counsellor

- Good knowledge of counselling techniques
- Helpful nature
- Positive approach
- Good communication skills

A.3 Sample Layout for MCC



A.4. Minimum requirements of MCC

1. Power Backup
2. Min. Area – 2000 sq.ft.
3. State/UT/Institution owned property
4. Differently-abled friendly
5. Easy connectivity through public transport
6. Internet connectivity
7. Preferably near Education & Training Institutions, Rural and Semi-urban centres (KSK, PRI, CSC etc.)

A.5 Minimum Services to be provided by each MCC

1. Registration and Profile Updation
2. Assessment/Counselling of candidates
3. Vacancy Posting by Employers
4. Job Mapping
5. Job Fair and Recruitment drive
6. Feedback/ Grievance Redressal
7. Survey of catchment area
8. Focused outreach activities for target group using appropriate channels

ANNEXURE B: Project proposal

B.1 SPONSORING INSTITUTION DETAILS

#	SPONSORING INSTITUTION DETAILS	
1	Name of State/Institution	
2	Address of proposed Model Career Centre	
3	Contact details of Nodal Person of centre (MCC)	
	<ul style="list-style-type: none"> Name, Designation, Address 	
	<ul style="list-style-type: none"> Contact number 	
	<ul style="list-style-type: none"> Email ID 	
4	Contact details of Nodal Person of State/UT	
	<ul style="list-style-type: none"> Name, Designation, Address 	
	<ul style="list-style-type: none"> Contact number 	
	<ul style="list-style-type: none"> Email ID 	
5	Registered Office (along with details of Registering Authority)	
6	Nature of Business	
7	Relevant Experience in Education/ Career related fields	

The KYC details of the sponsoring institution would need to be submitted along with the application.

B.2 CURRENT SITUATION ANALYSIS OF PROPOSED MCC

#	MODEL CAREER CENTRE DETAILS	
1.	Address	
2.	Office Type (State Owned/Rented)	
3.	Total Area (approx.)	
4.	Is there a separate counselling room? (If yes then number of rooms)	
5.	Is there seating facility for students/jobseekers in the waiting area? (If yes then number of seats)	
6.	Drinking water facility for students/jobseekers	
7.	Toilet Facility for students/jobseekers	
8.	Is Power Backup available?	
9.	Number of desktops in office	

10.	What operating system is available on desktop? (Windows XP/Windows7/Linux/Other)	
11.	Is other IT facility available? (printing/ scanning/ projector etc.)	
12.	Internet Facility (If yes then the speed)	
STAFF DETAILS IN PROPOSED CENTRE		
13.	Total Staff strength	
14.	Number of counsellors	
15.	Number of psychologist	
16.	Number of temporary staff	
DEMOGRAPHIC DETAILS OF THE CATCHMENT AREA		
17.	Names of Districts in Catchment Area	
18.	Total Population of Catchment Area	
19.	Literacy Level	
20.	Major occupation of people	
21.	Major industry type in the Catchment Area	
22.	Major skillset of people in the Catchment Area	
23.	Number of people in working age	
24.	Number of Universities	
25.	Number of Engineering Colleges	
26.	Number of Colleges	
27.	Number of ITIs	
28.	Number of schools	
29.	Number of skill training/vocational training institutes	

B.3 INFRASTRUCTURE REQUIREMENTS WITH FINANCIAL DETAILS FOR MCCs (Refer Annexure E)

#	Category	No	Items	Quantity	Rate	Total
1	Reception/ Registration Desk		LCD/LED Display			
			Computers			
			Chairs			
			Table			
2	Waiting Area		Chairs			
			Tables			
3	Individual counsellor room		Computers			
			Phone			
			Chairs			
			Tables			

4	Group Counselling Room		Computers			
			Phone			
			LCD/LED Display			
			Chairs			
			Tables			
5	IT Lab		Computers			
			Phone			
			Multifunctional Device (Printing, scanning etc.)			
			Chairs			
			Tables			
6	Pantry		Tea/Coffee Vending Machine			
			Water Cooler			
7	Others including Minor works (please specify in detail)					
8	Organization of Job Fairs (Plan in detail)		<<At least one job fair per month and at least one Mega Job fair in a year>>			
	Total					

Note: States/Institutions can add more line items within the above 8 categories based on the identified local needs of the identified career centre. Contingency up to a maximum of 10% of cost may be included in the project cost.

B.4. PROPOSED RESOURCE DEPLOYMENT PLAN (STAFFING)

Sl No	Staff Type	Minimum No.	Identified (Yes/No)
1	Centre Manager cum counsellor		
2	Other Counsellor		
3	Registration Manager		
4	IT Assistant		
5	Support Staff		

B.5. PROPOSED IMPLEMENTATION TIMELINES

Sl No	Milestone	Timeline
1	Identification of Proposed Centre	
2	Finalization of plan for establishing Model Career Centre	
3	Initiation of minor work/renovation	
4	Completion of site preparation including infrastructure	
5	Deployment of proposed staff in the centre	
6	Initiation of operations in Model Career Centre	

B.6. PROPOSED TARGET PLAN

S.No.	Parameter	Target			
		Quarter 1	Quarter 2	Quarter 3	Quarter 4
1	Number of candidates to be assessed for skill and aptitude or counselled on relevant career options				
2	Number of school counselling sessions or job fairs or other outreach activities to be undertaken (with number of candidates participating)				
3	Number of vacancy postings to be coordinated				
4	Number of candidates to be placed through various channels				
5	Number of candidates to be placed through enabled matching services				

B.7 PROPOSED SUSTAINABILITY PLAN FOR MCC

DGE will provide one-time funds for meeting expenditure towards improving the facilities in the MCCs like desktops, display devices etc. States/Institutions are required to adopt a suitable sustainability model for smooth and consistent operations of MCC which will include recurring expense of funding of manpower and other operating expenses. States/Institutions may mix and match several kinds of models and ensure that career services are offered in an uninterrupted manner while maintaining quality of service. Some alternative modes of funding are:

1. State Government Funding (direct/convergence with other schemes): Various skill, career, livelihood schemes operational in State may be used to arrange the funds for operational expenses in Career Centre. In such cases, it is desirable that the institution should obtain the concurrence of State Government in this regard to avoid duplication and facilitate convergence of schemes.
2. Public Private Partnership (Industry Association Sponsorship/Company Sponsorship/ Pvt. Owned/ Partial Ownership): Various vocational schools, skill institutes and private players can be contacted for jointly operating Career Centre under PPP model.
3. CSR fund Mobilization for Career Centre: As part of mandatory CSR spending, career development and skilling has been identified as one of the areas in which corporates can spend the CSR funds. Joint programs with corporate houses can be formulated for executing the career center operations.
4. Jointly owned centres (2 or more players): Career Center have an option to co-brand the centers with corporate houses (putting corporate house logo, naming rights of career center etc.), e.g. Adoption of various ITIs by Maruti Suzuki, Sponsoring operations of several vocational training centers in Odisha by Vedanta.
5. Any other suitable activities may be carried out by Career Centres to generate revenue for sustainable operations. The States/Institutions should detail out such activities in their proposal for concurrence by the Appraisal Committee.

States/Institutions are required to provide the approach for choosing a suitable sustainability model as per their localized environment and requirements.

ANNEXURE C: Activities admissible/not-admissible for funding for establishment of MCCs

C.1. Activities admissible for funding for establishment of MCCs

C.1.1. Infrastructure upgradation activities

- a. Flooring
- b. Partitioning
- c. Basic furniture and furnishings
- d. Electrical wiring and fittings
- e. Renovation of toilets
- f. Disabled friendly access
- g. Basic pantry equipment
- h. Other minor works- distemping, painting repairing etc.

C.1.2. ICT infrastructure

- a. Desktops
- b. Multi-function devices, Scanners, Printers etc.
- c. Projectors (portable with screen)
- d. Internet Connectivity, LAN cabling etc.
- e. UPS
- f. LCD/LED display
- g. EPABX equipment
- h. Self-help Kiosks

C.1.3. Operational expenses for Outreach activities like

- a. Job Fairs, outdoor melas, street plays etc.
- b. Hiring of Mobile Vans
- c. Group counseling sessions

C.2. Activities NOT Admissible for funding for establishment of

1. Construction of new building
2. Major civil work
3. Staff Salaries excluding Young Professionals
4. Purchase of vehicles

C.3. Activities not listed above may be included in the proposal with relevant justification for approval of the Appraisal Committee.

ANNEXURE D: Additional Guidelines for proposals from institutions other than Central/State/UT governments

1. Type of Institution - The following type of institutions which have been in operations for at least 3 years can apply:

(a) Institutions or organizations set up as Autonomous Organisation under a specific statute or as a society registered under the Societies Registration Act, 1860 or Indian Trusts Act, 1882 or other statutes.

(b) Institutions registered as Not-for-profit Section 25 Companies under the Companies Act, 1956 (Section 8 companies under the Companies Act, 2013).

(c) Universities registered/recognized under Central or State Acts

Exclusions: Institutions which have been blacklisted/debarred/de-recognized by central/state government institutions in the last three years would not be eligible to apply.

2. Documents to be submitted along with the proposal:

a) The Articles of Association, bye-laws, audited statement of accounts, sources and pattern of income and expenditure etc. of the last 3 financial years.

b) A statement of purpose giving the institutional profile and clearly stating the rationale for setting up a Model Career Centre (Not exceeding 1 pages).

c) Annexure A, B and C of the guidelines duly filled up. The following modifications in the existing guidelines have been made:

The area for operating a Model Career Centre could be relaxed based on the location and justification.

Rent for premises may not be included in the proposal. They could charge value added services but registration and general counselling should be free of charge to job seekers.

The advance release shall be a maximum of 60% of sanctioned amount. The remaining payment may be released after compliance validation and receipt of utilization certificate of minimum 75%.

d) The basic services for the NCS project will be made available free of cost to the candidates. The maximum period for which the grants-in-aid will be provided shall not exceed 18 months duration. Thus, a sustainability plan for managing the operations of MCC for a minimum period of 5 years needs to be proposed.

e) As a part of the key performance indicators, institutions under categories 1 (a) would be required to submit:

Placement track record of the previous 3 years

- A plan of action giving placement targets for the next 5 years to be monitored on a 6 monthly basis
- The plan should also contain a strategy/proposal for outreach in the catchment area.

Institutions under categories 1 (c) would be required to submit:

- Placement track record of the previous 3 years.
- A plan of action giving counselling and placement targets for the next 5 years to be monitored on a 6 monthly basis.
- The plan should also contain a strategy/proposal for outreach in colleges.

4. Post approval processes:

- a) Prior to release of any financial support, institution shall be required to execute a bond as per the Government Financial Rules (GFRs) and include provisions for exit management.
- b) The MCCs will be required to report their performance through the NCS portal and be amenable to physical, financial and performance reviews by DGE or its nominated agencies.
- c) All funds released as grants-in-aids shall adhere to the GFR guidelines. Upon utilization, institutions will be required to submit the utilization certificate as per the GFRs.
- d) For managing the MCC funds, separate accounts (book of accounts, asset register etc.) may need to be maintained by the institution for audit and reviews.

ANNEXURE E: - Indicative Item List to be submitted along with B.3

INDICATIVE ITEMS IN EACH CATERGORY			
#	CATEGORY	ITEMS	Qty
A	IT INFRASTRUCTURE	LCD/LED DISPLAY	2
		COMPUTERS	20
		MFDs (MULTIFUNCTIONAL DEVICES)	4
		LAPTOP	2
		PROJECTOR	1
		UPS	Need Basis
		GENERATOR	Need Basis
		AUDIO SYSTEM	1
		INTERACTIVE BOARD	1
B	Furniture and Fixtures	CHAIRS	80
		TABLES	30
		SPLIT AC	5
		WINDOW AC	3
		WATER COOLER	1
		MODULAR WORKSTATION	20
		TEA/COFFEE VENDING MACHINE	1
		BOOK SHELF	1
		EPBX (UPTO 20 EXTNS.)	1
C	Minor Civil Work	FLOORING,PARTITIONING,BASIC FURNITURE & FURNISHING,ELECTRIC WIRING AND FITTING,RENOVATION OF TOILETS,DISABLED FRIENDLY ACCESS,BASIC PANTRY EQUIPMENT,OTHER MINOR WORK-DISTEMPERING,PAINTING REPAIRING ETC.	
D	JOB FAIRS		Atleast, 1 Job fairs every month
E	Vocational Guidance/ Career Counselling		2 Counseling every month (Total 24 Counseling)