

File No. DGT-1(27)/D1/SAMC/2017-AP

Government of India

Ministry of Skill Development and Entrepreneurship

Directorate General of Training

New Delhi, Dated the 08.06.2018

To

Apprenticeship Advisers of all States /UTs

Subject: Job roles - "State Apprenticeship Monitoring Cell (SAMC)" in States/UTs – reg

Sir,

Please refer to letter no. of even number dated 12.02.2018 vide which a guideline has been issued for use of fund under SAMC by the States/UTs. (Copy enclosed)

2. In continuation to the above, qualification and job roles for the consultants to be engaged under SAMC is enclosed as an 'Annex' to this letter. It may be noted that the qualification and job roles are indicative.

Enclosures as stated above.

Yours faithfully,



(Sathya Shankar B P)
Director (AT)

- Copy to:
1. DDG (AT), DGT, New Delhi – for info pls
 2. Director (Projects), DGT, New Delhi
 3. Regional Directors, All RDATs – for information and also requested to communicate the same to the States/UTs under their jurisdiction
 4. Shri Hitesh Kumar, ADT, DGT, New Delhi with a request to upload this letter in the News & Updates section of the apprenticeship portal.

RDAT, Chennai

Diary No. 86

Date 22/6/18

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Guideline for State Apprenticeship Monitoring Cells (SAMCs)

1. Introduction

- a. National Apprenticeship Promotion Scheme (NAPS) was launched on 19.08.2016 to enhance the engagement of apprentices under Apprentices Act, 1961 to 50 Lakh cumulatively by 2020. The apprentices' number currently stands at 2.65 Lakh. Absence of a dedicated "Apprenticeship Cell" in the States, has been considered as one of a reason for the slow pace in achieving the target under NAPS and the existing disconnect with the industries particularly Small Medium Enterprises (SMEs).
- b. Therefore, it is proposed to form State Apprenticeship Monitoring Cells (SAMCs) under the innovation sub-component of "Vocational Training Improvement Project (VTIP)" scheme. Further, it is proposed to implement "Industry Apprenticeship Initiative (IAI)" under the upcoming "Skills Strengthening for Industrial Value Enhancement (STRIVE)" project's component of "Improved and Broadened Apprenticeship Training". IAI is to improve on-going apprenticeship training and introduce need based apprenticeship programs in Industry clusters. IAI will also address capacity development of basic training providers, raise quality assurance of apprenticeship training, and involve in training of trainers.
- c. The SAMC is mooted with an innovative concept of CONNECT-BRIDGE-EXECUTE and will act as single-window for facilitating Industry partnership under dual-training mode and as well as the apprentice training. SAMCs, therefore, will be involved to:
 - i. Expand the apprenticeship training under NAPS from the present manufacturing related trades to services sector and achieve the cumulative target of 50 Lakh apprentices by 2020;
 - ii. Monitor Industry Apprenticeship Initiative (IAI) proposed under the upcoming STRIVE, and
 - iii. Assist Dual apprenticeship program (Dual training mode)

d. Considering the available number of Micro, Small & Medium Enterprises (MSMEs), each State/UT is classified to fall under Group A (5-20 Lakh MSMEs), Group B (Above 1 Lakh and less than 5 lakh MSMEs) or Group C (Below 1 Lakh MSMEs) as stated below:

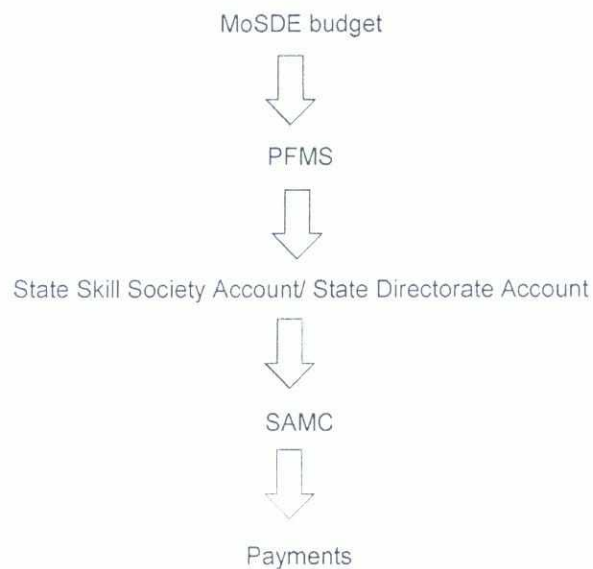
i. Group A: (15 States) Andhra Pradesh, Bihar, Gujarat, Haryana, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Tamil Nadu, Telengana, Uttar Pradesh and West Bengal

ii. Group B: (7 States): Assam, Chhattisgarh, Delhi, Himachal Pradesh, Jammu and Kashmir, Jharkhand and Uttarakhand

iii. Group C: (14 States): Andaman & Nicobar, Arunachal Pradesh, Chandigarh, Dadra & Nagar Haveli, Daman & Diu, Goa, Lakshadweep, Manipur, Meghalaya, Mizoram, Nagaland, Puducherry, Sikkim and Tripura

2. Fund Flow Arrangements

a. The DGT will be provided with the budget for executing the Project and will transfer this funds to the States implementing the project. This will be done through the PFMS system and funds will be transferred directly to the State Skill Society / State Directorate Account.



b. DGT will release funds to the States on receipt of proposal and with the concurrence of the Finance Department of the Ministry of Skill Development & Entrepreneurship.

- c. Expenditure under the project will be made by the State Directorate dealing with Apprenticeship Training Scheme. The Joint Director/ Deputy Director/ Assistant Director in the SAMC will monitor the expenditure.
- d. SAMC will maintain regular books of account and records as per the state government procedure, for all transactions.
- e. State Government shall ensure proper utilization of the fund
- f. Fund utilization should be linked with physical targets / activities and efforts should be made to execute them at pace.
- g. **Utilization Certificate** in prescribed format is to be submitted for the fund utilized while claiming for funds for the successive years.
- h. DGT may conduct inspections to ascertain the progress of implementation of the project.
- i. The State Government must notify the formation of the SAMC with one full-time officer (as prescribed for the States/UT) delegated exclusively for the same till a regular post is created.
- j. Unspent balances will be duly considered before release of next release.
- k. **Quarterly Interim unaudited Financial Reports** as per report format under Vocational Training Improvement Project (VTIP) must be submitted by the State at the end of every quarter to the Apprenticeship section. Expenditure incurred for SAMC has to be shown under the innovations fund under Component-2 (Promoting Systemic Reforms and Innovation).
- l. The audit will be carried out in accordance with the standards of audit of the Comptroller and Auditor General of India, and will include such tests and controls as the auditor considers necessary under the circumstances.

3. Activities of SAMC

The activities proposed under SAMC are

- a. establish liaison with establishments under the manufacturing/ service sector, clusters, school/ college education system, district administrations
- b. Monitor and expand the apprenticeship training from the present manufacturing related trades to service sectors.
- c. collect data of all employers and assist industry
- d. Establish Institutional structure for information facilitation and support,
- e. effective capacity building, holding of workshops and awareness programmes,
- f. effective communication strategy
- g. monitor the Industry cluster apprenticeship initiative (proposed under STRIVE)
- h. Assist Dual apprenticeship program (Dual training mode)

4. Proposed posts under SAMC and fund allocated

a. Officers under the SAMC will be to expand the apprenticeship training from the present manufacturing related trades to service sector also. Further SAMC will also monitor the Industry cluster apprenticeship initiative under the World Bank assisted STRIVE project, collect data of all employers and will have target set for each district.

b. Under the proposed SAMC, States/UTs can have one post of regular full-time officer, hire consultants, purchase office equipment, hire rental space and have provisions for stationery and travel. To begin with SAMCs will be established through the VTIP grant and the break-up of fund proposed for release to States/UTs each year is as below:

Group A		Group B		Group C	
Component	Costing for one year Rs in Lakh	Component	Costing for one year Rs in Lakh	Component	Costing for one year Rs in Lakh
(1) Salary		(1) Salary		(1) Salary	
a) Joint Director -1 No.	15.00	a) Deputy Director-1 No.	12.00	a) Assistant Director-1 No.	9.00
b) Consultants- 3 Nos. (Manufacturing / Service Sector)	36.00	b) Consultant- 1 No. (Manufacturing Sector)	9.60	b) Consultant- 1 Nos. (Manufacturing / Service Sector /IT Sector)	9.60
c) Consultant- 1 No. (IT Consultant)	8.40	c) Consultant- 1 No. (IT Consultant)	8.40	--	--
d) Support staff- Data Entry Operator-1 No.	1.80	d) Support staff- Data Entry Operator-1 No.	1.80	c) Support staff- Data Entry Operator-1 No.	1.80
e) Support staff- Multi Tasking Staff – 1 Nos.	1.20	e) Support staff- Multi Tasking Staff – 1 Nos.	1.20	d) Support staff- Multi Tasking Staff – 1 Nos.	1.20
(2) Office equipment*	10.00	(2) Office equipment*	8.50	(2) Office equipment*	5.50
(3) Rental for office @ 35,000 per month	4.20	(3) Rental for office @ 25,000 per month	3.00	(3) Rental for office @ 20,000 per month	2.40
(4) Stationery	1.10	(4) Stationery	1.00	(4) Stationery	0.60
(5) Travel Cost (For 15 days per month @ Rs.1,200/- day)	2.16	(5) Travel Cost (For 15 days per month @ Rs.1,200/- day)	2.16	(5) Travel Cost (For 15 days per month @ Rs.1,200/- day)	2.16
Total	79.86		47.66		32.26

*One time expenditure

5. The duties/ responsibilities of the proposed post in SAMC are:
- (i) Joint Director/Deputy Director/Assistant Director: Monitoring all activities of the SAMC, reporting to the SAA, coordination with GoI, guiding the consultants in the SAMC and submission of various report, any other activities as deemed fit and as per the Mission Director / SAA
 - (ii) Consultant Human Resources (Manufacturing /Service sector): Will have background of Service sector / Manufacturing sector experience, Coordinate/establish strong liaison with establishments under the manufacturing/ service sector, clusters, school/ college education system, district administrations, assist industry with due diligence, provide inputs to IT consultant of SAMC for formulating effective strategy and reporting
 - (iii) Consultant IT monitoring: Establish Institutional structure for information facilitation and support, Formulating effective/targeted strategy / interventions, coordinating with department for charting an effective capacity building and holding of workshops.
 - (iv) Consultant Communication expert, Public relation & media support:: Formulating effective/targeted communication strategy/interventions, coordinating with media house, developing of content for audio-visual/ social media, etc., building a close coordination with other consultants, department for charting an effective communication strategy through print, radio and television, synergizing public relation, capacity building, workshops and awareness programmes.

Further, for the functions of communications and stake holders coordination, the consultant appointed for communication and strategy development in the Centre would conduct workshops for SAMC to get mutually benefitted and built up the capacity of the apprenticeship eco-system

-(End):-

STATE APPRENTICESHIP MONITORING CELL (SAMC)

INDICATIVE JOB DESCRIPTIONS

(1) Consultant Human Resources

a. Manufacturing Sector

1. Essential qualification: The candidate should have a full-time B. Tech degree in Engineering (Mechanical / Electrical / Production / Electronics & Communication Engineering or its equivalent) with minimum 65% marks from an AICTE approved institution/university.
2. Desirable qualification: Post graduate qualification in Engineering
3. Experience: The candidate should have minimum 5 years of experience of having worked in the manufacturing industry.
4. The candidate should be proficient in computer operation and should possess excellent documentation and report writing skills.
5. The candidate should have good command in written and spoken English.
6. The candidate should not be more than 40 years as on _____

b. Service Sector

1. Essential qualification: The candidate should have a full time Master Degree in Commerce, Economics, or Tourism with minimum 60% marks or Chartered Accountant registered with ICAI.
2. Desirable qualification: Full-time MBA from any recognized university.
3. The candidate should have minimum 5 years of experience of working with Industry/ organization related to Service Sector (trade, hotel and restaurants, transport, storage and communication, financing, insurance, real estate, business services, community, social and personal services, and services associated with construction).
4. The candidate should possess excellent documentation, report writing skills.
5. The candidate should have good command in written and spoken English
6. The candidate should not be more than 40 years as on _____

Job roles for (a) and (b):

- (i) Coordinate/establish liaison with establishments under the manufacturing/ service sector,
- (ii) Coordinate/establish liaison with Industry clusters/Associations
- (iii) Coordinate/establish liaison with ITIs/school/college education system, district administrations for promoting apprenticeship training
- (iv) Sensitizing industries on apprenticeship training procedures
- (v) Provide inputs to IT and communication consultant of SAMC for formulating effective reporting
- (vi) Provide short-term training/ capacity building support to Basic Training Providers (BTPs)/ Third Party Agencies (TPAs, etc. as required).

(2) Consultant IT Monitoring

1. Essential qualification: The candidate should possess a full-time B. Tech degree in Computer Science / Information Technology or its equivalent with minimum 60% marks from recognized AICTE approved institution / university.
2. Candidate with MBA degree from any recognized university is desirable.

3. The candidate should have minimum 5 years of experience related to IT from any Industry/organization.
4. The candidate should be proficient in using Microsoft Office Suite tools- like Excel, Power Point. Database management and knowing additional IT monitoring tool would be an added advantage.
5. The candidate should possess excellent documentation, report writing skills.
6. The candidate should have good command in written and spoken English.
7. The candidate should not be more than 40 years as on _____

Job role:

- Assist/ develop necessary computing services, communications interfaces
- Provide technical support for the development, implementation and maintenance of computer systems and include: software, strategic information technology planning, and formulation of strategies for information technology developments, capacity planning and data base administration
- Assist in requirement analysis, design, implementation and user acceptance testing of IT monitoring and other related IT tools
- Plan, design and carryout programs, projects or assignments independently and exercises discretion on how to achieve end'results
- Provide short-term training/ capacity building support to Basic Training Providers (BTPs)/ Third Party Agencies (TPAs, etc. as required
- Coordinating with Human resource consultant and communication consultant of SAMC.

(3) Consultant Communication expert, Public relation & media support

1. The candidate should possess a Master Degree in Communications, Marketing, Public Relations, Social/Human Sciences or other related field.
2. The candidate should have at least 5 years of relevant work experience.
3. The candidate should have experience in implementing time bound projects and be adept at project management
4. The candidate should have the ability to clearly and concisely express ideas and concepts in written and oral form and to produce reports in a timely manner
5. The candidate should have knowledge of HTML and other web development software and skills in computer management and application (Knowledge of Adobe Photoshop and InDesign is an asset)
6. The candidate should have good command in written and spoken English
7. The candidate should have excellent communication and copywriting skills

Job role:

- To manage external and internal communications
- Control the dissemination of information and Promote a positive public image about the apprenticeship scheme
- Develop effective communication strategies for outreach of apprenticeship training
- Draft content (e.g. press releases) for mass media or website
- Organize initiatives and plan events or press conferences
- Liaison with media
- Assist in communication of strategies or messages from senior leadership
- Evaluate the impact on social media (reach and engagement)
- Provide short-term training/capacity building support; as required.
- Coordinate to compile articles and produce a newsletter highlighting achievements
- Produce relevant human-interest stories highlighting the impact
- Maintain up to date contacts list of stakeholders at state and national level.
- Coordinating with Human resource consultant and IT consultant of SAMC.