



**Ministry of Housing  
and Urban Affairs**  
Government of India

**Employment Through  
Skill Training and Placement  
(Revised Operational Guidelines)**

**Deendayal Antyodaya Yojana -  
National Urban Livelihoods Mission**

**F. No. K-11/12/2017-UPA-III (E-3146312)**

Government of India  
Ministry of Housing and Urban Affairs  
(UPA Division)

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Nirman Bhawan, New Delhi,  
Dated the 18<sup>th</sup> July, 2018

**SUBJECT:** -Revised Operational Guidelines for Employment through Skills Training & Placement (EST&P) under the Deendayal Antyodaya Yojana-National Urban Livelihoods Mission (DAY-NULM).

Reference is invited to this Ministry's O.M. No. K-14011/1/2013-UPA dated 24<sup>th</sup> September, 2013, vide which the operational guidelines of Employment through Skills Training & Placement (EST&P) under the National Urban Livelihoods Mission (NULM) were issued. The printed guidelines were issued in December, 2013.

2. Over a period of time certain amendments have been made to these Guidelines. After incorporating the amendments, made so far, the consolidated Revised Guidelines are being issued for ease of use by all stakeholders. Revised guidelines have also been uploaded on the website of Ministry- <http://mohua.gov.in>.

  
(Sanjay Kumar)

Mission Director & Joint Secretary to the Govt of India  
Ministry of Housing and Urban Affairs

Amendments have been issued to the Operational Guidelines vide OM No. K-14011/7/2013-UPA/FTS-9789 dated 3<sup>rd</sup> August, 2015 (marked 1), OM No. K-14014/3/2015-UPA/FTS-12523 dated 18<sup>th</sup> February, 2016 (marked 2), OM No. K-14012/15/2016-UPA/FTS-16320 dated 22<sup>nd</sup> August, 2016 (marked 3) and through OM No. K-14014/3/2015-UPA /FTS-12523 dated 13<sup>th</sup> July, 2017 (marked 4) at appropriate places.

## Table of Contents

1.	Introduction and Objectives .....	1
	Objectives.....	1
2.	Skill Training Modules.....	2
	2.1 Skill Gap Analysis .....	2
	2.2 Curriculum Designing .....	2
	2.3 Soft Skills .....	3
	2.4 Course Duration .....	3
	2.5 Outcome of Skill Development Programmes .....	4
3.	Cost & Payment Norms.....	5
	3.i Base cost.....	5
	3.ii Additional support to Special Areas/Groups .....	5
	3.iii Pooling of resources: .....	6
	3.iv Refundable security deposit: .....	6
	3.v Transport costs.....	6
	3.vi Boarding and lodging costs .....	7
	3.vii Third Party Certification & Assessment Costs .....	7
	3.viii Post placement support for special areas/groups for wage employment.....	7
	3.ix Additional incentives to Training Providers:.....	8
	3.x Support for Uniforms: .....	8
	3A. Fund Flow Mechanism.....	8
4.	Certification.....	9
5.	Skill Training Providers (STPs) .....	9

5.1	Identification.....	9
5.2	Request for Proposal (RFP) for STPs.....	10
5.3	Post Training Support.....	11
5.4	Post Training Tracking .....	12
6.	MIS and Reporting .....	12
7.	Candidates for Training.....	13
7.1	Eligibility of the Candidate .....	13
7.2	Awareness Generation and Demand Creation.....	13
	Annexure I : List of trades as per cost categories .....	15
	Annexue II: List of cities under different categories .....	21
	Annexue III: Additional incentives for Persons with Disabilities (PwDs) .....	23

## 1 Introduction and Objectives

The National Skill Development Policy 2015 points to a requirement of 109.73 million additional skilled human resources across 24 key sectors by 2022.<sup>1</sup>

The Employment through Skill Training & Placement (EST&P) Component under NULM is designed to provide skills to the unskilled urban poor as well as to upgrade their existing skills. The programme will provide for skill training of the urban poor to enable them setting up self-employment ventures and for salaried jobs in the private sector. The EST&P Programme intends to fill the gap between the demand and availability of local skills by providing skill training programmes as required by the market.<sup>2</sup>

### Objectives

The broader objective of the Employment through Skills Training & Placement (EST&P) Programme is –

- To provide an asset to the urban poor in the form of skills for sustainable livelihood.
- To increase the income of urban poor through structured, market-oriented certified courses that can provide salaried employment and / or self-employment opportunities which will eventually lead to better living standards and alleviation of urban poverty on a sustainable basis
- Ensure inclusive growth with increased contribution of skilled urban poor to the National Economy.

Skill development, under EST&P is defined as any domain-specific demand-led skill training activity leading to employment or any outcome oriented activity that enables a participant to acquire a Skill, duly assessed and certified by an NSQF-approved independent third-party agency, which enables him/her to get wage / self-employment leading to increased earnings, and/ or improved working conditions, such as getting formal certification for hitherto informal skills, and/or moving from informal to formal sector jobs or pursue higher education/training.<sup>2</sup>

Under the Skill development programmes, three types of training can be provided:

- a) Training of fresh entrants to the job market
- b) Reskilling or skill up-gradation of persons already engaged in an occupation
- c) Formal recognition and certification of persons who have acquired skills through informal, non-formal or experiential training in any vocational trade or craft, after imparting bridge course, if necessary<sup>2</sup>.

## 2 Skill Training Modules

### 2.1 Skill Gap Analysis

- i. In order to achieve the above objectives, the trainings should be provided as per the industry demand and as per the curriculum recognized nationally. The industry demand for skill can be assessed only through a comprehensive Skill Gap Analysis at city level. The Skill Gap Analysis (SGA) should provide a clear picture of the industry wise demand for trained manpower, nature of skills required, trades to be selected for EST&P both for wage employment as well as for self-employment. The SGA should also state the nature and duration of the courses required for each trade. Such a study must have projections for a period of 5 years. The Skill Gap Analysis conducted by National Skill Development Corporation (NSDC) may be referred by the State Urban Livelihoods Mission (SULM). The SULM may take help of Sector Skill Councils of NSDC, Technical Universities, State Department of Labour and Employment, State Industries Department, Government sponsored Research Institutions, State Industries Association or any other competent agency to conduct the Skill Gap Analysis. The cost of conducting Skill Gap Analysis may be booked under the A&O Expenses of NULM.
- ii. The Skill Gap Analysis should provide demand for employment in upcoming industries and also identify the scope for setting up of self-enterprises in local areas. The trainings should be conducted for imparting skills with highest demand in local areas, however for candidates willing to migrate to other regions, skill training courses not identified under skill gap analysis may also be conducted.

### 2.2 Curriculum Designing<sup>2</sup>

- i. All Skill Development courses offered under the EST&P must conform to the National Skills Qualification Framework (NSQF) notified on 27.12.2013 (url [http://www.skilldevelopment.gov.in/assets/images/Notification/Gazette\\_NSQF.pdf](http://www.skilldevelopment.gov.in/assets/images/Notification/Gazette_NSQF.pdf)), which provides for transition of all training/educational programmes/ courses to be NSQF compliant by the third anniversary date of the notification of NSQF (i.e., by 27.12.2016). All training providers under EST&P would need to comply with this requirement of the NSQF, failure to do which would lead to their de-listing by the empanelling/approving authority.
- ii. The NSQF is a competency based quality assurance framework. National Occupational standards (NOS) developed by different Sectors Skill Councils (SSC) under NSQF specify the standards of performance an individual must achieve for carrying out a function in the workplace. A combination of NOSs, including those relating to soft

skills, forming part of a Qualification Pack (QP) required for a job role is taught as a course. The earlier skills qualifications frameworks, viz., National Vocational Qualification Framework (NVQF) and National Vocational Education Qualifications Framework (NVEQF) are superseded by NSQF.

- iii. Modular Employable Skill (MES) courses under DGT, MoSDE are being mapped to qualification packs to make them NSQF compliant.
- iv. Regulatory/Awarding bodies (e.g. UGC, AICTE, NCVT, Technical and School Boards etc.) while continuing to regulate their courses, programmes, affiliation, and accreditation system shall ensure their alignment and conformity with the NSQF.
- v. All training providers would have to organise their courses/programmes to ensure alignment with NSQF levels in accordance with the implementation schedule given in the NSQF notification.

### 2.3 Soft Skills<sup>2</sup>

- i. As mentioned in 2.2 (ii) above, soft skills (which would include computer literacy, language and workplace inter-personal skills relevant for the sector/trade) are integral part of the Qualification Packs under NSQF.
- ii. Additionally inputs should also be given on financial literacy (savings, credit, subsidy, remittance, insurance and pension) and entitlements of poor under other components of NULM and other Central/State schemes for social benefits and poverty alleviation.

### 2.4 Course Duration

- i. The duration of various types of skill development training shall be:
  - a. Training for fresh entrants will be minimum 200 hours (including practical and/or on the job training) except where prescribed by any Statute or as specifically approved by the Ministry.<sup>2</sup> **The maximum and minimum number of hours of training permissible per day is 8 hours and 4 hours respectively. In case of residential training, however, a minimum of 8 hours training per day is mandatory. The cost norms to STPs may be worked out accordingly by the States.**<sup>4</sup>
  - b. In case of reskilling or skill up-gradation of persons already engaged in an occupation, trainings will be of a minimum duration of 16 hours including practical and/or on-the-job training, depending on the number of NOSs being covered.<sup>2</sup>
  - c. Formal recognition through certification of persons, who have acquired Skill through informal, non-formal or experiential training in any vocational trade or craft, will be done, after imparting bridge courses, if required.<sup>2</sup>

## 2.5 Outcome of Skill Development Programmes<sup>2</sup>

The outcomes from Skill development Programmes will be as under:

- I. Outcomes for training of fresh entrants will include all of the following:
  - a. Employment (both wage employment and self-employment) on an annual basis of at least 70% of the successfully certified trainees within three months of completion of training, with at least 50% of the trainees passing out being placed in wage employment; Provided that SULMs shall have freedom to alter the percentage of wage and self-employment based on the nature of activity, local economy, social conditions, etc. with intimation to the Ministry.<sup>2</sup> **In case of all types of disabilities except intellectual disabilities, at least 60% of the successfully certified trainees have to be provided employment within three months of completion of training. In case of intellectual disabilities, at least 40% of the successfully certified trainees have to be provided employment within three months of completion of training.**<sup>4</sup>
  - b. In case of wage employment, candidates shall be placed in jobs that provide wages at least equal to minimum wages prescribed and such candidates should continue to be in jobs for a minimum period of three months, from the date of placement in the same or a higher level with the same or any other employer.<sup>2</sup> **For the purpose of wage employment, enrolment of candidates for apprenticeship and Work permit (work visa) for overseas employment would also be treated as proof of employment. In case the employer pays minimum wages in terms of Cost to Company (CTC), at least 80% of CTC should comprise cash in hand, of the candidate.**<sup>4</sup>
  - c. In case of self-employment, candidates should have been employed gainfully in livelihood enhancement occupations which are evidenced in terms of trade license or setting up of an enterprise or becoming a member of a producer group or proof of additional earnings (bank statement) or securing a relevant enterprise development loan or any other suitable and verifiable document as prescribed by the respective SULM.<sup>2</sup>
- II. Formal recognition and certification of persons who have acquired skills, through informal, non-formal or experiential training in any vocational trade or craft (after imparting bridge courses if necessary) should provide an appropriate increase in wages in the skill category of the candidate for immediate and subsequent production cycle in case of wage employment or meet the conditions under a(iii) above in case of self-employment to be treated as the outcome of this effort.<sup>2</sup>

### 3 Cost & Payment Norms<sup>2</sup>

#### 3.i Base cost

a. The base cost with effect from **April 1, 2017**<sup>4</sup> for training will be as follows:-

Category 1 - Rs. 42.42/hr

Category 2 - Rs. 36.44/hr

Category 3 - Rs. 30.35/hr

b. Cost would be subject to a periodic enhancement of 10% annually or as intimated by the Ministry from time to time.

c. List of trades as per cost categories is given in *Annexure I*.

d. The hourly rates shall be inclusive of cost components such as:

- Mobilization of candidates
- Post-placement tracking/monitoring
- Curriculum
- Placement expenses
- Trainers' training
- Equipment
- Amortization of Infrastructure costs/ Utilities
- Teaching Aid
- Raw material
- Salary of trainers

e. Any deviation from these norms would require approval of the Ministry.

#### 3.ii Additional support to Special Areas/Groups

i. Training in Special Areas: Over and above the Base Cost, an additional amount equal to 10% of the Base Cost should be permitted for Skill training conducted in Special Areas.

(Special Areas include the North Eastern States, Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Andaman and Nicobar Islands, Lakshadweep and affected by Left Wing

Extremism (LWE) as identified by the M/o Home Affairs for the Integrated Action Plan (IAP))

- ii. **Training of PwDs:** Over and above the Base Cost, an additional amount equal to (i) 10% of the base cost should be provided for skill development programmes imparted to Orthopedically disabled/Physically disabled, (ii) 20% over and above the base cost in case of Visually Impaired/Hearing Impaired and (iii) 25% over and above the base cost in case of Intellectual & learning disabilities, Mental Illness/ Mental Retardation. Provided that in case of Special Areas, the total cost permissible will be 120% of the base cost for Orthopedically disabled/Physically disabled, 130% of the base cost for Visually Impaired/Hearing Impaired and 135% of the base cost for Intellectual & learning disabilities, Mental Illness/ Mental Retardation. Besides, Training Providers providing training to PwDs shall be eligible for Rs.5000/- per PwD candidate for Job outreach activities to enable them to reach out to potential employers through various outreach methods.<sup>4</sup>
- iii. 10% of the Base Cost should be provided for skill development programmes imparted to PwDs. Provided that in the case of training of PwD in Special Areas, the total cost permissible will be 120% of the Base Cost.

### 3.iii Pooling of resources:

- i. In case of geographies/sectors and trainee groups where the training cost is significantly higher than the norms specified in these guidelines, the Training providers are free to pool additional funding support from State Governments, Corporates, Employers, philanthropic Institutions etc. However, such dovetailing of funds shall have the approval of the respective SULMs.

### 3.iv Refundable security deposit:

*This clause is kept in abeyance till further advice.*<sup>4</sup>

### 3.v Transport costs

- i. For candidates **(including PwDs)**<sup>4</sup> from Special Areas, undergoing training outside **district of**<sup>4</sup> such Special Areas, to and fro transport cost as per actuals, subject to a maximum of Rs. 5000/- per trainee, **may**<sup>4</sup> be payable.
- ii. Conveyance cost for **BPL**<sup>4</sup>, PwDs & Women (hereinafter referred to as “Special Groups”): Upon successful completion of non-residential skill training programmes, and after certification, all **Persons below poverty line (BPL)**<sup>4</sup> and Women candidates will be reimbursed the cost incurred in travelling to and from the training centre at the following rates:

Training centre within district of domicile	Rs.1000/- per month
Training centre outside the district of domicile	Rs.1500/- per month

Transport and conveyance costs for persons with disabilities (PwDs) shall be as given in points 1 & 2 of Annexure III.<sup>4</sup>

### 3.vi Boarding and lodging costs<sup>2</sup>

- a. Boarding and lodging costs will be provided in following instances:
  - i. Residential trainings, and/or
  - ii. In respect of all skill development training programmes where trainees from Special Areas (as defined in 3 ii (a) above) are trained outside these Special Areas, and/or
  - iii. Training programmes anywhere in the country where women trainees have to travel more than 80 kms from their homes to reach the nearest training centre and who are availing of boarding and lodging arrangements made for them.
- b. Boarding and lodging costs can be reimbursed as per actuals subject to maximum per trainee per day costs as per table below:

X category cities	Rs.300
Y category cities	Rs.250
Z category cities	Rs.200
Rural areas and any area not notified as a municipal/town area	Rs.175

- c. The categorisation of Indian cities for residential training costs is provided in *Annexure II*.

### 3.vii Third Party Certification & Assessment Costs<sup>2</sup>

To ensure independent and unbiased assessment and certification of trained candidates, costs for certification and assessment shall be payable to an NSQF approved independent third party agency for conducting assessments and certifications. This amount shall be over and above the Base Cost, and shall range from Rs. 600/- to Rs. 1500/- per candidate as decided by SULMs.

### 3.viii Post placement support for special areas/groups for wage employment: <sup>2&4</sup>

In order to enable the newly skilled persons **from special groups (except PwDs)**<sup>4</sup> to settle into their new jobs/vocations **under wage employment**<sup>4</sup>, post placement support would be provided directly to the candidate at the rate of Rs 1500/- per month for the following durations:

PPS @ Rs.1500 per month per person	Men	Women
Placement within district of domicile	1 month	2 months
Placement outside the district of domicile	2 months	3 months

**Provided the placement is made within three months of certification and after post validation of placement of the candidate.<sup>4</sup>**

**PPS cost for Persons with disabilities shall be as per point 3 of Annexure – III<sup>4</sup>**

### **3.ix Additional incentives to Training Providers:<sup>2</sup>**

- i. In order to encourage the Training Providers who exceed the prescribed outcomes, the following additional incentives should be provided:
  - a. For every candidate, where outcome achievement of above 70% to 85%, the Training Provider should be paid an amount of Rs.3000/- per candidate.
  - b. For every candidate where outcome achievement is above 85%, the Training provider should be paid an additional amount of Rs. 5000/- per candidate.

### **3.x. Support for Uniforms:<sup>4</sup>**

**For candidates undertaking training under EST&P, support for uniforms is permissible up to Rs. 1000/- per candidate in case of a training course having duration of 6 months or less, and Rs. 2000/- per candidate in case of a training course having duration of more than 6 months.**

**Support for uniforms for PwDs shall be as given in point 4 of Annexure III.**

### **3A. Fund Flow Mechanism<sup>2</sup>**

- i. Schedule of release of payments

**3A.i.a. The payment terms for STPs will be as per the table given below. The release of funds could be batch wise or as per project MoU.<sup>4</sup>**

<b>Instalment and % of cost</b>	<b>Output parameter</b>
1st instalment: 30%	On commencement of training batch <b>against validated candidates<sup>4</sup></b>
2nd Instalment: <b>50%<sup>4</sup></b>	On successful certification of the trainees
3rd Instalment: 20%	Based on outcome as described in 2A as per details given in 3A.ii

- b. **The above payment schedule is subject to the following:<sup>4</sup>**

**(i) It is applicable only for fresh training.**

- (ii) **The second tranche of 50% will be calculated on the basis of total cumulative 80% payment candidates actually certified.**
- (iii) **The dropouts will not be considered for 2<sup>nd</sup> and 3<sup>rd</sup> tranche. The 1<sup>st</sup> tranche payment of the dropouts is adjusted in next tranche.**
- ii. The 20% of Training cost (**3<sup>rd</sup> Instalment**)<sup>4</sup>, which is linked to outcome would be released to the Training Provider as follows:
  - a. Training Provider shall be eligible for 100% payment if outcome achievement is 70% and above as per clause 2A
  - b. Training Provider will be paid on pro-rata basis on achievement of 50-69% placement of those who have been certified with at least 50% minimum wages of the certified trainees within three months of completion of training in case of fresh entrants.

#### **4 Certification<sup>2</sup>**

- i. Each successful candidate undertaking training under EST&P component of NULM should be awarded a certificate issued by NSQF approved independent third party agencies.
- ii. National Council for Vocational Training (NCVT) and State Council for Vocational Training (SCVT) and Sector Skill Councils set up NSDC are, inter alia, notified as non-statutory certification agencies under NSQF.
- iii. The Training providers should approach the above agencies and follow the procedure established by them to obtain NSQF compliant certificates for candidates successfully trained under NULM.

#### **5 Skill Training Providers (STPs)**

##### **5.1 Identification**

- i. *SULM may empanel private STPs through a selection process. The selection criteria should be a combination of technical qualification, experience of the organization, cost of training and any other variables that the State may identify. Strict technical assessment of STPs shall have to be undertaken by the SULM to ensure that the quality of the training is not compromised.*<sup>1</sup>
- ii. The SULM may also directly enter into an agreement with Govt. Institutes such as Industrial Training Institutes (ITI), Polytechnic Colleges, Technical Universities, etc. with details of modalities for mobilization, training, certification, bank linkage,

mandatory placement /self-employment setting up and tracking of the successful candidate.

iii. *SULM may directly engage Training Partners of National Skill Development Corporation (NSDC) and training providers engaged by any other Government Agency for the purpose of skill training. However, the SULM will have to ensure that the engaged Training Providers adhere to the processes, deliverables and cost norms as mentioned in the NULM guidelines.*<sup>1</sup>

iv. *The Ministry can enter into MOU with National level Agencies in the Skill training space like National Skill Development Corporation (NSDC), Sector Skill Councils (SSC), Autonomous Institutes under Ministries of Govt. of India, Industrial Groups for skill training and placement. Based on this MOU between MoHUPA and Agencies, the States can give them work of skill development in the respective States.*<sup>1</sup>

v. The following inputs should be ensured with the Training Providers:<sup>2</sup>

a. The overall training infrastructure specially the training aids and equipment available should be as per industry standards/benchmarks.

b. Trainers with suitable qualification and experience should be hired.

c. The student and trainer enrollment should be linked to Aadhaar. However, no candidate should be denied admission for want of Aadhaar. It should be ensured that such candidates (without Aadhaar) are enrolled in Aadhaar by the Training Provider during the training period.

d. Assessments being video recorded, if required.

vi. SULM may also hire services of external professional agencies, universities, academic institutes, etc. for drafting of the TOR, Appraisal, evaluation and monitoring of the STPs. The cost of the same may be booked under the A&O Expenditure of NULM.

#### **vii. Convergence of EST&P with PMKVY 2.0:**<sup>3</sup>

In order to bring about convergence and synergy, the EST&P component of DAY-NULM can be dovetailed with the modified PMKVY, where States/UTs can undertake skill training in convergence with PMKVY, in addition to implementing the EST&P component as is being done currently by them through the existing skill infrastructure.

States/UTs can take up the responsibility for mobilising candidates for the PMKVY while MoSDE/NSDE will be responsible for selecting Training Providers, ensuring quality of trainers and training, alignment with common norms, etc.

Under such arrangement, the States/UTs can directly provide funds for skills training of urban poor candidates under EST&P to National Skill Development Fund (NSDF), which is the Trust under the MoSDE, or to NSDC.

## **5.2 Request for Proposal (RFP) for STPs**

- i. The SULM in consultation with the state government skill training agencies and in accordance with the procurement procedures approved by the State Executive Council shall undertake the bidding process for empanelment of the Skill Training Providers (STP). The Request for Proposals for the STPs should essentially contain the following sections in detail:
  - a. Criteria and Process for Technical Assessment.
  - b. Period of validity of the RFP and empanelment.
  - c. Amount of Performance Guarantee.
  - d. Approximate number of trainees with location and curriculum details.
  - e. List of Certification Agency, Process and Costing for Certification in detail.
  - f. Conditions for Post Training Support including responsibility to provide placement or Self enterprise establishment support to minimum 50% of successfully trained candidates.
  - g. Other Deliverables such as reporting formats, reporting processes, financial inclusion of candidates, maintenance of data base of trainees, etc.
  - h. Payment Terms and Conditions with conditions for last installment of training cost to be released only after successful placement or micro enterprise development and tracking for 6 months post successful completion of the training.
  - i. Penalties for non-adherence to conditions as mentioned in the contract and deliverables.
  - j. Process for termination of the contract.

## **5.3 Post Training Support**

- i. Micro-enterprise: For candidates interested in setting up micro-enterprises, the STPs shall be responsible to assist in setting-up the micro enterprise within 3 months of successful completion of the training. The STPs shall provide support for proposal writing, ensure credit from banks, provide support for availing subsidy to candidates regarding any of the micro-enterprise development schemes such as SEP component

under NULM, Prime Minister's Employment Generation Programme (PMEGP) under Ministry of Micro, Small and Medium Enterprises (MoMSME), Cluster Development Schemes under MoMSME or any other such scheme.

- ii. Financial Inclusion: The STP shall also facilitate the opening of Basic Saving Bank Deposit account for all the candidates who do not have a bank account.

#### **5.4. Post Training Tracking:<sup>2</sup>**

- i. The details of all the candidates of a batch have to be fed into the MIS to qualify as successful tracking of candidates.
- ii. All trainees (applicable for candidates placed both in wage employment and self-employment) are to be tracked (once every month) for a period of 12 months in case of fresh entrants from the date of completion/certification of training with respect to their career progression, retention, and other parameters. Persons who have been certified for their acquired skills through informal, non-formal or experiential learning, will also be tracked.
- iii. The parameters to be tracked during this period are:
  - a. Placement should be within 3 months of completion of training.
  - b. Once placed, remuneration/ incremental remuneration per month.
  - c. Whether continues to work in the same or higher job role till end of the tracking period (whether with same or different employer).
  - d. If there are periods of unemployment between different jobs, duration of such gaps and reason for leaving earlier job without having a job in hand.

## **6 MIS and Reporting**

- i. For Skill Training Providers: The STP shall have the responsibility of regular reporting on progress of training, placement and micro-enterprise establishment to the ULB and SULM on a regular basis on the DAY-NULM MIS. The formats and periodicity of reporting may be mentioned in the TOR for STPs.
- ii. For SULM / ULB: The SMMU at the State level and CMMU at the ULB level will regularly update DAY-NULM MIS/MPR and closely monitor progress of activities / targets under this component, undertake reporting and evaluation. The SULM and the ULB/executing agencies shall report timely progress in formats prescribed by the Mission Directorate from time-to-time, indicating the cumulative achievement monthly and upto the end of the quarter and key issues in implementation.

- iii. In the spirit of proactive disclosure of information and ensuring transparency under DAY-NULM, key progress reports under EST&P will also be made available on the public domain in a timely manner.

## **7 Candidates for Training**

### **7.1 Eligibility of the Candidate**

- i. The candidates selected for training under EST&P component of NULM should be from the urban poor households only. The following conditions need to be adhered to in selection of the candidate–
  - a. S/he should not have undergone skill development training under the SJSRY / NULM in any other trade during the last 3 years. The candidate can however be provided advanced training on the skills acquired in any previous training.
  - b. The candidate should meet the minimum qualification as per requirement of the training curriculum approved by the State Executive Committee.
  - c. The percentage of SC and ST candidates being trained should not be less than the percentage of SC and ST population in the town.
  - d. Out of the total beneficiaries for the State/UT under EST&P; minimum 30% should be women, minimum 15% should belong to the Minority community and minimum 3% of the candidates should be differently-abled. However based on the trade and area of implementation, if the above requirement of minimum percentage cannot be fulfilled through common training programmes, specific training programmes targeting the above vulnerable communities maybe undertaken by the SULM.

### **7.2 Awareness Generation and Demand Creation**

- i. The following strategies may be adopted by the SULM for awareness generation and creation of skill training demand from the target community.
  - a. The SULM & ULB should conduct mass media campaigns through newspapers, radio, television, posters, wall paintings, SHG meetings, etc. on regular basis to provide information on skill training opportunities and invite applications from the prospective candidates.
  - b. The information regarding the courses, duration, location of training, name and details of skill training providers should be available at all the ULBs, Urban Local Bodies, City Livelihood Centers and any other urban centers set-up by the government.

- c. The candidate should be allowed to submit ‘an intent to undertake a training’ on a plain paper with basic details such as name, age, contact details, name of the training required, Aadhar Card number or other identity document, etc. The prospective candidate can submit the intent to undertake training in physical form at designated centers or through mail or post. On submission of the Intent, the same shall be entered into a register and a receipt with unique registration number shall be issued to the applicant. This will create a Waiting List of prospective candidates for a specific training demanded by the urban poor. The ULB shall accept such intents throughout the year. This register shall be utilized for mobilization of the trainees as and when the demanded training commences in the city. The intent may be received through area offices of Municipal Corporations, Ward Offices, ULBs, Self Help Groups in the areas, Community Organizers, Area Level Federations and City Level Federations of the SHGs, office or training centers of NULM empanelled Skill Training Providers and any other NULM related institutions. The candidate should not have to travel long distances to submit ‘the intent to undertake training’.
- d. The SULM and ULB shall ensure that candidates enlisted in the waiting list shall be informed through available communication means like SMS, letter, Public notice, SHG, ALF, etc. regarding the commencement of training programme and details of location of training center, eligibility criteria, course duration, etc.
- e. While deciding on the training programmes calendar for the city, the demand for particular trades as per Waiting List may be considered.
- f. In addition to the candidates listed in ‘Waiting List’, the ULB may identify candidates through other means like organizing camps, registration drives, sponsoring by SHGs, etc. However candidates registered in Waiting List will be given preference.
- g. If a particular skill training is sought by prospective candidates and the ULB does not have competent skill training providers empanelled, then the ULB in consultation with SULM and the local industry association shall arrange to provide the same.
- h. Before the commencement of the training, a counseling session for all the prospective candidates will be arranged. During this session the prospective candidate would be briefed in detail about the available training programme, eligibility criterion, etc.
- i. At this stage an information and application form will be filled by the beneficiaries. The form shall capture all the details such as education, BPL Status, residential address, other contact details, etc. On the basis of these documents their selection will be done for a suitable training programme.

- j. The ULB may also provide information to the probable candidates through Monthly Job Placement Fairs, Rozgaar Melas, etc. in the slum areas.

**Annexure I : List of trades as per cost categories**

**ANNEXURE-I**

S. No	Industry/Sectors	Sub Sector/Trades		
		Category-I	Category-II	Category-III
1	Agriculture	Farm Machinery, Animal Husbandry, Farm Mechanisation, Precision farming, Fisheries and allied Sector	Agriculture, Plantation, Horticulture, Floriculture, Poultry	Agriculture, Home Decor Art-Bonsai, Flower, water fall; Minor Forest Product processing and value addition, Natural Fibre product processing and value addition (Sericulture, Jute, Cotton, Hemp and Diversified Products)
2	Apparel	Garment Manufacturing, Fashion Design	Garment making	
3	Automotive	Manufacturing, Automotive repair	Automotive Sales	
4	Beauty & Wellness		Spa and Wellness, Beauty Culture & Hair Dressing, Naturopathy	Home Decor Art Mehandi
5	BFSI			Banking, Accounting, Insurance
6	Capital Goods	Fabrication, Electro-Mechanical		
7	Chemicals	Manufacture of Chemicals and bio-Chemicals Plastics Processing	Fragrance Flavour & Perfume	
8	Construction	Construction Equipment, Fabrication	Paint, Wood Works Bamboo Fabrication, Carpentry	

S. No	Industry/Sectors	Sub Sector/Trades		
		Category-I	Category-II	Category-III
9	Education & Skill Development		Education, Skill Development	Counselling Skills
10	Electronics	Electronics System Design, and Manufacture Refrigeration and Air Conditioning	Consumer Electronics Sales & Services	
11	Fast Moving Consumer Goods			Fast Moving Consumer Goods
12	Food Processing Industries	Food Processing Sectors		Food Processing Sectors such as Dairy Products, Fruit & Vegetables Products, Cereals and Cereal Products, Food Grain (including milling), Edible Oil and Fats, Meat and Meat Products, Fish and Fish Products, Sweets and Confectionery, Bread and Bakery, Spices and Condiments, Beverage, Aerated Water and Soft Drinks, Packaging of food products
13	Furniture & Furnishing		Furniture Making	
14	Gems & Jewellery	Games & Jewellery Manufacturing		Home Decor Art Jewellery
15	Green Skills	Renewable energy		Rain Water Harvesting, Green retail, Allied green Skills
16	Handloom & Handicrafts	Handlooms	Brassware, Khadi, Carpet, Handicrafts	Handmade Paper and Paper Products, Home Decor Art Ceramic Painting Home Decor Art Wood

S. No	Industry/Sectors	Sub Sector/Trades		
		Category-I	Category-II	Category-III
17	Healthcare	Medical and Nursing Healthcare Machine Technician	Community Healthcare, Healthcare Assistants, Preventive Healthcare (including Nutrition & Health Education and Health Counselling)	Allied Healthcare
18	Instrumentation	Process, Instrumentation		
19	Iron & Steel	Foundry (including Sponge Iron)		
20	IT-ITES		Information and Communication technology	
21	Leather	Leather Footwear & Leather Sports Goods Manufacture		
22	Life Science	Manufacturing of Pharmaceuticals	Pharmaceutical Sales	
23	Logistics			Courier & Logistics
24	Management			Material Management, Business & Commerce
25	Manufacturing	Production & Manufacturing		
26	Marine Engineering	Marine Engineering, Ship Construction		
27	Media & Entertainment	Animation	Production Support, Media, Printing	Film Production
28	Mining	Mining		
29	Music	Musical Instrument Manufacture	Instrumental Music Service	
30	Plumbing	Plumbing		

S. No	Industry/Sectors	Sub Sector/Trades		
		Category-I	Category-II	Category-III
31	Power & Energy	Electrical Industrial Electrician	Domestic Electrician	
32	Retail		Store Operation, FMCG	Retail
33	Rubber	Manufacturing	Rubber, Nursery/ Plantation	
34	Security		Security, fire & Safety Engineering	
35	Sports	Sports Goods Manufacturing	Sports service	
36	Telecom	Network & Infrastructure, Management	Telecom Service Provider, Handset Sales & Services	
37	Textiles	Spinning, Weaving, Textiles, Knitting & Processing for Cotton, other Manmade & Synthetic Fibres		
38	Tourism & Hospitality	Food Production, Cooking	Hospitality, F&B Service & Housekeeping	Travel & Tourism
39	Traditional/ Conventional Sectors	Glassware	Painting Toy Making	Clock and Watch Repair
40	Other Sectors	Any trade not covered in any of the categories above	Any trade not covered in any of the categories above	Any trade not covered in any of the categories above

**Annexue II: List of cities under different categories**

**ANNEXURE-II**

**Categorization of Indian Cities for Residential Training Costs**

S. No	State	Cities classified as “X”	Cities classified as “Y”
1	Andhra Pradesh		Vijayawada [Urban Agglomeration (UA)], Visakhapatnam (UA), Guntur
2	Assam		Guwahati (UA)
3	Bihar		Patna (UA)
4	Chandigarh		Chandigarh
5	Chhattisgarh		Durg - Bhilai Nagar (UA); Raipur (UA)
6	Delhi	Delhi NCR (UA)	
7	Gujarat		Ahmedabad (UA), Rajkot (UA), Jamnagar (UA), Vadodara
8	Haryana		Faridabad
9	J&K		Srinagar (UA), Jammu (UA)
10	Jharkhand		Jamshedpur (UA), Dhanbad
11	Karnataka	Bengaluru (UA)	Belgaum (UA), Hubli-Dharwar, Mangalore (UA)
12	Kerala		Kozhikode (UA), Kochi (UA)
13	Madhya Pradesh		Gwalior (UA), Indore (UA), Bhopal (UA), Jabalpur (UA)
14	Maharashtra	Greater Mumbai (UA)	Amravati, Nagpur (UA), Aurangabad (UA), Nasik (UA), Bhiwandi (UA), Pune (UA), Solapur, Kolhapur (UA)
15	Odisha		Cuttak (UA), Bhubaneshwar (UA)
16	Puducherry		Puducherry (UA)
17	Punjab		Amritsar (UA), Jalandhar
18	Rajasthan		Bikaner, Jaipur, Jodhpur (UA), Kota
19	Tamil Naud	Chennai	Salem (UA), Tirupur (UA), Coimbatore (UA), Tiruchirapalli (UA), Madurai (UA)
20	Telangana	Hyderabad (UA)	Warrangal (UA)
21	Uttar Pradesh		Moradabad, Meerut (UA), Ghaziabad, Aligarh, Agra (UA), Bareilly (UA), Lucknow (UA), Kanpur (UA)
22	Uttarakhand		Dehradun (UA)
23	West Bengal	Kolkata (UA)	Asansol (UA)

***All other cities/towns in various States/UTs which are not covered by classification as “X” or “Y” are classified as “Z”***

*(The above categorization of cities/towns being adopted from the categorization of Indian cities/towns for payment of HRA as per 2008 - 6th Pay Commission)*

## Annexue III: Additional incentives for Persons with Disabilities (PwDs) <sup>4</sup>

### 1. Transport Cost

For PwDs from Special areas (as in the case of persons BPL and Women), undergoing training outside district of such Special Areas, to and fro transport cost as per actuals, subject to a maximum of Rs. 5000/- per trainee, may be payable.”

### 2. Conveyance Cost

In case of Persons with disability, the conveyance cost will be as below:

Distance of the training centre from residence of the trainee	Amount
With in 10 Kms	Rs.1,000/- per month
Within 15 Kms	Rs.1,500/- per month
Within 20 Kms & above	Rs. 2,000/- per month

### 3. Post Placement Support (PPS):

In case of PwDs, post placement support will be as follows:

PPS @ Rs.3000 per month per person	Men/women
Placement within district of domicile	2 months
Placement outside the district of domicile	3 months

### 4. Support for Uniforms:

In case of support for Uniforms to PwDs, Rs. 3000/- per PwD candidate, which includes one pair of shoes or other assistive clothing, two pairs of uniforms and need based assistive aids shall be permissible irrespective of the duration of the course.

### 5. Personal Assistive Aids

Each PwD candidate shall be eligible for up to Rs. 5000/- for personal assistive aids. such as wheel chairs, calipers, hearing aids and software such as Jawa/other speech interpretation, other reading software etc.



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