

Dear Stakeholders

We have created the 1st draft of the Guidelines for Traditional Apprenticeship under Pradhan Mantri Kaushal Vikas Yojana 2016 – 2020.

Request you to kindly go through the guidelines and provide your valuable inputs (if any) on PMKVYfeedback@nsdcindia.org latest by 1800 hours – 24th June 2016.

Regards

PMKVY Team

Note: Any suggestions/feedback would be taken into consideration post discussion with the Steering Committee

**Draft Guidelines for Traditional Apprenticeship under
PMKVY (2016-2020)**

Under

**Pradhan Mantri Kaushal Vikas Yojana (PMKVY)
(2016-2020)**

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Informal and Traditional Apprenticeship

1. Background

- 1.1. These guidelines are formulated for the purposes of protecting traditional arts and crafts, and promoting the prosperity and development of the undertaking of traditional arts and crafts.
- 1.2. The term Traditional arts and crafts used hereafter refers to a variety of handicrafts and techniques that have existed for several years and are marked by a long history of exquisite skills which have been passed on from generation to generation, have a complete technical process, have a distinct style and local features, and are renowned both in the domestic and international markets.
- 1.3. The term Master Craftsperson refers to master of a specific trade, art or craft who may employ and train apprentices.
- 1.4. Certain sections of the Indian population practice or undertake various traditional crafts. Over time, owing to various issues, they have not been mainstreamed into the formal learning and formal labor market environments. Identification, training and certification of informal and traditional skills through credible assessment processes can promote and nurture these traditional skills possessed by these marginalized groups. Hence under PMKVY, the Ministry of Skill Development and Entrepreneurship envisages addition of a new category of skill training, which will be referred to as Informal and traditional sector training.
- 1.5. The Informal and Traditional Apprenticeship shall be implemented by State Skill Development Missions, which will hereafter be referred to as SSDMs. The project shall be undertaken in accordance with these Guidelines.
- 1.6. The guidelines shall be applicable for the pilot phase of one year and may be revised on the basis of learnings from the pilot phase. Any revision in the guidelines will be uploaded on the official website of PMKVY, www.pmkvyofficial.org.

2. Objectives

- 2.1. A project based approach to promote traditional arts and crafts which need to be nurtured and promoted.
- 2.2. Develop a pool of Kaushal Mitras or trained and certified craftspersons in traditional arts and crafts, who will help pass on these traditional skills.

- 2.3. Enable and mobilize youth to take up traditional arts and crafts skill training which will help in preserving the same.
- 2.4. Encourage standardization of the certification process and put in place the foundation for creating a registry of skills.

3. Strategy and approach

- SSDMs to identify 2 to 5 Traditional arts and crafts for their respective states.
- SSDMs may identify NGOs/Knowledge partners to aid the implementation process for each identified art or craft.
- Project proposals to be prepared by SSDMs, in consultation with identified NGO/Knowledge partners. Template for the same is annexed.
- Project Proposal to be submitted by SSDMs to MSDE.
- MSDE/NSDC to scrutinize and approve project proposals received from State.
- MSDE to release funds to the State against the approved project proposals.
- SSDMs to constitute and notify District Level Committee, hereafter referred to as DLC, in districts where the traditional arts and crafts have been identified. DLC to monitor the implementation of the project at district level.
- SSDMs to identify Master Craftspersons for each art or craft identified. Details of identification criteria to be mentioned in project proposal.
- SSDMs to coordinate with SSC/identified agency to conduct Training of Trainers (ToT) for Master Craftsperson.
- Master craftsperson to undergo ToT program upon successful completion of which, the Master Craftsperson will be awarded certificates and given the title of Kaushal Mitras.
- In case of non-availability of curriculum for a particular art or craft, Kaushal Mitras in consultation with NGO/Knowledge Partner to develop curriculum after the first cycle, in a stipulated time frame. Skill log book updated over the first cycle of the project to be used to develop the curriculum.
- The Kaushal Mitra may use his/her own premises or DLC may provide required premises for apprenticeship, as per the guidelines. Kaushal Mitra to ensure that only standardized and approved PMKVY posters or banners are used for branding.
- Kaushal Mitra to identify 5 to 10 apprentices in consultation with DLC or identified NGO/knowledge partner as defined in the proposal by SSDM.
- Kaushal Mitra to provide training to apprentice for minimum of 1 month and maximum of 4 months. Attendance register to be maintained and kept with Kaushal Mitra for capturing apprentice attendance.
- Payment to Kaushal Mitra and stipend to apprentice will be given on a monthly basis, as per the guidelines, through bank transfer only.
- Cross assessment technique may be adopted for assessment of trainees at the end of the apprenticeship. Cross assessment refers to assessment by master craftsperson of trainee

batch other than his/her batch.

- SSDM to ensure that each successful candidate is issued a Certificate by concerned SSC/any other agency identified by the SSDM.
- On completion of apprenticeship program, SSDMs may encourage apprentice to form SHGs/ Joint Liability Groups with minimum of 5 and maximum of 20 members
- SSDM may arrange for EDP training of the apprentice to enable them to develop a market oriented production model.
- SSDMs may arrange for SHGs to access forward (customer access) and backward linkages (vendor access)
- In case SHG intends to start a new enterprise in the skill they are trained, SSDM may arrange for assistance to SHG in development of business plan proposal for submission to various financial institutions.

4. Key features

4.1. Identification

Art or craft: SSDM shall identify 2 to 5 traditional arts or crafts within the state boundaries for informal and traditional trainings.

NGO/Knowledge partner: SSDM shall identify NGO/Knowledge Partner associated with each identified art or craft.

Eligibility Criteria

- NGO/Knowledge Partner should have an in depth knowledge of respective identified art or craft.
- NGO/Knowledge Partner should be ready to work in respective district where the art or craft is identified
- NGO/Knowledge Partner should have worked in area related with identified art and craft for minimum of 5 years in the past.

District level committee: SSDM shall constitute and notify District Level Committee of the respective districts in which art or craft has been identified. The district level committee may comprise of

- Dist. Magistrate/Deputy Commissioner/Municipal Commissioner - Chairman
- Lead Bank Manager
- Representative of KVIC/KVIB/any representative from MSME
- General Manager, DIC or State Director of KVIC
- NGO/Knowledge Partner

- Any other member the SSDM shall deem fit

Master Craftsperson: SSDM shall identify Master Craftsperson/s per identified art or craft. The eligibility criteria for identification of the master craftsperson should be clearly mentioned in the project proposal. For example, a master craftsperson holding a document Certified by State Government/ Central Government/ Cottage Commissioner/ KVIC/ or any other such central or state level body to verify that he/she has been practicing the particular traditional craft for a minimum of 10 years may be considered as a criterion.

Apprentice: Master Craftsperson in consultation with identified NGO/Knowledge Partner shall identify 5 to 10 apprentices who are interested and willing to undertake apprenticeship training in respective traditional art or craft.

4.2. Project Proposal

SSDM is required to prepare project proposal in consultation with respective NGO/ Knowledge Partner. The project proposal must be as per the template provided in Annexure -1. The project proposal must include

- The name of the NGO/Knowledge Partner identified and functions of NGO/Knowledge partner must be defined.
- The criteria adopted to identify the master craftsperson.
- Strategy for conducting ToT for Master Craftsperson for a period of 7 to 10 days in consultation with SSC/ any other agency identified by the state.
- Strategy for conducting assessment and Kaushal Mitra certification of Master Craftsperson on completion of ToT in consultation with SSC.
- Strategy to identify 5 to 10 apprentices per Kaushal Mitra.
- Project Proposal must have the timeline for each activity defined.
- Availability of curriculum must be mentioned in proposal. In case of non-availability of curriculum for a particular art or craft, the curriculum will be developed by NGO/Knowledge partner and Kaushal Mitra after the first cycle of the training. Updated Skill Log Books shall be used to develop the curriculum.
- Implementation strategy of the training programme must be detailed.
- Training period (in months) must be clearly mentioned. Training period can be minimum of 1 month and maximum of 4 months.
- Working hours of Kaushal Mitra to be defined. Kaushal Mitra should provide apprenticeship for minimum 8 hours a day and 6 days a week.
- Cost involved at each stage must be clearly defined in project proposal.
- Payment pattern must be clearly defined in the proposal for NGO/Knowledge

Partner, Kaushal Mitra and Apprentice as per Informal training guidelines.

4.3. Course/curriculum

- Curriculum for a particular traditional art and craft available with SSC/any other agency identified by the SSDM may be used. In case of unavailability of curriculum, NGO/Knowledge Partner to develop the same in consultation with Kaushal Mitra.
- Kaushal Mitra will maintain a 'Skill Log Book'. Standard template for the same is annexed (Annexure – 2). The Skill Log Book will be used to develop the curriculum for the respective art or craft.
- Apprentice to maintain a Daily report book, which may also be used as a supplementary document to develop curriculum for subsequent cycles.
- Curriculum developed will be aligned with National Skills Qualification Frameworks (NSQF).

4.4. Training Premises

- The Kaushal Mitra may use his/her own premises or District level committee may provide required premises for apprenticeship. Minimum 10 Sq. Ft/trainee space should be the criteria for conducting the apprenticeship. Also the premises must have basic facilities like washrooms, favorable conditions etc.

4.5. Branding and communications

Training Premises of Kaushal Mitra should have only standardized and approved PMKVY posters or banners. No other banners/posters may be used for branding.

4.6. Training

Training under this project will be of two types

4.6.1. **Training of the Master Craftsperson**

- Master Craftsperson will be oriented on the aspects and functioning of the scheme.
- Master Craftsperson will undergo Training of Trainer (ToT) program consisting of pedagogy courses and basic subject-specific courses.

4.6.2. **Apprenticeship training of the candidate**

- 5 to 10 identified apprentices will be attached with each Kaushal Mitra for a particular art or craft.
- The period of apprenticeship can be minimum of 1 month and maximum of 4 months. The number of hours of training to be decided by the master

craftsperson. He/she may run two batches of 4 hours each with 5 apprentices or one batch of 8 hours with 10 apprentices for 6 days a week. The same has to be reflected in the project proposal submitted to MSDE.

- The candidates will be trained by Kaushal Mitra in a Guru-Shishya model.
- Apprentice will also be oriented on the aspects and functioning of the scheme and EDP training.

4.7. Assessment

- **Assessment of Master craftsperson** – A Master Craftsperson will be assessed for ToT training imparted to her/him. Assessment will be arranged by the SSC or any other organization/agency recognized by the SSDM.
- **Assessment of Apprentice** – Cross Assessment technique may be used for assessment of apprentice in cases where predefined assessment criteria is not available. This will be done in consultation with SSC/recognized alternate agency.

4.8. Certification

Master Craftsperson

Master craftsperson will be awarded a Kaushal Mitra Certificate on successful completion of ToT by SSC.

Apprentice

Apprentices assessed and passed will be awarded certificates by the SSC.

4.9. Pay out

Funding and disbursement - The program will be funded under Pradhan Mantri Kaushal Vikas Yojana (PMKVY). Funds to the SSDM will be released as per the Government norms of funding to the State Governments, only upon receipt of Utilization Certificate and consolidated accounts as sustained against the indicated norms.

SSDMs

Funds will be disbursed to the SSDM in the following manner

- 50 % of the total project cost will be disbursed on approval of project proposal by MSDE
- 50 % of the disbursement will be made on commencement of the project.

NGO/Knowledge Partner

- NGO/Knowledge Partner will be provided with the cost as defined in the project proposal by SSDM.

Kaushal Mitra

- Kaushal Mitra will get remuneration of lump sum amount of Rs. 25,000/- per month during the training period after validating the attendance of the apprentice. The same may be clearly defined in the project proposal.
- Kaushal Mitra may also avail raw material cost of Rs. 500/- to Rs. 2,000/- per trainee depending on the craft involved
- Payments will be done through Aadhar linked bank accounts.

Apprentice

- Apprentice will be provided with stipend of amount Rs. 1000/- to Rs. 1500/- per month for the duration of training.
- Payments will be done through Aadhar linked bank accounts.

4.10. Monitoring

Monitoring may be done by SSDM officials on the following criteria:

- Attendance – Kaushal Mitra is mandated to maintain an attendance register of apprentice. Format for the same is annexed (Annexure -3)
- Branding & Marketing - only standardized and approved PMKVY posters or banners. No other banners/posters may be used for branding.
- Venue – To check the training premises is as per guidelines and also the quality of training being provided.
- Induction Kits –the kit is provided to all trainees and is properly utilized
- Skill log book – skill log book is maintained on a regular basis

4.11. MIS

- SSDM to upload the details of Kaushal Mitra and apprentice on the provided platform.

4.12. Grievances redressal

An effective grievance redressal mechanism will be put in place. Helpline numbers will also be provided on the website.

5. Annexure 1: Detailed Project Application Form (PAF)

Informal Training Project Proposal

Name of State:

Name of Cluster:

Instructions for preparing the Informal Training Project Proposal:

- Please read all the instructions carefully to fill the Project Proposal Template.
- Kindly provide relevant information in the given order of this Template.
- Separate applications needs to be submitted for more than one project.
- The application will consist of 2 sections namely 1) Project Summary and 2) Project Details.
- In Section 1, a one page Project Summary needs to be included with the relevant details as indicated.
- In Section 2 there are 9 headers under which the applicant needs to provide relevant Project Details.
- Each header is accompanied by a text in grey colored font giving a brief description of the header.
- Further, each header is accompanied by a set of questions to assist the applicant to fill the relevant Project Details.
- Applicant is required to fill details under all the headers indicated in this template.
- The Project Proposal may undergo several rounds of review and revisions before the final sanction by the PMKVY 2.0 Steering Committee.
- Please be informed that submission of this application does not mean or indicate any commitment of targets/sanction of the project.
- Applicant is required to submit 1 printed copy of the Project Proposal, along with a cover letter signed duly by Director of relevant Department, at the office of NSDC. A soft copy via email shall also be submitted to pmkvy@nsdcindia.org.

Section 1: Project Summary

a. Name of the identified Art or craft:	
b. Name of State:	
c. Name of the District:	
d. Project Locations:	
e. Name of the NGO/Knowledge Partner:	
f. Assessment Agency Involved:	
g. Other Associations Involved:	
h. Proposed Start Date:	
i. Project Duration:	
j. Number of Master craftsman identified:	
k. Number of apprentice identified:	

Section 2: Project Details

1. Statement of the Problem or Need:

(Describe the purpose / need / rationale/objective for the project. What problem is this project designed to address?)

What is the need/problem the project will address?

How does the proposal relate to other relevant national development strategies and policies?

How was the need for the project determined?

Text Area 1: Statement of the Need/Problem being addressed

2. Scope of Project:

(Describe the overall scope, targets, stakeholders involved and eligibility criteria of each stakeholder. In addition to this role of each stakeholder in the implementation of the project must be defined.)

What is the proposed scope and scale?

Text Area 2: Project Scope and scale

Areas where the Project will be carried out

(Specify the areas to be covered in each phase of the project)

S.No	Areas where the Project will be carried out	Provide Details where applicable
PHASE 1		
1	Locations	1. 2.
2	Geographic Zones/Regions	1. 2.
3	Clusters	1. 2.
4	Other Category (Pls Specify if any)	1. 2.

Table 1: Project Areas

Organizations Involved:

(Specify the organizations involved with in each phase of the project)

S.No	Organization involved in the Project	Provide agency names where applicable
1	SSDM	
2	Sector Skill Council/any other agency identified by the state	1. 2.
2	District Level Committee	1. 2.
3	NGO/Knowledge Partners	1. 2.
4	Other Category (Specify, if any)	1. 2.

Table 2: Organizations Involved

Project beneficiaries

S.No	Name of art or craft	Number	Location/area/zone	Number of Master Craftsperson	Number of apprentice per Master craftsperson
1					
2					
Total beneficiaries/year					

Table 3: Targets Required

3. Project Implementation:

(Describe the phases and milestones of the project; what the project is to achieve, create, or deliver. Please identify how many will derive a direct benefit from the expected outcome)

What are the Project activities and work plan? What are the project deliverables, milestones, its timelines & duration, resources and outcomes for each milestone/project phase? This can be summarized in a simple table.

S.No	PHASE	Timeli ne (Start Date)	Duration (months)	Art or craft	Target Location (Zone/ Cluster)	Master Craftspers on	Apprentice	Proposed outcome
1	Phase 1							
2	Phase 2							
3	Phase 3							

Table 4: Overall Project Plan

S.No	Work Plan	Timeline (Start Date)	Duration (months)	Proposed Outcome	Resources
PHASE 1					
1	Activities 1				
2	Activities 2				
3	Activities 3				
PHASE 2					
1	Activities 1				
2	Activities 2				
3	Activities 3				
PHASE 3					
1	Activities 1				
2	Activities 2				
3	Activities 3				

Table 5: Phase Wise Work Plan

What arrangements will be established to ensure that there will be effective coordination with activities?

Pre-screening Criteria

What will the pre-screening criteria for Master Craftsperson selected for a particular art or craft, NGO/Knowledge partner identified, or any other organization/agency involved in this project?

S.No	Pre-Screening Criteria
1	Master Craftsperson: 1. 2.
2	NGO/Knowledge Partner: 1. 2.
3	Any other agency: 1. 2.

Table 6: Pre-Screening Criteria

4. Project Financials:

(This section should indicate the budget, cost and the grant from MSDE for the project.)

What are the overall, per batch and per candidate Project financials? (Specify Phase Wise)

S.No	Cost Structure	Overall Cost	Cost Per Batch	Cost Per Candidate
1	Payments to the NGO/Knowledge partner for project implementation			
2	Payment to Kaushal Mitras			
3	Stipend to apprentice			
4	Raw Material/ Tools Cost if any			
5	Assessment cost			
6	Administration cost			

7	Other cost, please specify			
8	Other cost, please specify			
9	Other cost, please specify			
Total Cost				

Table 7: Overall Financials

5. Expected Project Results

(This section should describe the overall results that the project is expected to accomplish and whether there may be unintended effects of the project, and how these risks/hindering factors shall be dealt with.)

What will the project produce to each beneficiary (including the SSC and the target group) through its planned activities and budget (in quantitative terms)?

Text Area 3: Expected Project Results

6. Success Criteria:

(This section should indicate monitoring mechanism, pre-screening criteria for ensuring the project quality and timely execution)

What will be the key success factors for the project?

Text Area 4: Key Success Factors for the Project

Monitoring Mechanism by SSDM

What will be the monitoring mechanism for each phase or activity of the Project Process followed to achieve the projected outcomes?

S.No	Monitoring Mechanism	Agency/body responsible for monitoring	Checks to be defined
1	Identification of Master Craftsperson and apprentice		
2	Role of the NGO/Knowledge partner		
3	Enrolment/Batch Upload		
4	Training		
5	Maintenance of skill log book and daily report book		
7	Attendance Records		
9	Assessment		
10	Certification		
8	Development of new curriculum		
9	Certificate Disbursement		
10	Payouts		
11	Other		

Table 8: Process Level Monitoring

7. Future Scope

(This section should discuss whether project operations are expected to continue, or expand to other areas or sectors, once the current phase of assistance is completed.)

What are the potential zones/clusters/target group/states/regions/industrial areas/employers/catchment areas/industrial associations/etc. with which the project may be continued or expanded to?

S.No	Future Scope	Provide Details of Project Scope
1		
2		

