



Ministry of Rural Development
Government of India

Aajeevika Skills

Learn Earn

Social Transformation through
Skilled Wage Employment



Aajeevika Skills - The Scheme

India has 430 million young people in the age group of 15 to 34 years. They constitute 35% of the country's population. This age group is projected to increase to 464 million by 2021. This is a demographic challenge, but also a potential demographic dividend, if the productivity of this large youth force is harnessed through demand-based skill and capacity development. Through its focus on the poor and the socially disadvantaged, Aajeevika Skills aims to address this national imperative and create sustainable impact on rural poverty by skilling rural youth (18 to 35 years) who are poor and linking them with regular wage employment. Aajeevika Skills does this by partnering with private, public, social and other enterprises that are committed to developing employable skills and providing placement.

Aajeevika Skills is implemented nationally by the Ministry of Rural Development (MoRD) along with the State Governments.

Distinguishing Features

Aajeevika Skills is an important component of the National Skill Development Policy and an integral part of the National Rural Livelihoods Mission (NRLM). Its features are:

- Market-led, placement-linked training
- Mandatory assured placement of 75% of trained candidates
- Rural youth from poor families in the age group of 18 to 35 years (upper age limit is 45 years in case of Particularly Vulnerable Tribal Groups, widows, freed bonded labour etc.)
- Social inclusion through mandatory coverage of socially disadvantaged groups (SC/ST 50%, Minority 15%, Women 33%)
- Regional inclusion through:
 - Himayat:** A special scheme for the youth (rural & urban) of Jammu & Kashmir
 - Roshni:** A special initiative for the rural youth of poor families in 27 Left-wing Extremist (LWE) districts across nine States
 - Northeast Region:** 10% of programme funds secured for States in the North East region
- Minimum remuneration of Rs 6000 per month or minimum wages whichever is higher
- Post-placement, career progression and migration support

Implementation Model

Aajeevika Skills follows a 3-tier implementation model. The Aajeevika Skills National Unit (ASNU) at MoRD functions as the policy-making, technical support and facilitation agency. The Aajeevika Skills State Missions (ASSMs) provide implementation support; and the Project Implementing Agencies (PIAs) implement the programme through skilling and placement projects.

Currently, a few States are Annual Action Plan (AAP) States. They appraise and approve projects of PIAs independently, based on their Annual Action Plan approved by MoRD. Other States implement projects through Year Plans (YP) and are called YP States. Skilling projects for these States are processed and appraised by MoRD, until their transition to AAP status.

Aajeevika Skills promotes a decentralised approach by providing a pivotal role to States in its implementation framework. It provides choice and accountability to rural youth through multiple PIAs and a focus on placement outcomes for the youth.

“*Pearson's vocational team at India Can is proud to be associated with Aajeevika Skills. The fact that we are making a lasting impact on the beneficiaries, ensuring sustainable livelihoods and empowering them to progress in their lives through learning is at the core of Pearson's purpose.*”

Mr Deepak Mehrotra,
MD Pearson India



Who can become a PIA

Any organisation that is a registered legal entity under specific laws of India can partner with Aajeevika Skills as a PIA, subject to other essential conditions of eligibility. These include organisations registered under the Companies Act of India 2013 (including Section 25 companies), the Indian Trusts Act, 1882, Societies Registration Act, 1860, the Cooperative Societies Act, 1912, State Cooperative Societies Acts, State Trust Acts, State Societies Acts, Multi-State Cooperatives Act 2002 and Government agencies. Currently Sole Proprietorship firms or Partnership firms or Limited Liability Partnership firms are not allowed for registration as a PIA under Aajeevika Skills.



Eligibility Conditions

Existence as an operational legal entity, in India, for more than three years at the time of application under Aajeevika Skills - condition not applicable to NSDC partners

Positive net worth in at least two of the last three years - condition not applicable to NSDC Partners

Turnover that is at least 25% of the size of the project cost

Consortium of PIAs can apply subject to conditions

Franchisee/outsourcing is conditionally permitted

Assessment Criteria

In general, assessment focus is on previous skilling and placement experience especially the ability of the organisation to place 75% of the candidates, the alignment of organisational values with Aajeevika skills, its leadership and team capacity, proposed plan and readiness to implement the project, the legal status, longevity of the organisation, the financial strength of the agency, and the capacity of the organisation for effective, transparent and accountable management (including use of IT) of the projects under Aajeevika Skills.

PIA Categorisation and Funding Eligibility

<p>Category A Eligible for Project Size: up to Rs 50 crore</p>	<p>Project Period: up to 5 years</p>	<ul style="list-style-type: none"> • Successful completion of at least 3 Aajeevika Skills Projects (or Special projects under SGSY/NRLM), OR • Training of 20,000 beneficiaries with 75% placement in the past 5 years
<p>Category B Eligible for Project Size: up to Rs 15 crore</p>	<p>Project Period: up to 3 years</p>	<ul style="list-style-type: none"> • Successful completion of at least one Aajeevika Skills Projects (or an Special project under SGSY/NRLM) in the preceding 3 years; OR • Well established skill providers (with 5 years of operations as a legal entity in India and with an annual turnover greater than Rs 15 crore in each of the last preceding 3 years); OR • NSDC partners where NSDC has its stake either as equity or loan
<p>Category C Eligible for Project Size: up to Rs 5 crore</p>	<p>Project Period: up to 2 years</p>	<ul style="list-style-type: none"> • PIAs satisfying essential eligibility conditions; and • Completion of orientation course on Aajeevika Skills organised by MoRD



“ We have been privileged to partner with MoRD in skill development programme over the last 7 years. Through this partnership, we have trained and placed approx 250,000, and of them around half are women, two-thirds are school drop outs belonging to socially disadvantaged groups and one-third are from LWE, Kashmir and NE regions. This best illustrates the enormous contribution the skills initiatives of the Ministry is making in creating sustainable and equitable livelihood opportunities for the rural youth. We are committed to continue this partnership and support the Ministry in its vision of alleviating rural poverty through skills development ”

Mr RCM Reddy, MD, IL&FS

Key Roles of a PIA

- Undertake Skill Gap Analysis (SGA) before applying under Aajeevika Skills to understand and define project scope
- Identify and formalise prospective employers for placement of trainees
- Mobilise, counsel and select beneficiaries to ensure right fit
- Establish training centres with required infrastructure and get it certified by ASSMs or the authorised Technical Support Agency
- Develop training plan, training content and align curriculum with the Sector Skill Councils or National Council for Vocational Training for third party certification
- Provide training as per guidelines of Aajeevika Skills and ensure third party assessment and certification of every trainee
- Ensure 75% compulsory placement of trainees
- Undertake post placement tracking and support to trainees for a minimum of one year
- Set up website and provide up-to-date MIS information, as mandated
- Undertake Quality Management & Monitoring as per the Guidelines
- Co-ordinate with ASSMs and MoRD.

Project Funding Support

- Aajeevika Skills provides funding support for placement linked skilling projects ranging from Rs. 25,696 per person to over Rs. 1 lakh, depending on the duration of the project and whether the project is residential or non-residential. Aajeevika Skills funds projects of different duration, from three months, to six, nine and twelve months.
- Funding components include support for training costs, boarding and lodging (residential programmes), transportation costs, post-placement support costs, career progression and retention support costs.

Project Funding Pattern	1st	25%	On signing of MoU after project sanction
	Installment	of project cost	
	2nd	50%	
	Installment	of project cost	
	3rd	15%	On 60% fund utilisation of 1st installment, achieving 40% corresponding physical targets for the funds released and submission of audited reports. Online daily updation of information on MIS system
	Installment	of project cost	
	4th	10%	On 90% utilisation of disbursed funds and achieving 90% of corresponding physical targets for funds released and submission of audited reports. Online daily updation of information on MIS system
	Installment	of project cost	On submission of project closure

Project Grant for Skilling and Placement

Sl. No.	Items	3 month (576 hrs) (in Rs.)	6 month (1152 hrs) (in Rs.)	9 month (1728 hrs) (in Rs.)	12 month (2304 hrs) (in Rs.)
COMMON COSTS FOR RESIDENTIAL / NON RESIDENTIAL COURSES					
1	Total Training Cost per candidate	13,696	19,152	23,562	26,602
	(Training cost per hour)	23.75	16.63	13.36	11.54
2	Uniform (1 set for trainings less than or equal to 6 months and 2 sets for more months)	1,000	1,000	2,000	2,000
3	Tablet Computer (Only for category A & B PIAs)	5,000	5,000	5,000	5,000
4	Post Placement Support (Provided to Candidates through PIAs)				
a	Within District of Domicile (Rs 1000 per month for 2 months)	2,000	2,000	2,000	2,000
b	Within State of Domicile (Rs 1000 per month for 3 months)	3,000	3,000	3,000	3,000
c	Outside State of Domicile (Rs 1000 per month for 6 months)	6,000	6,000	6,000	6,000
	Additional support cost for Residential Courses				
BOARDING & LODGING COSTS - RESIDENTIAL COURSES					
5	Boarding & Lodging cost				
a	State Headquarters (Rs 166 per candidate per day)	14,940	29,880	44,820	59,760
b	District Headquarters (Rs 120 per candidate per day)	10,800	21,600	32,400	43,200
c	Other Locations (Rs 75 per candidate per day)	6,750	13,500	20,250	27,000
6	One-time Travel Cost for Residential Training as per Actuals or max. Rs 4500 per candidate	4,500	4,500	4,500	4,500
FOOD AND TRANSPORT COSTS - NON RESIDENTIAL COURSES					
7	Food and Transport cost per candidate	9,000	18,000	27,000	36,000
ADDITIONAL SUPPORT COSTS FOR PIAs					
a	Live Distance Training support (at least 30% of teaching hours) per candidate	500	500	500	500
b	Retention support (for every candidate employed continuously for 365 days with a break of maximum 60 days)	3000	3000	3000	3000
c	Career Progression (for every candidate who gets Rs 15,000 per month and holds the job for 3 months within 1 year of training)	5,000	5,000	5,000	5,000
d	Counselling support including medical check-up for candidates placed in Foreign countries (per candidate)	10,000	10,000	10,000	10,000
SUMMARY OF AAJEEVIKA SKILLS FUNDING COMPONENTS					
A&B Category PIAs (Residential)	i) Minimum Cost per candidate (1+2+3+4a+5c+6)	32,946	45,152	57,312	67,102
	ii) Maximum Cost per candidate including additional incentives to PIA (1+2+3+4c+5a+6+8a+8b+8c+8d)	63,636	84,032	104,382	122,362
A&B Category PIAs (Non -Residential)	i) Minimum Cost per candidate (1+2+3+4a+7)	30,696	45,152	59,562	71,602
	ii) Maximum Cost per candidate including additional incentives to PIA (1+2+3+4c+7+8a+8b+8c+8d)	53,196	67,652	82,062	94,102
C Category PIAs (Residential)	i) Minimum Cost per candidate (1+2+4a+5c+6)	27,946	40,152	52,312	62,102
	ii) Maximum Cost per candidate including additional incentives to PIA (1+2+4c+5a+6+8a+8b+8c+8d)	58,636	79,032	99,382	117,362
C Category PIAs (Non -Residential)	i) Minimum Cost per candidate (1+2+4a+7)	25,696	40,152	54,562	66,602
	ii) Maximum Cost per candidate including additional incentives to PIA (1+2+4c+7+8a+8b+8c+8d)	48,196	62,652	77,062	89,102

Minimum Remuneration for Placement

Sl. No.	Items	3 months (576 hrs) (in Rs.)	6 months (1152 hrs) (in Rs.)	9 months (1728 hrs) (in Rs.)	12 months (2304 hrs) (in Rs.)
1	Minimum remuneration for placements in India (per month)	6,000	8,000	12,000	15,000
2	Minimum remuneration for placements abroad	25,000	25,000	25,000	25,000



Training Requirements

Aajeevika Skills mandates two types of training in every course (i) **Generic Training** on Soft Skills, English and Information Technology (ii) **Trade Specific Skills**. Such training can be structured for different duration - 3 months, 6 months, 9 months, 12 months. The training plan can also provide On-the-Job Training (OJT) as part of the training module, which cannot exceed 30 days for a 3-month course, 60 days for a 6-month course, 90 days for a 9-month course and 30 days for a one-year course.

The training content is currently required to be aligned with National Council for Vocational Training (NCVT) or Sector Skill Council (SSC) Standards.

Assessment and Certification

Aajeevika Skills mandates independent third party certification of every trainee to assess the skill, knowledge and attitude of each trainee. Such third party certification shall be undertaken by the PIAs only through those agencies empanelled by NCVT or Sector Skill Councils.

“Pipal tree considers MoRD as a valuable and long term partner in achieving the social well being of poor. MoRD as a partner has taught us that it is not only important to do your work but it is also important to have adequate systems, documentation and reporting available for any project to be successful. We look forward to working with MoRD in future and form a long term, mutually beneficial relationship.”

Mr. Santosh Parulekar
Co-founder and CEO
Pipal Tree Ventures

Towards Building Dreams, Building Lives

Parbati Majhi

“This training has changed my life and I am able to support my family with my earnings. I would like to thank both MoRD and IL&FS for helping me change my life.”

Parbati has been happily working in a private company (Shahi Export) in Bangalore ever since she was placed in November 2012 and already sent more than Rs. 37,000 to her mother. She was able to come out of poverty because of the skill training programme of MoRD provided through IL&FS at Malkangiri.



Mukesh Kumar Rai

“I belong to a Rural BPL family from Nowrozabad block of district Umaria. I was not having constant source of income previously. I got skill training under AISECT MoRD Project and thereafter was placed in Shivashakti Bio Plantech Ltd. at Umaria district of Madhya Pradesh. Now I earn about Rs. 6000 per month and could support my family with this income and I am satisfied.”

Mukesh has benefitted under the Skill Training Programme of MoRD to provide sustainable income to poor people living in rural areas of the country. He was provided training by AISECT a partner of MoRD.

Steps to Partner as PIA

1

Read the Aajeevika Skills Guidelines, 2013 and other notifications issued by the Ministry from time-to-time, as available under "Resources" tab on the website

2

Apply for a Permanent Registration Number (PRN) through the website <http://.aajeevikaskills.gov.in>

3

After submission of PRN application form through the website, receive a 4 digit Temporary Registration Number (TRN) by email from Ministry as a proof of the submission of the PRN application form. Keep it safely. This TRN has to be referred to in all your communications.

4

If you do not receive your PRN within a fortnight, send a follow up email to aajeevikaskills@gmail.com

9

Prepare to be a champion
Aajeevika Skills Partner
transforming a million lives

8

Ensure that you receive weekly status update on your project application by email

7

Submit application form with complete and accurate details through the channels given in the application form. Also learn about customised application submission formalities of AAP States.

6

After receipt of PRN, download Project Application form, separately for Aajeevika Skills Projects or Roshini Projects, as the case may be, as per details mentioned below:

- <http://aajeevikaskills.gov.in> > Resources > Application form for new projects under Aajeevika Skills
- <http://aajeevikaskills.gov.in> > Resources > Application form for new projects under Roshni

5

After due verification and validation by MoRD you will get Permanent Registration Number (PRN)



Some of Our Partners



Partner with us now

For more information on Aajeevika Skills Guidelines:
Click on Resources tab under <http://aajeevikaskills.gov.in>

For updated information on Aajeevika Skills, periodically check:
<http://aajeevikaskills.gov.in>

Or contact us for guidance at:
aajeevikaskills@gmail.com