



National Career Service

सही अवसर, सही समय
Right Opportunities, Right Time

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Guidelines for interlinking of Employment Exchanges

Ministry of Labour & Employment
Directorate General of Employment
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Ministry of Labour & Employment

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Title: Mission Mode Project for Modernisation of Employment Exchanges (EEMMP)

Sub-title: Revitalizing employment exchanges to Career Centers under National Career Service (NCS): Scheme Guidelines

1. Introduction

India has a significant advantage of young population and declining dependency ratio, offering huge potential for reaping the demographic dividend. There are, however, challenges which need to be addressed for fully reaping this unique dividend in the global scenario. In the last decade, the growth of economy at an annual rate of around 8% was accompanied by a low growth in jobs at below 1%. The proportion of persons in the labour force declined from 43% in 2004-05 to 39.5% in 2011-12, with a sharp drop in female participation rate from 29% to 21.9%. Although the overall unemployment rate is at 2.2%, the unemployment rates for youth in the age group 15 to 29 years and particularly those possessing secondary level of education are substantially high. A significant proportion of women workers are engaged in self-employment and a large proportion of women workers are primarily home based. These statistics define the contours of the labour market and gives direction on where employment strategies need to be focused.

2. Background

The National Employment Service (NES) is the public employment service maintained by the Government which also meets the requirements of ILO Convention 88 that has been ratified by India. The NES comprised a network of 978 employment exchanges managed by the State Government and the policies are laid down by the Ministry of Labour and Employment. The Employment Exchanges work under the ambit of the Employment Exchanges (Compulsory Notification of Vacancies) Act, 1951 and the procedures laid down in the National Employment Service Manual for delivery of Services. The major bottlenecks in delivery of services include geographical jurisdiction for registration, seniority in registration of job seekers, low usage of ICT creating islands of information not inter-connected. Consequently, both jobseekers and employers remained unsatisfied both in term of type of jobs offered by employers and type of candidates provided for jobs posted leading to information asymmetry.

The NES underwent series of changes over the years, the most recent being transformation to the National Career Service by leveraging technology for enhancing the quality and quantity of employment services.

3. Transformed System (NCS)

The NCS was conceived in collaboration with the States leveraging their experience in employment services as also the experience of private job portals. A National ICT based portal (www.ncs.gov.in) has been designed to overcome the inadequacies in the existing NES to connect the employment opportunities with the aspirations of youth and facilitate registration of job seekers, job providers, skill providers, career counsellors etc. The portal provides job matching services in a highly transparent and user friendly manner. National Career Service (NCS) has variety of services like job matching, information about skill development courses, apprenticeship, career counselling, etc. along with all employment and career related services. NCS project implementation has resulted in increasing effectiveness of existing employment exchange network through:

- Information symmetry among stakeholders
- Increased usage of IT systems for Job/Vacancy postings
- Database of candidates and employers for job matching and searching candidates
- Repository of career content mapped to International standards for comparability
- Widespread access to services through multiple access channels such as web portal, mobile devices, CSCs and Career Centers
- Multi-lingual call centre (1800-425-1514)
- On-going capacity building of stakeholders
- Operationalising 100 Model Career Centres during 2016-17
- Candidate Registration & Tracking

The NCS portal was dedicated to the nation by Hon'ble PM on 20.7.2015. The Ministry has also written to all the states and central government ministries to popularize the use of NCS. Discussions have also been held with industry associations like CII, ASSOCHAM, FICCI, NASSCOM and the Indian Staffing Federation for garnering vacancies on the NCS platform. Capacity building of Employment Exchange officers has also been initiated and over 1000 officers have already been trained. Based on the feedback received from the States and industry association, it emerged that there is a need to further increase the awareness of NCS among stakeholders through targeted IEC campaigns and encourage more job fairs so that job seekers and employers can converge for job-skill matching and placements. MOUs with strategic partners have been signed with leading job portals and placement/staffing agencies to enrich the bouquet of employment services. The NCS has over 9.30 lakh employers and 3.50 crore jobseekers registered on the portal along with over 27,000 skill providers.

4. Objectives

The Ministry is implementing the NCS through a national portal backed with a helpdesk. In addition, the Inter-Ministerial appraisal committee has approved the proposals for establishing 100 Model Career Centres and the first instalment of funds has been released to the States/ Institutions. A list of Model Career Centres is at **Annex-A.1**. These MCCs will be providing all

