

## **Career Paramarsh Kendra (CPK)-West Bengal**

### **MoU on Business Development with SCSTDB**



The discussions **ni-msme** has been having with the SCSTDB, Govt. of West Bengal regarding enterprise promotion have now come to fruition. **ni-msme** and SCSTDB have signed an MoU on 25th September 2017, on the project of setting up "career paramarsho kendras" (CPK project) for business development among the SC/ST in West Bengal. Mr. Parthapratin Manna, MD of SCSTDB signed on behalf of the SCSTDB, while Dr. Dibyendu Choudhury, FM, **ni-msme** signed on behalf of **ni-msme**, in the presence of Mr. Khushal Maitra, MD, IIIML. Incidentally, IIIML may be the implementing partner of the project.

The project envisages to reach out especially to school drop-outs for understanding and counselling them about the skill-gap and orienting their mindsets in the right direction to choose the appropriate skill training that best fits their situation. The SCSTDB envisions reaching out to 1,00,000 people by end March 2017, and 2,00,000 by 2019.

The SCSTDB has also accepted another project proposal from **ni-msme**, where our role in respect of branding of the 500 saloons and 5 centres, plus giving guidance to the IT team for the proposed App for saloon management. An agreement is likely to be signed on this project after the Durga Puja.

WBSCSTDFC- West Bengal SCST Development and Finance Corporation signed the agreement with **ni-msme** to take the consultancy on Career Counseling Centre's to guide the SCST youth and school drop out for career management, counselling, training etc.

### **Career Paramarsh Kendras**

Following the MoU between **ni-msme** as Knowledge and Supervising Partner and the SCTST Development and Funding Corporation, Govt. Of West Bengal, 30 Career Paramarsh Kendras (CPKs) have been set up in different parts of West Bengal. Qualified counselors been hired and have been put in place at all the CPKs, which are now ready to be go live shortly by the implementation partner Indus Integrated Indus Integrated Information Management (IIIM) Ltd.

The CPKs will undertake to train the unemployed youth of all descriptions, as well as those earning subsistence livelihoods in employable skills and generally build the capacity and confidence of the trainees. The counsellor at the CPK will identify the specific trade which appeals to the native interest and natural inclination of the applicants through the application of sophisticated psychometric software specially developed for this purpose.

The innovative psychometric software has been designed and developed by the expert faculty at **ni-msme**, who are giving finishing touches to the tool. **Ni-msme** has already initiated the process of acquiring a patent on the software.

The new software will also help identify the inherent entrepreneurial potential of the applicants registered with the CPK. The candidates with strong entrepreneurial potential, thus identified will be nurtured towards starting up. For the others, the CPKs will provide skill training and arrange placement opportunities by way of conducting job fairs.

Further, the CPKs will also document the KYC of the beneficiaries. The training will be: 180 hours as office assistant, 120 hours domain (identified trade) skill in respect of job aspirants, and EDP training for potential entrepreneurs. The Programme Director of this prestigious project is Dr. Dibyendu Choudhury, Faculty Member, School of Enterprise Management.

### **Progress report on CPK**



Last month, this column reported that 30 Career Paramarsh Kendras (CPKs) have been set up in different parts of West Bengal and qualified counsellors put in place at all the CPKs, in accordance with the MoU between ni-msme and the SCTST Development and Funding Corporation, Govt. of West Bengal.

In further pursuance of the project, a 4-day training programme was conducted during 7 – 10 February 2018, for the resource persons identified as counsellors, IT assistants and registration executives.

About 30 candidates got trained in the programme, organised by Indus Integrated Information Management (IIIM) Ltd., Kolkata. The input coverage included the topics of investment management, risk taking behaviour, business plan preparation, and funding options.

Mr. P. Udaya Shanker, formerly director of SEM, ni-msme addressed the theme of entrepreneurship linked counselling on 9th February 2018.

### **CPK Project Goes on Stream**

This column has been reporting about 30 Career Paramarsh Kendras (CPKs) being set up in different parts of West Bengal, with qualified counsellors put in place, in accordance with the MoU between ni-msme and the SCTST Development and Funding Corporation, Govt. of West Bengal. During February 2018, the selected counsellors and other executives were put through a short stint of training, organised by Indus Integrated Information Management (IIIM) Ltd., Kolkata.

The first CPK was inaugurated on 23rd march 2018, at the Salt Lake office of the IIIM Ltd. Dr. U.N. Biswas, Hon'ble Minister for Backward Class Welfare and Chairman, SCSTOBCFDC was the Chief Guest of the event. Addressing the gathering, the chief guest observed that the CPK scheme was evolved by integrating the best features of the earlier welfare schemes of the department, aiming at building up employable competencies among the SC/ST youth.

Earlier, Mr. S.K. Thade, IAS, Principal Secretary, Backward Class Welfare, in his address, observed that the CPKs will primarily aim at reaching the students and unemployed youth in the rural areas, thus trying to bridge the rural-urban gap.

Mr. Parthapratim Manna, WBCS, MD of SCSTOBCFDC enumerated the galore of services that the CPKs will provide, such as database on industry sectors and business houses. As per the

demand of the situation, the CPKs will also provide EDP and skill training, job fairs and placement services.

Each of the CPKs will, in a time span of six months, counsel at least 3,000 visitors; facilitate at least 500 candidates with suitable self-employment; and provide 180 hours of training in Office Assistant skills, and 120 hours in industry orientation, to 150 selected candidates, and place at least 100 of them in wage employment. The cost of operation is estimated at around Rs. 36.00 lakh per CPK.

Dr. Dibyendu Choudhury, FM-SEM, ni-msme and Project Coordinator enlightened the group about the technicalities involved in the counselling, the technical interventions introduced by ni-msme through Holland Metrics and linking them to different trades as per the prescription of NSQF.

The programme ended with Mr. Kushal Maitra, CEO, IIIM Ltd., proposing vote of thanks. The event, attended by other government officials, was widely covered by the local press and media.

### **Progress report on CPK**



During 4-10 April 2018, Dr. Dibyendu Choudhury, FM-SEM was in Kolkata to deal with matters concerning the CPKs. In consultation with Mr. Partha Sarathi Manna, MD, SCSTDFC and the management of IIIML he formalised the parameters for Physical Verification of the centres (CPKs).

Dr. Choudhury addressed a few sessions during the counsellors' training, familiarising the trainees with the role of ni-msme in MSME promotion, and providing them with knowledge of DISHA software application (Patent Pending). Eminent personages from the departments of Horticulture, Fisheries, and MSME of the Govt. of West Bengal also addressed the counsellor-trainees with a view to sensitising them to the operation of CPKs.

The valedictory session was graced by the presence of Dr. U.N. Biswas, Minister of Backward Classes and Chairman of SCSTDFC, Govt. of West Bengal. Other dignitaries present at the event included senior officials of different departments of the Govt. of West Bengal.

Following the training programme, Dr. Choudhury conducted physical verification of the identified CPKs in the first lot out of 30 CPK's established already. Rest of the other CPK's physical verification would be conducted after the Election Code of Conduct at West Bengal concurrently.