

APPENDIX 1

Project Proposal for Udaan

Brief Description of the Project:

Jammu and Kashmir has been a state which has been the subject matter of a lot of research and discussion. Skill development in Jammu and Kashmir has been a challenge and continues to be. This program is unique partnership between NSDC and the corporate sector. The program titled “Udaan” wants to bring about a change in the employment and skills space in J&K through an action oriented agenda. The background and context in this document has been taken from the Special Industry Initiative (SII J&K) – report of the Expert Group on Employment in Jammu and Kashmir.

Udaan is targeted at helping the youth of Jammu and Kashmir who are seeking to enhance and grow their careers. Udaan aims to provide skills and consequently employment to 8000 youth from J&K per annum over a 5 year period in key high growth sectors. The programme is targeted at providing well-paying jobs to the trained manpower. The details of the program are available on the NSDC website (www.nsdcindia.org)

It calls for organizations from across the country to select deserving students from the state, provide for training and place them either within their organization or outside or enable them to become entrepreneurs.

The project is for duration of five years and organizations can submit plans for a five year period and get a single approval.

The proposal has 5 sections:

Section 1: Statement of Purpose

Section 2: Nature of Likely Impact

Section 3: Operating model

Section 4: Financial Budget

Section 5: Background of proposing organization

1. Statement of Purpose

Please provide a brief statement of purpose for your organization's participation in this project and what you aim to achieve through this project. (100 words)

2. Nature of Likely Impact

2.1. Overall Project description

| | |
|---|--|
| Project duration (years) | |
| Number of people to be trained annually | |
| Nature of courses offered | |
| Duration of proposed courses | |
| Placement percentage expected (including self-employment) | |

2.2. Describe the specific skills and the areas of expertise that a student is expected to acquire and develop post the successful completion of the training programme

2.3 Describe the specific population segment that the plan is trying to address/mix of students (e.g. 30% engineers and 40% commerce graduates etc.)

2.4 Describe the geographical areas within the state of J&K from where you plan to recruit students

2.5 Describe the employment opportunities that you envisage for the trained resources (i) within your organization (ii) in other organizations (iii) self-employment / entrepreneurship. The elements to describe include role and designation, expected compensation

2.6 Provide details on the number of people you have hired in similar roles in the last 3 years and the number of people you propose to hire in the next year

3. Operating Model

3.1. Briefly explain your strategy of launching the programme, on ground implementation and expansion of the programme if extending beyond a year

3.2 Nature of deployment of training program (centralized/ decenatralized/hybrid), proposed list of courses to be offered and duration

3.3. Indicate the training location identified and the reasons for choosing the particular training locations

3.4. Provide details on how students would be identified and selected for the courses; identify local partnerships if any

3.5. Mode of quality assurance, curriculum and certification being followed

3.6. Qualification of trainers for these courses (please indicate the proposed faculty with respect to each course offered, qualification and experience of trainers)

3.7. Describe the placement strategy in detail for these trainees

3.8. Describe the boarding and lodging facilities for trainees

3.9. Describe the monitoring mechanism for successful implementation and smooth running of the project (from student recruitment to placement)

3.10 Are you planning to run this programme independently or with partners? Provide the names and details of your partners for this project. (Please indicate existing partnerships or proposed partnerships with other organizations, placement agencies, industry bodies and any others pertinent to the execution of this project both within and outside the state of J&K)

4.3 Existing partnership with other organizations like state governments and NGOs (*nature of the partnership; e.g. MoU with the State govt. to use existing infrastructure within the state; 50 words*)

4. Financial Budget

Please refer to the excel sheet – Udaan financial template

5. Background of proposing organisation

5.1 Detail of the organization applying for the proposal (*please indicate organization name/country and year of incorporation/ registered office/ contact details/ key activities of the organization/ sector expertise*)

5.2 Prior experience with similar projects in any other state of India

5.3 Provide details if you currently or in the past have any association with the state of J&K