



YOUTH DEVELOPMENT CENTRE



OPERATIONAL MANUAL

Tamil Nadu State Rural Livelihood Mission (TNSRLM)

Vaazhndhu Kaattuvom Project (VKP)

Youth Development
Centre

Operational Manual

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Abbreviations

ALF	-	Area Level Federation
BDO	-	Block Development Officer
CLG	-	Common Livelihood Group
DDU-GKY	-	Deen Dayal Upadhyaya Grameen Kaushalya Yojana
DIC	-	District Industries Centre
DLO	-	District Labour Officer
GoTN	-	Government of Tamil Nadu
IEC	-	Information Education and Communication
LDM	-	Lead District Manager
MIS	-	Management Information System
YDC	-	Youth Development Centre
NSDC	-	National Skill Development Corporation
PIA	-	Project Implementing Agencies
PDO	-	Project Development Objective
PDS	-	Public Distribution System
PLF	-	Panchayat Level Federation
PMKVY	-	Pradhan Mantri Kaushal Vikas Yojana
PPS	-	Post Placement Support
RSETI	-	Rural Self Employment Training Institute
SHG	-	Self Help Group
SOP	-	Standard Operating Procedure
SPMU	-	State Project Management Unit
TNCDW	-	Tamil Nadu Corporation for Women Development
VKP	-	Tamil Nadu Rural Transformation Project
TNSRLM	-	Tamil Nadu State Rural Livelihood Mission
TNSDC	-	Tamil Nadu Skill Development Corporation
VPRC	-	Village Poverty Reduction Committee
ULB	-	Urban Local Bodies
ESIC	-	Employees' State Insurance Corporation

1. BACKGROUND

1.1. Overview

Tamil Nadu has a large migrant population as evident in major cities, and industrial centres of the state. These cities and industrial centres have a large demand for skills and skilled human resources. Spurred by the need for steady jobs and income and to fulfil their career aspirations, many youth migrate to cities for want of better job and placement opportunities, where they often face an unfamiliar territory, social and economic challenges such as higher costs of living, shelter, and access to information and services. These adaptation challenges become difficult to cope

retention. To address the issues faced by migrants, a concept of youth development centre has been envisaged to create an enabling environment for rural youth to migrate from one district to another within the state.

Demand for skills and skilled manpower abounds in urban and industrial clusters of the country. To fulfill their career aspirations, skilled rural poor youth often to find income and growth opportunities where there is a potential for wage employment. Therefore, the poor rural youth migrate to the



“ YDC has been envisaged to create an enabling environment for rural migrant youth who migrate from one district to another within the state ”

with leading to poor job retention, inability to integrate and unfulfilled aspirations.

Even candidates trained under various schemes have to leave their native places for jobs. They migrate out of districts for better job opportunities. The difficulties of adjustment often lead the migrant candidates to return to their native place thus nullifying the effort put in skilling, placement and job

industrial clusters, which is normally away from their rural areas/home village. In order to avoid any cultural shocks in the new environment, to settle in the newly employed location without any financial hardships, it is needed to establish a Youth Development Centre (YDC) to accommodate such trained rural youth being employed at the industrial clusters.

1.1 Status of Migration Workforce in Tamil Nadu

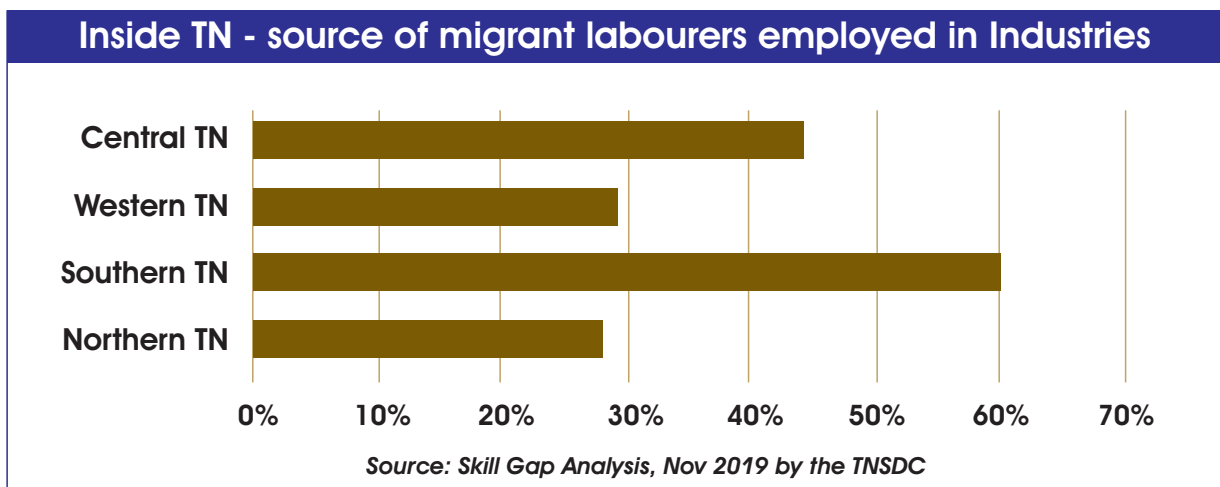
Tamil Nadu as a leading industrial state does have a fair share of migrant labourers staying in different industrial regions of the state.

According to the Skill Gap Assessment Report of TNSDC (Nov 2019), 27% of the employers in Tamil Nadu affirmed that they employ migrant laborers. Among migrants from within the state, most of them are from Southern and Central Tamil Nadu.

As per the provisional data published by Employees

While the popular perception is that a majority of the migrants are from north-eastern and northern States, Census 2011 data shows that 77.2% of the migrants from other States are from neighboring Andhra Pradesh (which includes Telangana, since the State was undivided in 2011), Kerala, Karnataka and Puducherry.

Government of Tamil Nadu is committed to enabling growth of rural youth in the State through



Provident Fund Organization (EPFO), about 1.74 lakh new jobs were created in Tamil Nadu's formal sector during August 2021. These new jobs were added in terms of the number of new net enrolments made with EPFO.

As per Tamil Nadu Skill Development Corporation (TNSDC) Skill Gap Report, the State will need 32 lakh skilled and semi-skilled workers in key areas such as manufacturing, education and health, construction and IT/ITES by the year 2025, but is set to end up with a shortfall of 48% if things continue as they are. Industrial clusters in the State are at specific spots. Therefore, the aspirants have to move to the industrial clusters to assume their work.

As per the Census 2011, 18.85 lakh migrants who were born outside Tamil Nadu were residing in the State. This is roughly 2.6% of the State's total population. Of all the migrants in Tamil Nadu, these migrants from other States constitute only 6.2%. The remaining are those who have migrated within Tamil Nadu.

job-oriented training. A “skilled and high productivity manpower base” is a critical enabler in the growth of manufacturing, services and agriculture sectors. It is also a critical intervention to harness the potential of 'Demographic Dividend' in a youthful state like Tamil Nadu. To give impetus to growth with scale, speed and standard, the Government of Tamil Nadu has decided to set up a “Youth Development Centre”, which would exclusively function for the unemployed youth to provide one-stop solutions when they migrate from one location to another location for employment.

Tamil Nadu State Rural Livelihood Mission (TNSRLM), which is part of Tamil Nadu Corporation for Women Development (TNCDW) functions under the aegis of the Department of Rural Development and Panchayat Raj (DRD and PR), Government of Tamil Nadu (GoTN). TNCDW and TNSRLM are functioning to ensure improving life and dignity to the unemployed rural youth of the State by imparting placement-linked training under Deen Dayal

Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) program, which is a jointly funded program by the state and Ministry of Rural Development, Government of India. These trained rural youth are being provided with gainful employment in an organized and unorganized sector along with social security viz., Provident Fund and ESI.

DDU-GKY is the only skill training programme that is uniquely focused to enable the poor and disadvantaged rural youth in fulfilling their career aspirations through skill training and participation in labour market thereby enhancing state's economy through productivity and growth. Success of DDU-GKY is the success of India's vision for 'Make In India', 'Digital India' and 'Skill India' initiatives.

Apart from its unique focus, DDU-GKY has many firsts in implementing its placement-linked skill training program:

- ⊙ DDU-GKY is the first programme to unambiguously define placement in wage employment as the outcome of skill training programs.
- ⊙ DDU-GKY is the first programme to implement quality standards through its detailed Standard Operating Procedures (SOPs)

- ⊙ The programme is a precursor to 'Digital India' through its funding and mandate for digital inclusion through basic IT training and provision of tablet PCs for use by every trainee.

- ⊙ DDU-GKY is the first programme that lays foundation for sustainable economic inclusion through incentives for career progression and post-placement salary top-ups to candidates, which has become the norm for the industry at this time.

Vaazhndhu Kattuvom Project (VKP) is a Government of Tamil Nadu initiative, supported by World Bank, which is being implemented in 3,994 Village Panchayats in 120 Blocks of 31 Districts of Tamil Nadu. VKP is a transformative project that looks beyond poverty alleviation by building sustainability and prosperity of rural communities through enterprise promotion, access to finance and employment opportunities.

The project is implemented under the Rural Development and Panchayat Raj Department (RDandPR), Government of Tamil Nadu. The Project Development Objective (PDO) is to "promote rural enterprises, access to finance, and employment opportunities in selected Blocks of Tamil Nadu".

1.2 Problems and challenges faced by migrants

- ⊙ Lack of information with respect to job opportunities, required skill sets for placement, other potential options for wage or self-employment and various other aspects of living effectively and struggle to navigate their course in the city.
- ⊙ In the cities, establishing one's identity is an enormous problem for migrant workers. Lack of a verifiable proof of identity also bars them from accessing basic facilities such as rental accommodation.

- ⊙ Access to banking and financial services.

- ⊙ Migrants are unable to identify or obtain further skilling or educational opportunities which restrict their personal and professional growth over time. This lack of career progression builds further frustration and often results in untimely return to the native place.

In order to resolve the above issues, TNSRLM-DDUGKY and VKP is jointly keen to set up Youth Development Centre at five locations in the project area across the state.



2. Youth Development Centre (YDC)

Youth Development Centre (YDC) is a novel collaborative concept between Tamil Nadu State Rural Livelihood Mission (TNSRLM), Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDUGKY) and Vaazhndhu Kaattuvom Project(VKP).

Youth Development Centre is conceptualized as a walk-in resource centre for the rural migrants, who have moved from their native place in search of better employment prospects. Youth development services are a collection of services meant to reduce the hardships of young skilled workers coming to cities from rural areas and enable them to receive greater income and quality of life from the urban labour markets. YDCs offer career guidance, access to need-based information, acclimatization support and targeted services. These services are proposed to be offered through a network of walk-in resource centres catering to the requirements, and exigencies faced by workers. It functions like a job exchange for the migrants apart from facilitation centre. It prepares them at the

source and/or eases their integration into the destinations.

While the YDC's primary stakeholder is the migrant worker, it could even include the government or employers. YDCs may also use collective bargaining to improve protection at the workplace or facilitate informal migrants to register with occupational welfare boards to access state entitlements.

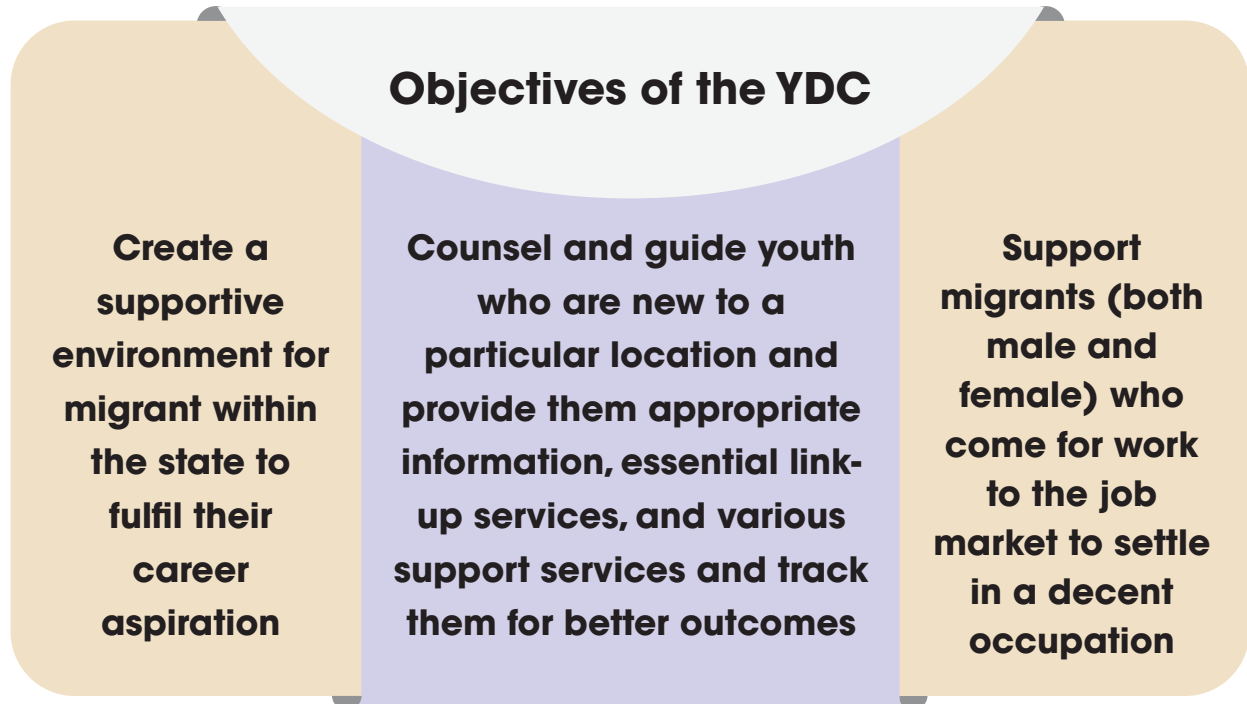
Youth Development Centres provide information, advice and referral services to rural youth from all the Districts of Tamil Nadu. It facilitates the migrants in accessing better services, monitors post-placement progress of youth, provide key information on health, education and remittance services.

YDCs are proposed to be setup in collaboration with stakeholders who are implementing skill training programmes, community-based organizations, industries, industrial associations, and other stakeholder organizations that can ensure its sustainability.

“ Youth development services are a collection of services meant to reduce the hardships of young skilled workers coming to cities from rural areas and enable them to receive greater income and quality of life from the urban labour markets. ”



3. Objectives of YDC

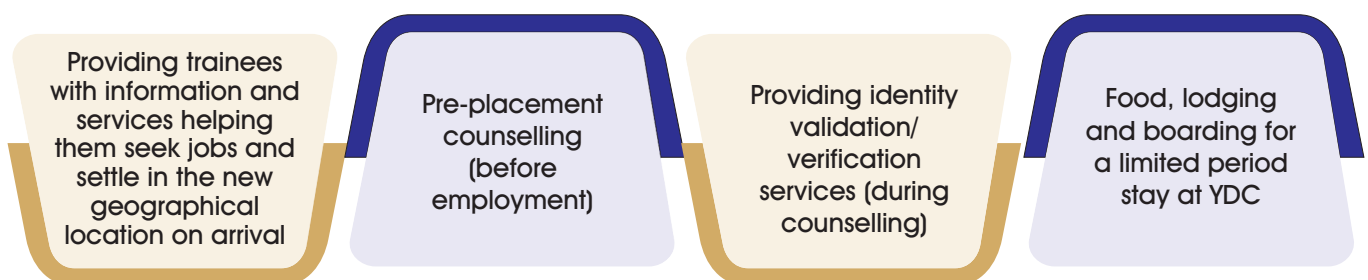


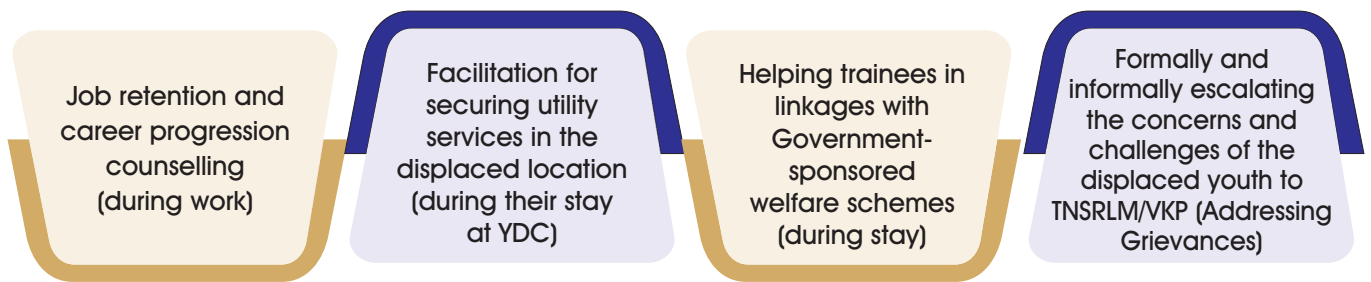
4. Functions of Youth Development Centre (YDC)



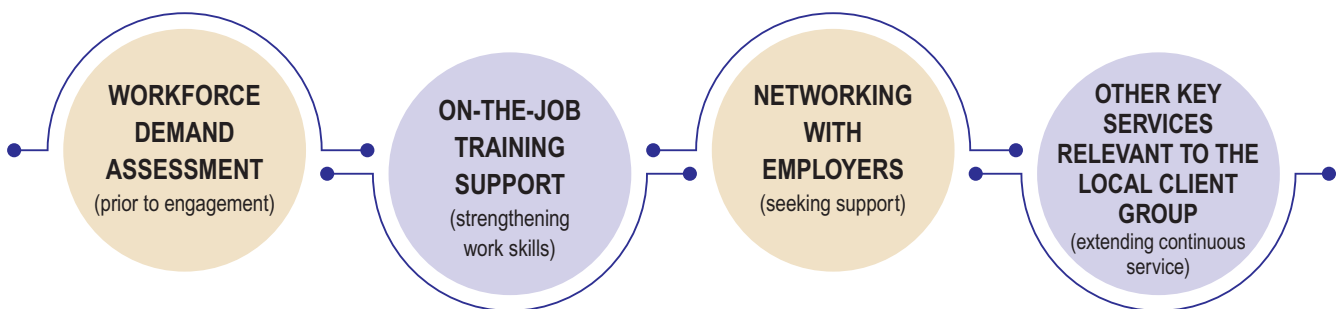
YDCs are to function as a one-stop solution provider beyond extending shelter to the candidates. YDCs to focus on three areas to achieve its objectives

I. Towards Beneficiaries from Rural Areas (Sequential approach)





II. Towards Industry / Employers (Building Block approach)



III. Towards Re-Skilling of the Beneficiaries (Empowering Approach)



5. Services to be rendered by YDC

The services to be provided by YDC are divided into Core Services and Value Added Services.

5.1 Core Services

5.1.1 Demand analysis on industries located in and around YDCs.

In the Youth Development Centre, the project executive will be in charge of obtaining the skill demand in the locality and other industrial hubs within 50 km radius. This will be done through consultation meetings with the industry association on a monthly basis. A special orientation programme will be presented to the industries on the skilled labour potential available in the project under DDUGKY and VKP. In addition to this, there will be regular exchange of requirement of skilled resources information via email to YDCs.

The project executive will update the number of vacancies in the job role against sector and industries specified in the notice board maintained at the YDC premises. Further, the Centre Head of YDC will forward the skill requirement to the Districts units of TNSRLM, VKP and Project Implementing Agencies (PIAs) for circulation among the youth.

5.1.2 Orientation About the Industry

Orientation will be provided to the migrants about the industry, entry level in the industry, major employers, industrial presence, labour demand, skill set requirement for placement. Responsibility: Career Guidance and Financial Inclusion Counsellor.

5.1.3 Housing and Accommodation Services

The YDC shall provide the following basic amenities services:

Initial Accommodation and Food – Provide accommodation and food for a defined period (30 days) to support the migrant workers coming in for work, In case of continued need for stay, YDC will charge nominal fee for the stay subject to availability of space at YDC.

a. The YDC shall tie up, where required, with housing / rental / other service providers to access suitable services.

b. The YDC shall also tie up with individuals to help migrants access food services, as is required by them after initial accommodation.

c. The YDC shall keep records of all referrals for housing, accommodation as well as canteen services.

These services will be carried under Centre Head's supervision.

5.1.4 Health Services

I. Basic Health Services:

Basic Preventive Health Workshops - YDCs shall organize preventive health workshops and health awareness events for various groups of migrant workers on the following topics, as an initial baseline service and weekly.

a. Nutrition

b. Cleanliness, hygiene and work safety

c. Information on confidential testing centres and Help lines

d. First aid methods

e. Enrolment into government-based health insurance services, if not enrolled

f. Doctor Visit Services - The YDC will engage the services of General MBBS Physician (Male/Female) to provide pre-defined health camps at least once a week. Under this:

i. The physicians should be empowered to provide Medical Certificates where necessary and prescribe medicines where and when needed.

ii. The YDC shall also engage with govt. / private health centres for additional services.

g. Additional Health Camps Services shall include:

- i. Basic health profiling and general diagnosis
- ii. Specialized health camps focused on specific occupational diseases
- iii. Health camps focused on women's health
- iv. Immunization camps

YDC will converge with government health interventions of the ULBs and other departments and endeavour to provide access to the same, including medicines/other health cards. Additionally, the YDCs may provide details of ESIC, facilitate access to ESIC or other employer services.

Responsibility: Centre Head to organize through Medical Practitioners

5.1.5 Financial Support Services

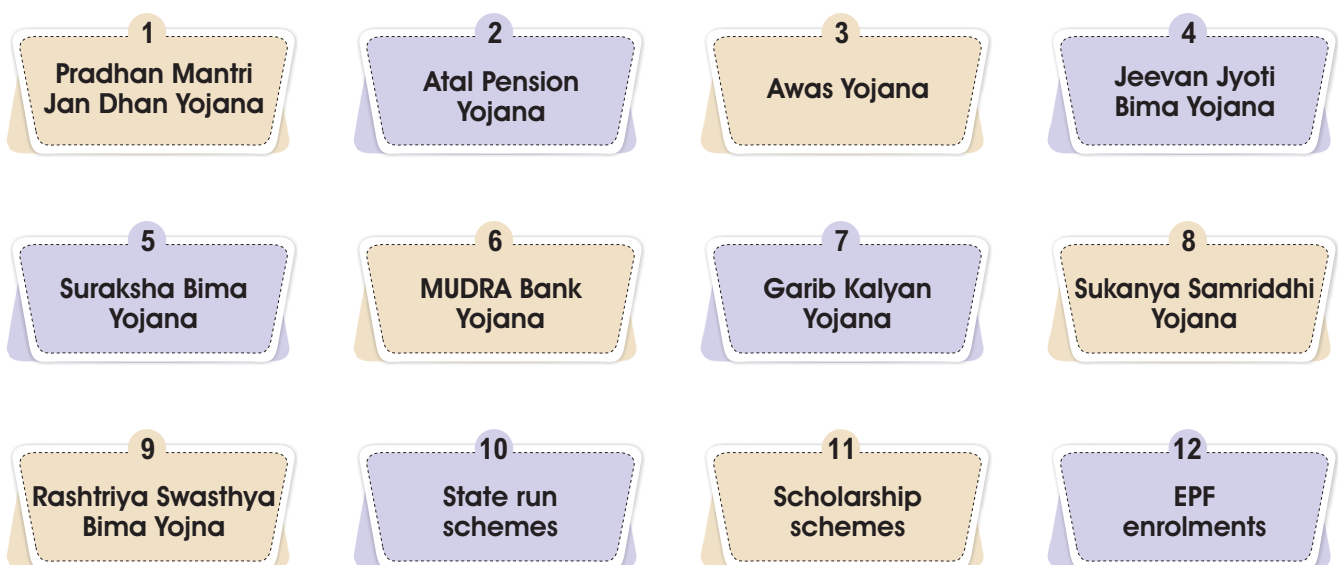
Most of the skilled youth are in the age group of 18-35 years, which is a time when a wide range of

financial services are essential to the youth for securing their financial future. Several of them are even individuals who have just entered the labour market and are the primary bread earners for their family. Financial services for this group should therefore be able to address a broad spectrum of needs. Key financial services will include:

a. Financial Literacy Services - The objective of the meeting is not only to disseminate information on the service, but more importantly to ensure that the participants understand the need for such a service for the economic wellbeing of their household.

Such meetings shall cover a wide range of topics including enrolment into various insurance programs and services provided by the Government: The services will not be limited to enrolment but will also cover guidance on access and usage. This shall be paid services and prices will be established during contracting.

Insurance Programs and Services Provided by the Government



The YDC Service provider for this activity is required to keep track of all such schemes, ensure enrolment and record the same for MIS report.

1. Understanding basics of salary components – i.e. Basic, HRA, DA, EPF (applicable for DDUGKY alumni in salaried formal sector jobs). Goal-setting, financial planning, income-expense budgeting
2. Managing Cash flows i.e. managing cash coming in and going out to ensure that one always has money to pay for expenses when they are due.
3. Product knowledge i.e. functions, terms and conditions of various financial products such as credit, insurance, pension etc.
4. Information on investment opportunities with their associated risks.
5. Basic banking how-to's – deposit and withdrawal slips, passbook, cheque books, use of ATMs, identifying fake notes.
6. Investment products provided by the banks or large fund companies.
7. The YDC providers may also enrol as banking correspondents and provide credit linkage and linkages to banks/ institutions providing credit to entrepreneurs/ innovators from poor backgrounds.

Responsibility: Career Guidance and Financial Inclusion Counsellor to organize these sessions under the supervision of Centre Head

5.1.6 Identity Services

The YDC may provide the following services with respect to identity services, if applicable. DDUGKY alumni are expected to have Aadhar ID cards.

- a. Registration service and Photo ID services – The YDC will perform an online registration of youth. TNSRLM/VKP will provide a dedicated online platform and a mobile application by which the youth from a remote panchayat

can complete registration after obtaining concurrence from PLFs / VPRCs / ALFs from their locality. YDC can provide registration to migrant workers, registering their details in the system and generating a photo ID signed by the appropriate authority.

- b. Enable Stakeholder Support - The registration and Photo-ID service requires the support of local government officers like the District Labour Officer (DLO), and Block Development Officer (BDO) to authenticate the ID card. The YDC shall co-opt the support of relevant authorities to support identity generation and validation.

- c. E-shram Portal - The Labour and Employment Ministry of India has started E-SHRAM portal to track and collect all information about labourers and workers of the unorganized sector. The migrants will be encouraged to register themselves under the e-shram portal in order to get the social security and welfare benefits of the government.

These services will be carried out by Project Executive under Centre Head's supervision.

5.1.7 MIS Services

Maintenance of a MIS system with TNSRLM/VKP intervention for monitoring and recording of activities performed by YDC is critical for providing support and follow-up to the migrants, recording their details and to provide regular reports to the TNSRLM/VKP. The YDCs must:

- a. Establish and sustain suitable MIS, and ensure that information is shared with all relevant stakeholders of the YDCs.
- b. The YDC Office Personnel shall maintain case file document on each migrant attached to the centre.

These services will be carried out by MIS/Admin Executive under Centre Head's supervision.

5.2 Value-added services

In addition to the core services, the YDC will provide the following value-added services as given below:

- ⊙ **Help-line services** - Provide on-site information services related to all aspects of services of the YDC as a pre and post-placement support service. (Responsibility: Centre Head and Support Team)
- ⊙ **Counselling needs assessment and work counselling** – Provide preventive counselling services to reduce drop-out rates. This will be performed by Career Guidance and Financial Inclusion Counsellor.
- ⊙ **Work health assessment** - This assessment should be about the ability of the individual to accept work goals or targets, translate newly acquired skills into productive assets and build a sync between the organization's and personal financial and life goals. This will be performed by General MBBS Physician.
- ⊙ **Follow-up intervention visits** –The YDC shall conduct follow-up interventions on the counselling done to ensure that the issues are resolved. These visits will be performed by Centre Head and his subordinates.
- ⊙ **Access to Placement Services (Urban labour markets)** - Building linkages with the local industrial, Small and Medium Entrepreneurial landscape of the urban environment and identify placement opportunities for trainees of several trades. This will be performed by Centre Head.

- ⊙ **Access to further education opportunities** – Provide information, direction and enablement for upskilling and education opportunities. Facilitate linkages to open schooling and distance education. A library facility will be made available to the migrants at the YDC wherein books of varied interest will be provided. This will be performed by Career Guidance and Financial Inclusion Counsellor and invited educationists from time to time.
- ⊙ **Access to business-related services** –The services will include support to initiate entrepreneur activity, access to finance, mentorship, functional expert's advice, business plans appraisal by mentor /functional experts, information and linkages, marketing intelligence and other department tie-ups. This will be facilitated by the Career Guidance and Financial Inclusion Counsellor.

To be able to deliver these services, the centre needs to undertake a range of activities to reach out to the community – labour meetings, meetings with local community (including elected representatives and families of migrant workers), campaigns and special drives, meetings to promote legal and financial literacy, and awareness on social security, health, sanitation and workshops with important stakeholders in the local administration, media, and industry, to highlight the issues of workers widely and seek redressal.



6. Structure of YDC

The YDC will comprise YDC management committee (YDC-MC) and the YDC staff. The YDC management committee will oversee and guide the overall activities of the YDC, while the YDC staff will carry out the day-to-day activities. The YDC staff will directly report to Project Director, TNSRLM and District Executive Officer (DEO), VKP, who will be monitored jointly by the District Project Management Unit (DPMU) of TNSRLM and VKP.

6.1 YDC Management Committee (YDC-MC)

The YDC-MC will be constituted with the following members for overseeing the activities of the YDC and providing guidance.

1.	District Collector	Chairman
2.	Project Director, TNSRLM	Co-Chairman
3.	District Executive Officer, VKP	Convenor/Member Secretary
4.	General Manager, DIC	Member
5.	Inspector of Factories	Member
6.	Special Officer-SIPCOT	Member
7.	Assistant Director Skills	Member
8.	Assistant Project Officer- Skills, TNSRLM	Member
9.	Executive Officer- (S&J), VKP	Member
10.	Representative from service provider	Member

6.2 Responsibilities of YDC-MC

- ⊙ Identification of space and establishment of YDC
- ⊙ Selection and appointment of professionals (Centre Head, Project Executive, MIS etc.)
- ⊙ Empanelment of Consultants, Counsellors.
- ⊙ Approving the monthly activities of the YDC and monitor its progress.
- ⊙ Demand - analysis on industries located in and around YDCs. (General Manager-DIC, Special Officer-SIPCOT, Inspector of Factories)
- ⊙ Monitoring the performance of Centre's Professionals (Centre Head, Project Executives), Counsellors and Consultants.
- ⊙ Conducting management committee meeting once in a month.
- ⊙ Reporting the status to SPMU-TNSRLM/VKP on monthly basis.

6.3 YDC Staff Structure



The following table presents the key roles and responsibilities of the various positions highlighted in the Team Structure, including the qualification criteria for each position holders.

Designation	Roles and Responsibilities	Qualifications/ Experience/ Remuneration
Centre Head	<ul style="list-style-type: none"> • He or she will be responsible to initiate and anchor implementation of all the activities of the YDC. • Develop annual action plan and a clear strategy for implementing various programmes/services of the YDC. • Reviews and responds to escalated complaints and grievances. • Networking and partnering with support institutions like government institutions, Industries Foundations. • Ensures over-all compliance to programme guidelines and prescriptions. • Oversees daily centre operations and coordinates centre activities through assigned staff. • Prepares periodic reports, financial statements and records on centre progress, status or other special reports for state management. • Coordinates all migration activities with project teams and stakeholders. • Actively pursues strategic and operational objectives. • Ensure operational activities remain on time and within a defined budget. 	<p>Educational Qualifications: A Post-Graduate in Social Work, Management, other relevant fields, with minimum 5 years of relevant work experience.</p> <p>Related experience of managing centres /facilities with residential setup.</p> <p>Technical Skills/Aptitude: MS Office, team management, planning, reporting, advocacy and liaison skills and familiarity with research, and two-wheeler driving.</p> <p>The salary will be paid on a monthly basis of Rs. 30,000/-.</p> <p>Age Limit: Age less than 45 years.</p>

Designation	Roles and Responsibilities	Qualifications/ Experience/ Remuneration
<p>Career Guidance and Financial Inclusion Counsellor</p>	<ul style="list-style-type: none"> • Inspecting migrants' career-related aspirations, concerns, and uncertainties throughout the consultation process. • Reviewing migrants' personal and educational undertakings and how the manifestation of these might inform their prospective job-related choices. • Guiding migrants through the completion of aptitude, personality, and adjacent tests. • Scoring migrants' responses to relevant items and conferring with them about the results of these. • Proposing career-related options that are similar to their your verified insights. • Informing migrants about potential shortcomings in their skill sets and devising strategies to remedy these. • Walking migrants through the process of compiling and restructuring their resumes. • Conducting in-depth needs assessments to better understand each migrant's requirements. • Settling migrant workers' concerns in a swift and professional manner and to resolve complaints quickly and effectively by consolation with staffs. • Initiate apt activities to ensure on-time and scheduled response to the migrant workers. • Undertaking registration and conducting financial literacy meetings, post-training follow-ups of trainees, linkages with social security and other Centre's services. • Interaction with important stakeholders – bank officials, contractors, employers, hospital officials, government officials etc. 	<p>Educational Qualifications:</p> <p>3 years degree in any discipline or similar from a government-recognized university/academic institution.</p> <p>PG Diploma in Counselling/Finance desirable.</p> <p>Experience Required:</p> <p>Minimum 3 years of relevant work experience post degree (in subject related to the position) of working in project/ programme for poverty eradication/ livelihoods/social or rural development implemented by Government/reputed NGOs/Corporate Entities or relevant organisation.</p> <p>Experience in academic counselling/ career planning/or related experience.</p> <p>Experience of working in financial/ banking/business correspondence or relevant sector.</p> <p>Technical Skills/Aptitude: MS Office, team management, planning, reporting, advocacy and liaison skills and familiarity with research, two-wheeler driving.</p> <p>The Salary will be paid on a monthly basis of Rs. 25,000/-.</p> <p>Age Limit: Age Less than 45 years.</p>

Designation	Roles and Responsibilities	Qualifications/ Experience/ Remuneration
	<ul style="list-style-type: none"> • Keeping records of migrant workers interactions, recording details of inquiries, complaints, and comments, as well as actions taken. • Ensuring regular contact with migrant workers to maintain organization's presence. • Any other duties assigned by the project authorities 	
<p>Project Executive</p>	<ul style="list-style-type: none"> • Management, coordination, and operationalization of the Centre's activities. • Formulating plans and targets for the team and their supervision. • Liaison with local stakeholders in the Government, local authority, employers, banks, hospitals, etc. • Liaison with external support agencies, other partners and other centres. • Reporting periodically (monthly, half-yearly, annually) centre's activities to senior management/external support agencies (if any). • Undertaking household-listing exercise and surveys, research studies, impact assessment, and report writing. • Organizing monthly team meetings and regular reflection workshops. • Organizing capacity building activities for different team members, as well as beneficiaries. • Engage with external resources and vendors to deliver key services. • Any other duties assigned by the project authorities.. 	<p>Educational Qualifications:</p> <p>A graduate in Social Work, Management, other relevant fields, with minimum 3 Years of relevant work experience.</p> <p>Post-Graduate desirable.</p> <p>Experience of working with Government systems would be given preference.</p> <p>Technical Skills/Aptitude: MS Office, team management, planning, reporting, advocacy and liaison skills and familiarity with research, two-wheeler driving.</p> <p>The Salary will be paid on a monthly basis of Rs. 20,000/-.</p> <p>Age Limit: Age Less than 45 years.</p>
<p>Front Desk/MIS and Admin Executive/ Warden (2)</p>	<ul style="list-style-type: none"> • To maintain files and computerized accounting databases and to scan and fill all paper documents 	<p>3 years' degree in Commerce or similar from a Government recognized university/academic institution.</p>

Designation	Roles and Responsibilities	Qualifications/ Experience/ Remuneration
	<ul style="list-style-type: none"> • Perform debit, credit and totals accounts on computer spreadsheets, using Excel. • Maintain confidential information. • Perform general office duties and administrative tasks. • Help coordinate team activities and ensure that efficient accounting services were provided at all times and to perform basic office tasks, such as filing, data entry, answering phone calls, processing the E-Mails etc. • Responsible for data management which includes timely collection of records, entering data in the MIS system, verifying the data and reporting. • Ensures formal and informal project monitoring reports are submitted to Centre Head in a timely and efficient manner. • Answer and direct phone calls, organize and schedule appointments. • Plan meetings and take detailed minutes, write and distribute email, correspondence letters and forms. • Assist in the preparation of regularly scheduled reports. • Provide general support to visitors and to act as the point of contact for internal and external clients. • Liaise with other staff to handle requests and queries from Centre Head. • Responsible for allotment of space to the inmates. • Any other duties assigned by the project authorities. 	<p>Experience Required:</p> <p>Minimum 2 years of work experience post degree</p> <p>Relevant work experience (in subject related to the position) of working in project/programme for poverty eradication/ livelihoods/social or rural development implemented by Government/reputed NGOs/ Corporate Entities or relevant organization.</p> <p>Experience of working with government systems would be given preference.</p> <p>Technical Skills/Aptitude: MS Office, team management, planning, reporting, advocacy and liaison skills and familiarity with research, two-wheeler driving.</p> <p>The Salary will be paid on a monthly basis of Rs. 15,000/- .</p> <p>Age Limit: Age less than 45 years.</p>

Selection Criteria

The above mentioned positions will be selected on the basis of the below listed criteria:

- ⊙ The application will be invited through the online process (VKP website) based on the local press release by the respective district collectors.
- ⊙ Eligible candidates can submit their application as per the format published in website.
- ⊙ The submitted applications will be scrutinized.
- ⊙ After scrutinizing, eligible candidates will be short-listed for interview.
- ⊙ Eligible candidate(s) will be selected based on the interview.

7. Implementing Agencies

The YDC will be jointly implemented by TNSRLM-DDUGKY, VKP and service providers including community-based organizations, industrial associations. A tripartite MoU will be executed among TNSRLM & DDU-GKY, VKP and the other partner for the implementation of YDC.

The roles and responsibilities of TNSRLM & DDU-GKY, VKP, Operational Partners, migrant youth and general stakeholders are listed below:

TNSRLM & DDU-GKY / VKP

- ⊙ Preparation of Framework for the establishment and operations of the Youth Development Centres – reference Youth Development Centre Framework.
- ⊙ Identification of Partners.
- ⊙ Negotiation with Partners for the establishment of YDC.
- ⊙ Signing of MoU between VKP, TNSRLM and the YDC partner.
- ⊙ Approve annual support cost based on the performance, against core services and value-added services.
- ⊙ Ensure a clear organization structure and consistency of leadership to ensure YDC is instituted and relevant over a sustained period of time.
- ⊙ Perform monitoring and evaluation and assessment of YDCs.

- ⊙ Provide timely and regular MIS inputs in terms of findings of Post-Placement Tracking.
- ⊙ Facilitating in manpower resources.

VKP will provide the initial funding for the first year with networking and process facilitating, DDU-GKY will bring together the funding and commitment to sustain funding for the next 2 years; the local partner like community-based organizations, industrial associations and others will provide the operational support for the YDC and will continue to provide the same through evolved revenue models subsequent to the time the project comes to an end.

Operational Partners (CBOs/ Industrial Associations)

- ⊙ Establish and operate the YDC as per the defined scope of the TNSRLM/VKP and as per the Ministry of Rural Development, Govt. of India, and DDU-GKY YDC Framework.
- ⊙ Run the YDCs, providing defined services as agreed with TNSRLM/VKP
- ⊙ Record, maintain and provide complete MIS reporting data to TNSRLM/VKP.

Migrant youth

- ⊙ The migrant youth will register with the YDC through online portal with the recommendation of VPRCs / PLFs.
- ⊙ He/ she will adhere to all the discipline and rules of YDC.

General Stakeholders

- ⊙ The Centre should identify its important stakeholders and work towards establishing a good working relationship with them.
- ⊙ Some of the key stakeholders that the Centre may reach out to on a regular basis are as follows:
 - Migrants for employment
 - Local self-governance bodies such as Municipality
 - Local Industrial Employers
 - Local community
 - Corporate bodies
 - Labour Department
 - Local administration
 - Other civil society organizations working locally and
 - Panchayat Level Federations / Area Level Federations

7.1 Cost Sharing Arrangements

Budget Allocation:

- ⊙ Project contribution : Rs 25 Lakhs (Initial Establishment, Recurring Cost for 1st year)
- ⊙ DDU-GKY contribution : Rs 15 Lakhs (Initial Establishment, Recurring Cost for 1st year)
- ⊙ Local partner agency / Industry contribution: Provide infrastructure or facility. Annual Operational and Maintenance.

The total estimated cost for first year is Rs.40 lakhs (Fixed and Recurring Costs) and in the subsequent years, the operational expenses estimated is to be worked with the implementing partner.

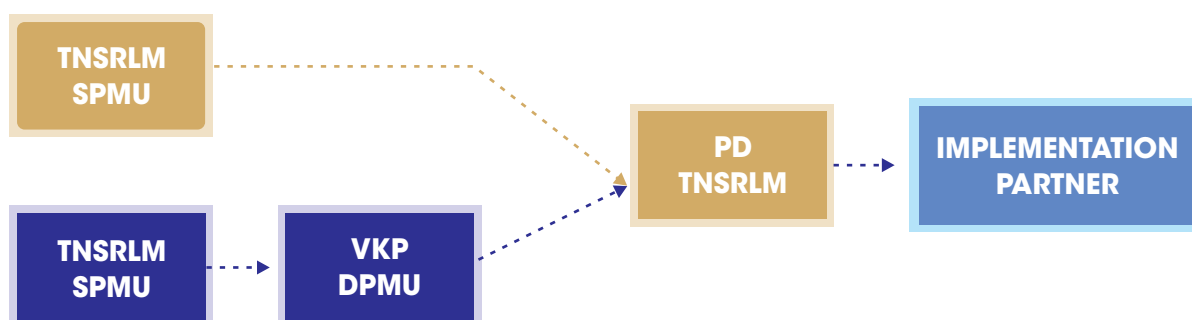
Key expense heads to be considered for operating YDC include: Staff Salaries; Rent, Travel and Utility expenses; Outreach and mobilization, development of IEC material; and meetings, workshops and special interventions.

Approximately 50% of the total operational cost of a centre comprises of the staff salaries, while programme expenses such as campaigns, outreach and mobilization, service delivery and team capacity building account for around 25% of all expenses.

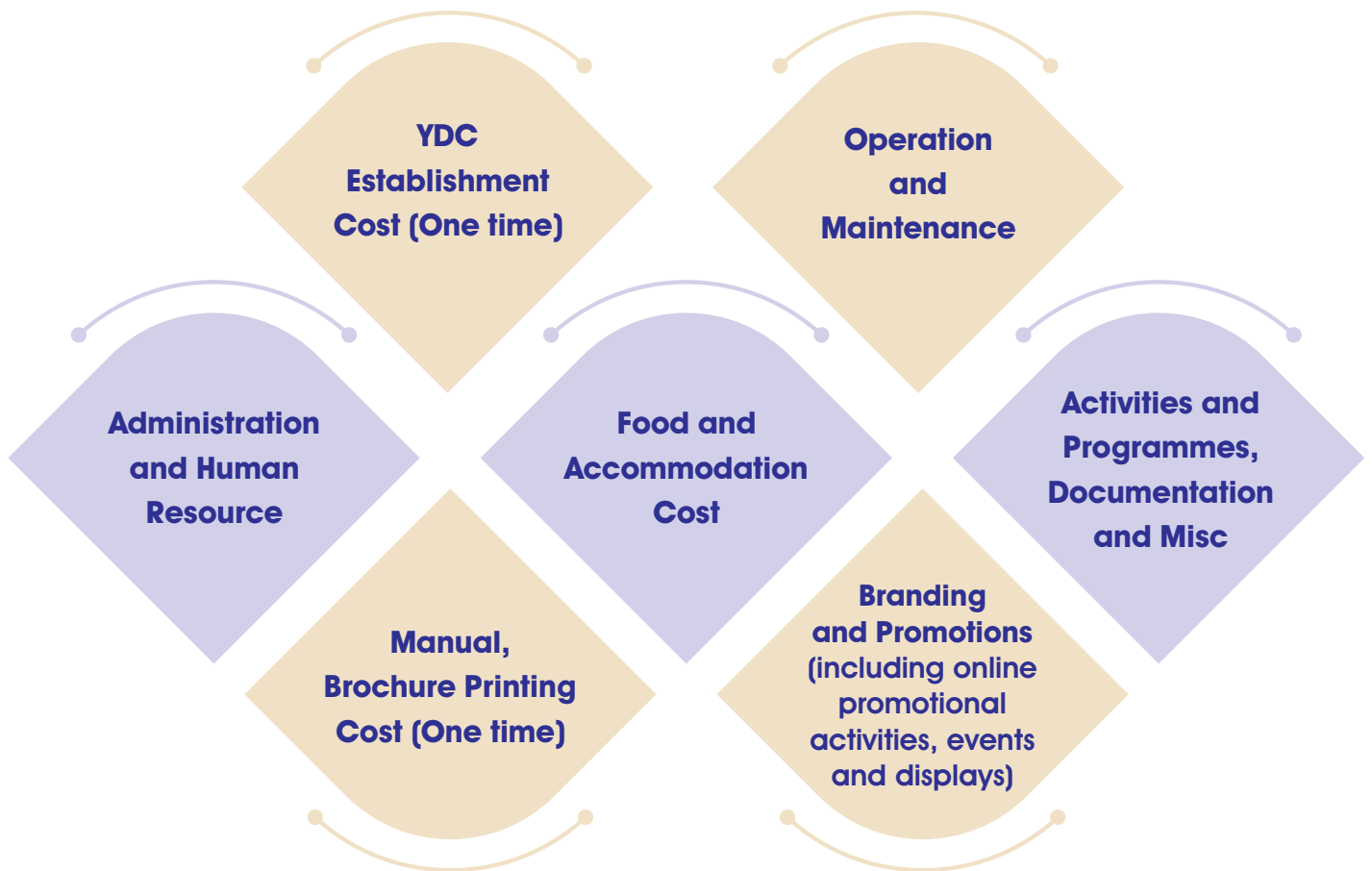
Rent, utilities and capital expenses such as computers, printers, lamination machines, furniture, make up the remaining 25% of costs.

7.2 Fund Flow Mechanism

- i. The funds will be released by TNSRLM-SPMU and VKP to the YDC partner based on the cost sharing agreement against specific budget heads identified and approved by the management committee.
- ii. This will ensure a clear organization structure and consistency of leadership, with will ensure YDC is instituted and relevant over a sustained period in time.
- iii. Perform monitoring and evaluation and assessment of YDCs.



The project will provide funds for the following activities



8. Eligibility Conditions of Beneficiaries

Age group: 18-35 years

Minimum a degree holder

Preference will be given to DDU-GKY trained candidates

Candidate's residence should be from Tamil Nadu



9. Process of accessing services offered in YDC

- ⊙ Upon arrival at the YDC, the migrant labourer and his family can seek facilities and services offered at the centre..
- ⊙ Core services include registration of the workers, access to immediate housing support, access to information on schools, hospitals, government schemes, financial and banking services, financial counselling, health care counselling, health education, legal education, counselling services, creating link with organised labour market and skilling opportunities.
- ⊙ When a worker finds a job in another town or city, he/she has to register on the YDC App / website (soon to be implemented) with relevant details. A confirmation will be sent along with name and number of contact person at the designated YDC.
- ⊙ If the worker is not satisfied with the job they offered or working at, they can seek help, once again, at the centre for other opportunities. They will also be given information on funding and other forms of government-sponsored assistance to become an entrepreneur in their home-town. They would be presented with choices – jobs, skilling/training camps or funding for becoming an entrepreneur in their native place.

“ To avail the services migrant workers has to register on the YDC app/ website with relevant details ”



10. Outreach Activities

One of the key challenges faced by YDCs during their initial period of establishment is the 'outreach' and 'mobilization' of the target community. However, if the outreach and mobilization are systematically and strategically planned and implemented, the same could enhance the effectiveness of the reach and response. Some of the suggestive thumb-rules for planning an effective outreach, to mobilize migrant or displaced communities at their destinations, include:

- ⊙ All VPRCs in the state should have knowledge about the YDCs and services offered.
- ⊙ The PLFs should be made aware of YDC in their meetings.
- ⊙ Building a strong cadre of volunteers and involving them in the activities of the Centre.
- ⊙ Demand - analysis made within the area of YDC should be displayed in all VPRCs.
- ⊙ Build relationships through multiple touch-points or conversations with migrant workers and their families at source.
- ⊙ Word - of - mouth communication among the community will be effective.

10.1 IEC Campaigns

In order to popularize the YDC and its activities the following IEC activities shall be initiated

- | | |
|---|---|
| <p>01 A toll-free number shall be introduced to help the youth as well as well as public</p> | <p>05 With the support of the KMC agency, IEC materials will be developed and promotional activities will be carried out</p> |
| <p>02 Posters will be developed to familiarize the toll-free number and will be displayed in all VPRC premises</p> | <p>06 Pamphlets / Brochure on YDC functions to be developed</p> |
| <p>03 Communication to all PIAs through DDU-GKY regarding YDC services will be made</p> | <p>07 The inauguration of the YDC may be in a grand manner, for which the industry partner also may be invited</p> |
| <p>04 Communication to all industrial associations, DPMUs and BPMUs through TNSRLM and VKP will be made to popularize the YDC services</p> | <p>08 Promotional videos of the YDC will be produced</p> |

11. Termination and Replacement of YDC Professionals

11.1 Termination of YDC Professionals

The YDC staff may be terminated due to unsatisfactory performance or disciplinary action.

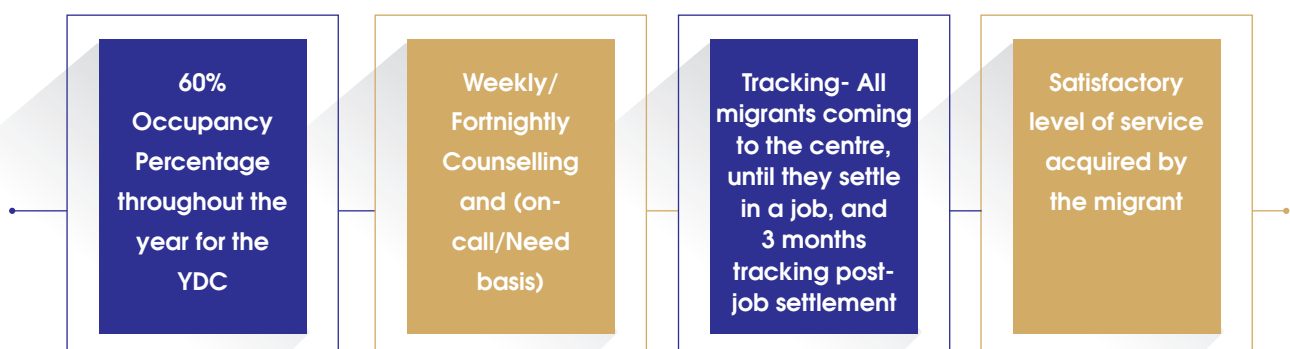
11.2 Replacement of YDC Professionals

The YDC staff, who continue on unauthorised leave, are not able to continue the job due to various reasons, or are terminated, may be replaced by the YDC, as guided by TNSRLM/ VKP.

12. Monitoring and Evaluation

- ⊙ To operate effectively and efficiently, YDCs require quality checks. This can be done by tracking of program information with the help of MIS.
- ⊙ Documentation requirement at the centre.
- ⊙ Maintaining records of all activities undertaken at the centre. It can be categorized into formats, reports, registers and lists generated on a monthly basis.
- ⊙ Performance Monitoring Indicators:
 - Monitoring each core service and help track outputs, process efficiency in service delivery and finally the desired outcomes.
 - Systematically recording all tasks and programme activities and monitoring through a structured MIS. All such reports must be shared with the TNSRLM and VKP.
- Monitoring whether the services offered by the centre are reaching out to the target group sufficiently and are benefiting them.
- Assessing the performance of the centre.
- ⊙ Documentation of all activities.
- ⊙ MIS capturing monthly activity and service delivery details.
- ⊙ Periodic audits of the registration formats and documents maintained.
- ⊙ Monthly review meeting to assess progress, identify gaps and planning for improvement.
- ⊙ Monthly, half-yearly and annual reports of the activities.

12.1 Results Framework



12.2 Compliance to Social Safeguards

Social safeguards refer to the policies, procedures and measures intended to prevent, reduce, mitigate and/or compensate for the unintended negative impacts of development projects. They also help prevent social exclusion.

The YDC may encounter incidents of sexual assault and violence. Incidents of violence include, but might not be limited to:

- ⊙ Physical violence (such as slapping, kicking, hitting, or the use of weapons).
- ⊙ Emotional abuse (such as systematic humiliation, controlling behaviour, degrading treatment, insults, and threats).
- ⊙ Sexual violence, which includes any form of non-consensual sexual contact, including rape.

In order to safeguard against such incidents, the YDC will initiate following measures:

- ⊙ A Committee including the district authorities, community groups, NGOs working on gender issues and police will be formed to address any kind of complaints on gender-based violence (GBV).
- ⊙ Installation of CCTV in the centre premises for monitoring.
- ⊙ Training will be organised on GBV to all the stakeholders and staff which will help them to identify any incident of GBV and sexual abuse.

If case any violence or harassment is reported by any member it will be investigated and acted upon. Basic care and support for survivors will be available locally before commencing any activity that may involve individuals disclosing information about experiences of GBV.

Any survivor reporting GBV through a reporting mechanism will receive care regardless of whether the perpetrator is known to be associated with the project or not.

The key guiding principle for the resolution process will be to ensure the complete confidentiality of the

survivor, a survivor-centred approach, and a speedy resolution. Confidentiality of the survivor will be protected.

12.3 Environmental Guidelines

The environmental guidelines are intended for creating the minimum conditions required for providing a healthy environment for the migrant youth in terms of health, safety, water supply (quality and access), sanitation (quality and access) and hygiene.

Environmental Guidelines:

The following environmental guidelines should be adhered to as part of environmental safeguards requirements in YDCs:

- ⊙ **Water Quality** - The water supplied must be protected water supply and should be as per drinking water quality standards - Drinking water IS 10500: 2012. Ample quantity in dispensers should be made available at dining areas, work areas as well as accommodation.
- ⊙ **Sanitation and Hygiene Promotion** – The toilets facilities should be at the required ratio (preferably below 1:5 ratio) with running water facility inside. These should be equipped with hand wash facilities outside or inside, with soap and water. The facilities should be maintained clean with cleaning materials available all times.

As for the toilets for women members, they should be equipped with a sanitary napkin dispenser as well as a disposal facility (preferably a low-cost incinerator).

- ⊙ **Control of Vectors** – Regular measures should be taken to control any vector - borne diseases (e.g. frequent sanitization, avoid water stagnation, mosquito nets, etc). Sprays for vector control should avoid non-permissible pesticides.

- ⊙ **Cleanliness, Solid and Liquid Waste Disposal** – The campus, accommodation and environment should be kept clean. Separate bins that are colour coded should be kept for disposal of

decomposable and non-decomposable wastes and cleared regularly. Disinfectants should be used as required and frequent sanitation should be carried out. Kitchen wastes should be preferably composted. The liquid waste should be disposed of safely (closed drains).

⊙ **Safety Measures:** The outside and inside areas should be kept free of sharp objects and other physical hazards. Fire safety measures should be in place and a fire alarm should be installed. All residents/youth should be trained in using the same through a mock drill. First aid kits should be kept handy in each room and at a common location, and residents should be oriented on items and use. Emergency numbers (hospital, ambulance, help-lines) should be in display in common area and in each room.

⊙ **Covid Measures:** Sanitizers should be made available in common places and all rooms. Masks

should be made available on request. Safe physical distance should be considered while accommodating residents in rooms. A doctor on call is preferable.

⊙ **Green Measures:** Green measures like plantations, potted plants etc. can be taken up in common spaces. Use of plastic can be restricted to the extent possible, especially disposables for water/tea cups. Residents should be made aware of good practices in energy use/conservation.

⊙ An assessment should be carried out before occupying the facility and necessary measures should be incorporated as needed. The format in the annexure should be used for the same. Six-monthly monitoring can be done using the same format.

13. Sustainability of YDCs

A Sustainability Plan for the YDC will be prepared as part of the operational detailing by the local support centre at each of the locations as part of the preparatory activity for YDC. This will include the revenue models and continued funding commitments.

The possible and potential fund sources:

⊙ The YDC partner can start charging a nominal fee from the migrants after their free period of stay.

⊙ Apart from initial accommodation services, the migrants can be charged a subsidized fee for accommodation, for revenue generation. This may

be reviewed depending upon the costs incurred and the ability to pay.

⊙ Space rental to Bank for ATM/ Sales Counter of financial products, events linked to the services offered by the YDC such as health awareness camps, job melas etc.

⊙ The YDC partner can tie-up with other industrial players who are in need of skilled human resources and can help the migrants to be absorbed in their facilities, thereby ensuring continuous placement support.

Annexure-1 Appropriate Location for YDC

The location of the YDC is critical, especially if it is to be accessible to all potential clients. A YDC may also be set up in a physical location shared with another service provider, government agency or community organization, by adapting an existing government or local authority building, or by creating a new shared location.

Choosing a location should consider the following:

- ⊙ The location of the YDC should be easy to access, close to public transport links and in a known area of town preferably in close proximity to where migrants and potential migrants live.
- ⊙ City centres close to transport hubs are often the best locations for YDCs; however, the location will need to be discussed and agreed upon with relevant partners and may require a local - needs analysis of the potential site.
- ⊙ The YDC should be easy to find, preferably on a main road, with street frontage. It should have adequate and clearly visible signage that helps the migrants to identify the place easily.
- ⊙ Other factors to consider include proximity to other community centres or service providers, schools and universities, bus stops or transit points and markets. Signage in prominent close-by locations will be useful to locate the place easily.

- ⊙ The YDC should ensure that the location is sensitive to the needs of women, for example, by choosing a safe location that also enables women with family responsibilities to access the service.

The external and internal design of the YDC should promote a welcoming environment:

- ⊙ The environment should not appear too official because migrant workers and potential migrants may not feel comfortable entering an YDC that looks overly formal and intimidating.
- ⊙ Ensure that the premises are physically accessible for clients, especially differently-abled people.
- ⊙ The YDC should be clean, tidy, comfortable, and welcoming to all visitors, especially the initial reception area.
- ⊙ Provide adequate sitting and waiting area as the migrants wait to be attended to, including having drinking water facility, wash room facilities that are gender sensitive and differently-abled friendly.
- ⊙ Ensure people can easily walk into a reception area from the street without needing staff to unlock a gate or door; and try to make sure there is someone near the entrance to encourage people to enter.

Annexure-2: Collaborations with Other Stakeholders and Partnering Agencies

Collaborations enable greater visibility of the Centre and helps build greater credibility migration services within the target community. The YDC partner should identify its important stakeholders and work towards

establishing a good working relationship with them. Some of the key stakeholders that the Centre may reach out to on a regular basis are as follows –

- ◆ Advisory Committee with influential individuals and leaders such as school teachers/professors, retired Government officials, police officials, lawyers, social reformers, activists, media-persons, and others.
- ◆ Migrants for employment

- ◆ Local self-governing bodies/municipal bodies, community and administration
- ◆ Employers and contractors
- ◆ Labour department and other Government departments, associations, volunteers, and other civil society organisations.

The advisory committee is proposed to meet at regular intervals to review activities of the YDC and provide necessary guidance. Local community is an important stakeholder who could help identify volunteers, enabling a greater outreach of services.

Organizing sensitization workshops for key stakeholders

Developing rapport with the government and PIAs of the region

Organizing interface workshops with police officials to exchange of information, concerns and advice and access to grievance redress mechanisms

Organizing advisory committee meetings once in every quarter

Organizing media workshops or briefings to share updates and developments at the centre

Organizing interaction with contractors and employers to share information, concerns, seek cooperation and collectively arrive at possible solutions

Annexure-3: Environmental Checklist for Assessment of Facilities

District:

Site Location, Name:

Number of residents:

Inspection Items	Implemented?		N/A	Remarks i.e. specify location, good practices, problem observed, possible cause of non-conformity and/or proposed corrective/preventative actions
	Yes	No		
Project site located in safe, protected areas				
Are the entry roads / walkways/ passages to habitat kept clear?				
Adequate sitting arrangement for waiting area/Class Rooms				
Are "NO SMOKING" areas enforced				
Water Quality				
Water for drinking, cooking, personal hygiene, cleaning and laundry is safe for the purpose intended.				
Are drinking water facilities adequate in the centre - in work areas, accommodation and premises?				
Is drinking water from a safe source (protected supply) and as per standards - IS 10500: 2012				
Are there sufficient water points in the right places for all needs (drinking-water, hand washing, and cleansing, washing and cleaning)?				
Is the water supply adequate for cooking?Is water tank tap not leaking?				
Is water tank cleaned regularly?				
Environment, Sanitation and Hygiene				
Living Area				
Whether Cement Flooring provided?				
Condition of the side walls/ roof sheet, any leakage problems?				
Whether the electrical connections provided are safe?				
Is the ventilation of the rooms adequate?				
Is the illumination of the rooms adequate?				
Is the general hygienic condition of the rooms adequate?				

Inspection Items	Implemented?		N/A	Remarks i.e. specify location, good practices, problem observed, possible cause of non-conformity and/or proposed corrective/preventative actions
	Yes	No		
Utilities Area				
Are there sufficient toilets at the centre for girls, boys and staff? Is the ratio below 1:5 (one toilet, bathroom per 5 people)				
Are there separated blocks?				
Are the toilets situated in the right place?				
Do the toilets provide privacy and security?				
Are they appropriate and accessible to people with a disability? One accessible toilet cubicle for disabled females and one for disabled males?				
Are the toilets are being cleaned on a regular basis?				
Is there adequate running water facility available for toilet and bath?				
Is area around bathrooms cleaned and kept dry and non-slippery?				
Are sanitary napkins available near bathrooms (napkin dispensers) or in the premises?				
Sanitary napkin disposal facility (incinerators or any other means)First-aid medical kit facility in common areas and rooms				
Are there facilities for washing clothes etc. for residents with water facility?				
Is proper closed drainage provided?				
Is there any water stagnation in the premises?				
Control of vector-borne disease				
Is the site for the centre protected from disease vectors?				
Is frequent sanitization/disinfection taken up?				
Cleaning and waste disposal				
Are the premises, rooms, kitchen, bathrooms etc. cleaned regularly?				
Is the site kept clean and tidy? (e.g. litter free, good housekeeping)?				
Is the garbage being disposed on regular basis?				
Are separated, labelled, containers/bins/ areas provided for facilitating recycling and waste segregation in all rooms and common areas?				

Inspection Items	Implemented?		N/A	Remarks i.e. specify location, good practices, problem observed, possible cause of non-conformity and/or proposed corrective/preventative actions
	Yes	No		
Is there a regular collection and sustainable disposal of solid waste?				
Is composting facilities available?				
Food storage and preparation				
Are kitchens kept clean and tidy?				
Is the water supply adequate for cooking?				
Is the garbage of kitchen being disposed of every day?				
Are gas cylinders and other flammable materials kept in safe area (away from fire)?				
Is there a hand washing station in the kitchen area?				
Are food storage and preparation areas protected from insects and rodents?				
Are fire extinguishers kept outside kitchen?				
Fire and safety				
Is the Centre habitat constructed with Non-Fire Hazard Material?				
Is there any emergency communication system established?				
Are Fire Extinguishers and Fire Buckets available and maintained regularly?				
Are locations of Fire Extinguishers and Fire Buckets listed out and displayed?				
Are locations of Fire Extinguishers and Fire Buckets listed out and displayed?				
Are the residents trained (mock drills) in emergency response?				
Are First-aid kits available in rooms and common places?				
Are the emergency numbers on display (hospital, ambulance, fire, helpline etc.) in rooms and common places?				
Green practices				
Developing Greenery				
Rain water harvesting system				
Solar power in and around the campus				
Waste composting				
Recycling programs				
Zero waste management				
Plastic ban/restriction				

Any other observations, suggestions:



VAAZHNDHU KAATTUVOM PROJECT

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