

Notice No. 16 /2015-16

Launching of Innovative Entrepreneurship & Skill Development Programme of MANAS - through leading National/ International Experts in Different Skill Sets

Date - 4th March, 2016

There are a large number of leading experts in different trades/skill sets, who belong to Minority Communities. They are icons for youths all over the country particularly for minority communities, in their respective fields. They are well known public figures, who are recognized by their name, face and their associated trades/skill sets. They are inspirational figures, who motivate young population to excel in the chosen field of trade/expertise. Most of them have already acquired fame, fortune and social status, which compares with the best in the country and outside and may not be so interested in getting monetary benefits only anymore. Most of them are, more than eager to repay their respective communities by using their expertise and stature in their respective fields, for the benefit of marginalised sections of their communities and also for the society at large, by supporting the cause of skill development/up-gradation in their own areas of expertise. This is based upon the feedback received from the interaction with several leading personalities and icons in different skill sets, mainly, in **Beauty & Wellness Sector, Textile & Fashion Designing, Media & Entertainment** etc. like **Sh. Javed Habib Akter, Ms. Shahnaz Hussain, Sh. Wendell Rodricks, Sh. Kamal Haasan** and many more personalities.

In view of the above, MANAS has come up with an **innovative scheme** under which it proposes **to use such leading celebrities in various skill sets as the driving force behind** the skill development projects, in their respective fields, for the benefit of marginalised sections of minority communities.

The apparent benefits of the schemes are as under –

- i. **Costs:** Collaboration with such leading experts will bring, apart from quality, a great degree of market acceptance to the skills training programme being conducted by MANAS under the scheme. Most of such experts are already imparting skills training in their respective fields on commercial basis by charging a very high price for their training courses, which are beyond the reach of marginalised sections of minority communities. Under the scheme of MANAS, collaboration with such experts will ensure that the cost of training is equal to the cost of training being funded by MANAS, which would be much lower than the normal market price being charged by such experts.
- ii. **Quality:** The course content, curriculum, procedure for imparting of the training, along with hands on practical sessions, will undergo a vast improvement in terms of quality and market determined standards - which will be brought in the skill training centres setup/ sponsored by such leading experts for the training programme of MANAS.
- iii. **Credibility/ Transparency:** E&SDPS of MANAS are certified by independent third party experts in order to ensure quality and transparency of the training. Under this scheme, the certification standards/benchmarks would be set high by involving these experts in the process of certification and examination also. In fact, their names and photographs would be used on the joint certificates to be issued by the MANAS & SSC to the successful trainees under the course. These certificates will improve the chances of placement of the trainees in the

organised section at a higher wage rate and also strengthen the self-employment opportunities for the trainees due to involvement of such experts in the training and certification process, thereby achieving the overall target of MANAS more effectively. The scheme will have following two variants, in order to accommodate the constraint of time and resource base, faced by these experts in getting involved in such training programmes, based largely on charitable.

Model - 1

On the basis of above concept note, MANAS will invite the proposals under this scheme, from leading experts in different Trades/Skill Sets to impart the Skill Development training. Such imminent personas are leading expert in their fields and have huge commercial value in the market. These leading experts are running their own institutions/training centre with their brand name and using specialized course curriculum, course content for the training. The certification is also being done under their brand name, which has huge value for the trainees in the market. The cost of training with their own course is very high, which cannot be afforded by the marginalized section of the Minority Communities.

Under this scheme these experts are being invited to impart skills training in their field under Entrepreneurship & Skill Development Programme of MANAS, to benefit the underprivileged youths of Minority Communities. The training cost will be funded by the MANAS. Leading Experts will discharge all the roles/responsibilities/ duties of PIA as laid down in MANAS guidelines/ procedures etc. and work as its PIA – responsible for all training activities – right from mobilization to placement and post placement support tracking etc.. They will follow all conditions directly as by other PIAs of MANAS, and act as PIA for MANAS.

Model-2

Since many of the leading experts cannot spare required time and resources for being PIA of MANAS to implement its skill development programme, hence MANAS will allow to its empanelled Project Implementing Agencies to participate under this scheme. The PIAs are required to get the Leading Experts in different trades/ skill sets, on board with terms and conditions of the scheme as mentioned above, and sign the MoU, for using their expertise and stature in their respective fields for the benefit of trainees belonging to minority communities. The PIA will use Course Curriculum, Course Content of Leading Experts in line with respective Sector Skill Councils (SSCs). The name, photographs and brand image of the leading experts will also be used for certification, which will increase value of certificate it for getting more employment opportunities in terms of self-employment/ wage-employment. Their name will also be used for the publicity and branding during the training programme. PIA will also be assisted by them by getting their regulars trainers & other experts in the respective fields, as guest lecture/ special lecture, experts for practical training/ and hands-on training in each Skill Development Centre. The leading experts will provide their services as a master trainer, help in Training of Trainer (TOT) and ensure that the Skill Development Centre is run professionally, like their own training centre working in the market. It will use their names, photographs and endorsement, to ensure quality and acceptance.

In this model PIA will discharge all other roles/responsibilities/ duties of PIA as laid down in MANAS guidelines/ procedures etc.

MANAS invite the proposals from leading National/ International Experts in Different Skill Sets / and also from MANAS empanelled PIAs who have the training infrastructure/facilities

available to organize the skill development programme for the minority communities. Leading National/ International Experts in Different Skill Sets/ PIAs are required to submit their proposal through email or hard copy **on or before 12th March, 2016.**

Proposal may please be forwarded on following email ids -

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