PRADHAN MANTRI YUVA YOJANA

Quality – Operations of Nodal E-Hub

Approval Log

	Name (Designation)	Date	Signature
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Revision History

Contents

S.No	Revision No.	Date	Description of Change	Created/ Revised By	Reviewed by Peers
1.	01	29-Oct.-2017	First Release	Manu Sakunia	S Anand J S Bhogal
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1. Purpose

1.1 The objective of this document is to describe the methodology to be adopted for operations of Nodal E-Hub under PM YUVA Yojana.

2. Scope

2.1 The scope of this document covers all the activities related to operations of Nodal
E-Hub including roles and responsibilities of Nodal E-Hub team under PM YUVA
Yojana.

3. Process Description

3.1 Introduction

3.1.1 Nodal E-Hubs forms a key part in the overall implementation framework of PM YUVA Yojana. The project will be implemented through a network of Entrepreneurship Resource and Coordination Hubs (E-Hubs). There is a National E-Hub which is responsible for the overall program management of PM YUVA. A network of Nodal E-Hubs is being set-up all across the country which will be responsible for the on-ground implementation of the scheme.

3.2 Roles & Responsibilities of Nodal E-Hub

3.2.1 Nodal E-Hub is responsible for the program management of PM YUVA Yojana at the nodal level. Nodal E-Hub will act as catalyst facilitating information exchange between empanelled institutions and other stakeholders like mentors, incubators, industrial bodies, state govt. departments etc to the Regional/National Hub. The major roles and responsibilities of Nodal E-Hub are as follows:

a) Program management of the scheme at the Nodal level.

b) Coordination with institutes of higher learning, schools, Industrial Training Institutes (ITIs) and Entrepreneurship Development Centres (EDCs).

c) Conducting orientation workshops for students for maximum enrolment for students.

       d) Interaction with senior management and academic authorities of the institutes including some of the premier institutes like IITs and IIMs.

e) Monitoring the progress and effective implementation of the program through regular visits and interaction with the faculty facilitators, E-Leaders, mentors and senior management/academic authorities.

f) Act as first line of support for handholding the institutes and handling issues and queries.

g) Planning, coordinating and monitoring the activities of E-Cell for effective implementation.

h) Coordination with local industry, sector skill councils (SSCs), financial institutions and incubators for networking of stakeholders at nodal level.

i) Collecting data and providing feedback to Regional hubs pertaining to local issues in creation of culture of entrepreneurship.

j) Site inspection of institutes prior to empanelment under PM YUVA Yojana.

k) To represent PM YUVA Yojana at various events at Nodal level.

l) To run the Nodal Hub in a manner befitting the PM YUVA brand including the administrative and financial processes.

3.3 Functions of Nodal E-Hub

3.3.1 Empanelment of Institutes[1]

a) Identification of institutes of higher institutes, schools, ITI, EDC

b) Forming clusters based on number of institutes in a geographical area

c) Sending proposals to institutes and meeting with higher management

d) Scrutinising proposals received from institutes and follow-ups with them in respect of incorrect / incomplete entries.

e) Site inspection of institutes at the time of empanelment.

f) Round Table Directors' Meet with empanelled institutes.

3.3.2 Selection of Faculty

a) Identification of suitable faculties for the E-Course.

b) Selection of faculty for training program in consultation with institute management.

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[1] First four points (a to d) in Empanelment of Institutes under Functions of Nodal E-Hub are subject to revision based on the decision of Subcommittee of Project Steering Committee (PSC).

3.3.3 Training of Faculty Facilitator

a) Plan, coordinate and organise Faculty Facilitator training in consultation with National E-Hub.

3.3.4 Operationalisation of E-Cell

a) Orientation session with students about E-Cell & E-Course.

b) Assisting Faculty Facilitator to create E-Cell by spelling out the criteria and key characteristics of E-Cell members.

c) Monitoring the functioning of the E-Cell to see whether it is functioning in the way it supposed to be.

d) Helping E-Cell by connecting them with key stakeholders (entrepreneur, industry mentor/expert, investor) for participation in events organised by them.

3.3.5 Selection & Training of E-Leaders

a) Helping Faculty Facilitator to identify and select E-Leaders by spelling out the criteria and key characteristics of E-Leaders.

b) Organise training program for E-Leaders in order to make them fully aware about E-Cell and their roles and responsibilities as E-Leaders.

c) Meeting E-Leaders and providing them support and assistance in resolving issues in relation to functioning of E-Cell.

3.3.6 Providing Technical and Hand-holding Support to Institutes.

a) Providing on-site support to institutes – maintaining one-on-one relationship with institutes along with mapping their progress as per project design.

b) Monitoring the institute and mapping growth of each institute during the project.

3.3.7 Other Functions

a) Creation of entrepreneurship environment in the designated nodal region by participating in activities and events organised by Government and Corporate bodies and establishing linkages between various stakeholders (mentors, incubators, investors etc.).

3.4 Composition of Nodal E-Hub Team

3.4.1 Each Nodal E-Hub team consists of a Nodal Manager and 2-4 Nodal Coordinators. The exact numbers for final deployment may be decided based on the count and spread of institutes within each Nodal Hub/geography. It may also be decided keeping in view the need to shuffle and relocate ground level manpower with respect to the emerging needs and priorities at Nodal level.

3.5 Responsibilities of Nodal Manager

3.5.1 The primary responsibility of Nodal Manager is to ensure smooth implementation of PM YUVA project at the Nodal level. He/she will be responsible for supervising Nodal Coordinators and will serve as a monitoring mechanism for the operational activity being supported by Nodal Coordinators. He will provide support to Nodal Coordinators with the planning aspects for effective deployment.

3.5.2 Nodal Manager will also be responsible for any senior level engagements, meetings with govt. authorities, and facilitation of meets and events at Nodal level. He/she will also support Regional Hub and National Hub by providing them necessary reports, updates and ground level insights. He/she will also ensure that appropriate support is provided to all the empanelled institutes falling under his/her Nodal Hub.

3.5.3 Major responsibilities of a Nodal Manager are as follows:

a) Oversee project implementation roadmap, including policies and strategies at the project institutes.

b) Oversee and monitor annual operating plan/s including monthly, quarterly and annual deliverables and outcomes at the associated project institutes.

c) Oversee deployment of programs in the specific nodal regions. Own and deliver outcomes from respective nodal regions including ventures created and corresponding creation of jobs.

d) Develop and manage the assigned Nodal Hub and leveraging local resource networks. Develop and engage the attached project institutes to run the programs under the scheme.

e) Monitor and manage program effectiveness and provide feedback, develop dashboards and performance reports on a monthly, quarterly

and annual basis. Provide timely feedback and relevant information regarding market needs to the National Hub team.

f) Interfacing with different stakeholders including partners, colleges, Govt. and other organisations, local incubator, mentor and investor networks.

g) Establish sound working relationships and cooperative arrangements with the hubs, institutes, community groups and organisations. Initiate and lead collaborations, networking and training programs on ground. Engage with entrepreneurship organisations, incubators and other support organisations.

h) Represent the organisation at appropriate platforms and vis-à-vis relevant stakeholders.

i) Oversee the capacity development of the project institutes. Facilitate access to different resources from within and outside the organisation.

j) Any other responsibility as assigned from time to time.

3.6 Responsibilities of Nodal Coordinator

3.6.1 Nodal Coordinator is responsible for the responsible for the on-ground implementation of the scheme at the Nodal Hub. He/she will be the first point of contact with the empanelled institutes at the Nodal level and monitor the progress and effective implementation of the program through regular visits and interaction with the faculty facilitators, E-Leaders, mentors and higher management/academic authorities.

3.6.2 Following is the list of the major responsibilities of a Nodal Coordinator.

a) **Institute Capacity:** College on-boarding, Faculty/E-Leader selection/on-boarding; implementation plan for each college agreed upon with college administration.

b) **Experts Capacity:** Identification/engagement with Master Trainers, local start-ups/corporates for internship, development/leveraging of mentors, investors, functional managers and managing engagement models with each of the above group.

c) **Implementation & Tracking:** Ability to deploy programs in an academic environment, monitor effective program implementation; provide feedback and analysis.

d) **Relationship Management:** Establish sound working relationships and cooperative arrangements between the Nodal Hub and institutes, between all stakeholders in the institutes.

e) **Outlier Identification:** Identification of key outliers (students likely to start high potential companies) and providing premium support through Expert Group through a defined engagement models.

f) **Monitoring and Reporting:** Monitoring classroom and practicum activities and course correcting straying classroom and practicum programs.

g) **Measurement of Impact:** Collecting and delivering impact data for auditing/validation, reporting and insights.

h) Any other responsibility as assigned from time to time.
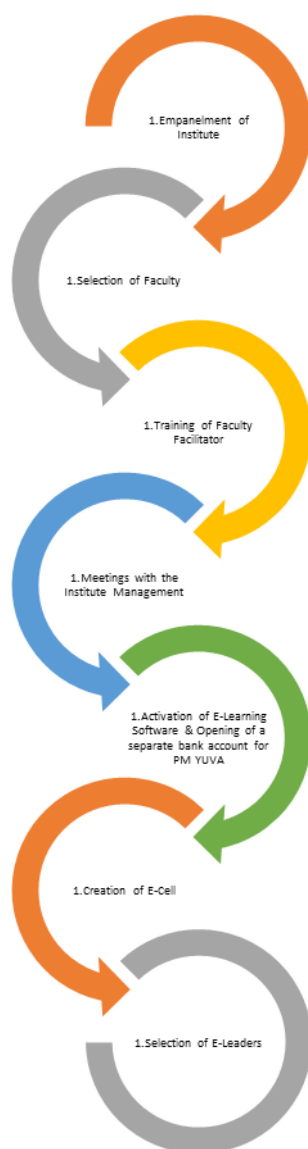
Figure: Steps Involved – From Institute Empanelment to Commencement of E-Course

3.7 Financial Administration of Nodal E-Hub

3.7.1   Each Nodal E-Hub has to open a separate bank account to receive funds under PM YUVA Yojana. Nodal Hub should also apply for cheque book and ATM Card for the bank account to facilitate payment of large amount (through cheque) and small amount (through cash) respectively. Nodal Hub will have to maintain record of all financial transactions under PM YUVA Yojana in a separate Ledger/Accounts Book.

3.8 Monitoring and Review of Nodal E-Hub

3.8.1   Nodal E-Hub will be reviewed internally at regular intervals by another designated Nodal E-Hub team. The visiting Nodal team will prepare agenda of visit and share it with host Nodal E-Hub. The visiting team will cover all the tasks listed in the agenda and prepare an evaluation report that will be shared with National team after a round of consultation and deliberation with host Nodal team.

For more information on monitoring and review process of Nodal E-Hub, kindly refer to Process Document of Monitoring of Nodal E-Hub (PMYY-PRO-M&E_NODHUB-REV-00).

3.9 Monitoring and Review of Empanelled Institutes

3.9.1   Nodal E-Hub will carry out the monitoring and review of empanelled institutes under PM YUVA in its respective Nodal region in a regular and systematic manner. The monitoring and review process will look into the quantitative and qualitative parameters to assess the performance of empanelled institutes. The quantitative aspect of the scheme will be measured against the progress in achieving the desired outcome against the standard indicators defined for key activities under PM YUVA Yojana. The tool that will be used for measuring quantitative parameters is Management Information System (MIS).

3.9.2   Nodal E-Hub will attend the activities of empanelled institutes (E-course classes, E-Cell activities) to assess the qualitative parameters. The primary tool that will be used in assessing the delivery of Faculty Facilitator is COPIS framework. E-Cell activities will be assessed on the basis of best practices defined on the Learnwise platform.

3.9.3   Although monitoring visits will be taken in a planned manner by sharing the agenda of visit with higher management, faculty facilitator and E-Leader well in advance, in some instances it is recommended that Nodal Hub carry

out surprise visits to the institutes to see whether they are undertaking activities under the scheme in a regular manner as defined by them on Learnwise platform.

3.9.4   The findings of the visit will be shared with the institutes and support will be provided to them in order to improve their performance.

For more information on monitoring and review of empanelled institutes, kindly refer to Process Document of Monitoring of Institute (PMYY-PRO-M&E_INST-REV-00)

4. Reference Documents

a) Process Document of Monitoring of Nodal E-Hub (PMYY-PRO-M&E_NODHUB-REV-00).

b) Process Document of Monitoring of Institute (PMYY-PRO-M&E_INST-REV-00).