

No. EDN(TE)C(5)2/2016-V-I
Government of Himachal Pradesh
Technical Education Department.

From
The Secretary (TE) to the
Government of Himachal Pradesh.

To

1. The Director, Technical Education
Vocational & Industrial Training,
H.P. Sundernagar, Distt. Mandi.
2. The Managing Director,
Himachal Pradesh Kaushal Vikas Nigam,
Block No. 24, STPI Building,
2nd Floor, SDA Complex, Kasumpti,
Shimla-171009.

Dated, Shimla-2, the 6/01/2021.

Subject : - Action Plan for the promotion and publicity of "Unnati Portal" and State's "RozgarSetu Portal" created by NITI Aayog, Government of India for providing employment.

Sir,

I am directed to enclose herewith a copy of D.O. No. 52487/12/2020/CEO/NITI dated 11-12-2020 alongwith its encloser received from Chief Executive Officer Government of India National Institution for Transforming India on the subject cited above and to request you to examine the same and send specific proposak to this department for favour of further necessary action within 15 days..

Yours faithfully,

Sanjay Chauhan

(Sanjay Chauhan)
Under Secretary (TE) to the
Government of Himachal Pradesh.
Ph : 0177-2628476.

~~SB~~
~~SB~~
SB

T.O - I
S.C.

13/01/21

Enclosures forwarded to Pr. Secy (LEP) / T-E

We need to leverage quickly + exam + some up with proposals

अमितabh कान्त
मुख्य कार्यकारी अधिकारी
Chief Executive Officer



भारत सरकार
नीति आयोग, संसद मार्ग,
नई दिल्ली-110 001
Government of India
NATIONAL INSTITUTION FOR TRANSFORMING INDIA
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E-mail: ceo-niti@gov.in, amitabh.kant@nic.in
December 11, 2020

D.O.No. 52487/12/2020/CEO/NITI

Copy to the Chief Secretary
By No. S 5221917
Date 11/12/20
Himachal Pradesh

31/12/2020 Dear Chief Secretary,

Pr. Secy (LEP)
Secy (T.E)

Hope this letter finds you well.

India's large workforce is one of, if not the most, important drivers of its economic engine and has been powering its growth for several decades. Today, however, due to COVID-19, India is faced with an unprecedented duality - while on the one hand 20 crore blue and grey collar workers are struggling to find gainful employment, large corporates and MSMEs looking to restart work are faced with a shortage of labour on the other. Industries such as construction, security, logistics and textiles/garments have been particularly impacted.

The Hon'ble Prime Minister, in early May, had entrusted NITI Aayog to explore the role of technology in post-COVID India and develop products at a national scale to address the most pressing challenges we are facing as a country. To address this demand-supply gap, NITI Aayog, in collaboration with Ministries of Labour and Employment, MSME, Ministry of Youth Affairs, and with support from corporate sector has taken the initiative to create a digital livelihood access platform - Unnati. The product concept has been demonstrated to the Hon'ble Prime Minister, and the mandate received is to implement the product successfully across India.

Unnati's architecture is open and scalable, designed to facilitate integration with multiple existing entities, databases and programmes. Its modular framework allows for current state employment portals and initiatives to plug and play and become partners with Unnati, acting as 'Platforms' for "All Platforms."

A beta version of the app is now live - on Google PlayStore (<https://play.google.com/store/apps/details?id=nic.goi.unnati>) for job seekers, and through a web portal (<https://employer.unnati.gov.in/>) for job providers. The portal will allow job providers, including large employers and MSMEs, to post jobs and discover suitable worker profiles for hiring.

Many employers across select sectors have already registered and have started posting jobs on the portal. In order to further build traction, we are looking to start publicity / awareness campaigns across India to encourage job seekers to register on Unnati and find jobs anywhere in India.

With the above context, I would request your support for the comprehensive rollout of this product in your State/UT. In brief, it would be helpful if the state can provide publicity to Unnati through the following:

1. Press releases from CS/Administrator, Minister for Employment, and Hon'ble CM and interviews on local TV, radio and print media (team Unnati can send you a draft of the press release, if required)
2. Provide the link for Unnati on your State/UT official websites, particularly employment websites
3. Publicise Unnati at Public Service Centres/District Collector offices
4. Mentioning Unnati in state government Advertisements/Publicity
5. Information displayed in their district offices/outreach activities to give publicity to this Job Platform
6. Industry department to inform MSMEs/Employers to announce job opportunities on Unnati platform
7. Linking state job/skilling platforms to Unnati

I would thus request you to connect with Adil Zainulbhai (email: adil.zainulbhai@gcin.org; mob: +91 7021823190) or Chandni Jindal (email: chandni.jindal@gcin.org; mob: +91 9987620002) from the Unnati team to get this formalised. We are excited about the potential of this effort and look forward to helping get jobs and livelihood access for the blue and grey collar workers of India.

With Regards,

Yours sincerely,

W. J. Singh
Chief Executive Officer

To: Chief Secretaries/Administrators/Advisors to the Administrators, States/UTs

1. Sr. Secy. Anil Khachi, CS, Govt. of Himachal Pradesh - for n.a
2. Principal Secretary to CM, Govt. of Himachal Pradesh - for n.a
3. Principal Secretary [Labour & Skill], Govt. of Himachal Pradesh - for n.a
4. Pr. Resident-Emb/RC, Himachal Pradesh, New Delhi - for n.a

01/01/20
OS (T.E)
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4/1/2021
Sh. Manish

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Government Of Madhya Pradesh
Labour Department
Ministry, Bhopal

Date:05.12.2020

S.No.1103/818/2020/A-16,

To

All Collectors
Madhya Pradesh

Sub:- Action Plan for the promotion and publicity of "Unnati Portal" and State's "RozgarSetu Portal" created by NITI Aayog, Government of India for providing employment.

Appreciating the portal launched by NITI Aayog , Government of India with a view to provide employment facility to migrant labourers returned to Madhya Pradesh from other states during the Covid-19 lockdown in the State of Madhya Pradesh, it has been decided to integrate the "RozgarSetu Portal" from the "Unnati Portal" launched by NITI Aayog at the national level for the job seeking unemployed

NITI Aayog via "Unnati Portal" tends to bring about the job seeking individuals and all categories of employment/ placement providing employers under one platform so that through this, based on the available vacancies both the parties can contact and coordinate and obtain or provide appropriate jobs.

Objectives of "Unnati Portal"

1. Providing information about Skill Set training for BLUE and GREY collar workers, qualification and other related informations, so that there is an increase in their placement possibilities and they can be appointed.
2. To bring job seekers and job providers under one platform.
3. To provide proper placement options through ARTIFICIAL INTELLIGENCE BASED technology
4. To prepare job seeking individual's PROFILE/RESUME in a very simple way.
5. To provide different trainings, self-employment and informations related to employment under same platform.

The link of "Unnati Portal" (<https://unnati.gov.in/>) is provided in RozgarSetu Portal.

In order to avail the benefits of the facilities of the Unnati Portal to the maximum job seeking persons of the State, advance action is expected to be initiated in the districts as per the following strategy:-

1. To avail the benefits of the portal as soon as it is launched, necessary publicity and promotion of Unnati Portals' objectives must be circulated in rural and urban areas.
2. Informations should be displayed on notice boards of District Panchayat, Janpad Panchayat and Village Panchayat levels and discussions and display of the portal must be done during the forthcoming Gram Sabha meeting.
3. All officials and employees in the district level and Gram Panchayat Secretaries and Labour Employment Assistants and others should be given training in this subject.
4. Informations must be displayed in all governing and semi governing offices of urban areas.
5. Information about the same must be broadcasted on all TV channels and local radio of the district.
6. Information about the Unnati Portal for all vacancies should be provided through SMS/watsapp etc to all registered persons and workers registered on RozgarSetu Portal by the district employment offices .
7. Various contractors/Outsource agencies/ Employment providers working in district governing and semi-governing undertakings may be provided with information regarding the portal.
8. Various industrial institutions and industrial organisations working in the districts may be provided with information through department of Industry.
9. Various labour organisations serving in the districts may be provided with information through the labour department.
10. Hoardings may be installed at district Labour offices/Employment offices/Collectorate.

11. State level/ District level and Janpad level press conference may be organized on account of this.

12. In addition to the above any other sources available in the district may also be used properly.

Since after the launch of Unnati portal by NitiAayog, in order to achieve the objective of the Unnati portal, it is expected by the senior most level to immediately integrate RozgarSetu Portal to this on a war footing.

(UmakantUmrav)
Chief Secretary
Madhya Pradesh Government, Labour Department
Bhopal, Date.....