

TERMS OF REFERENCE

1. BACKGROUND:

Karnataka Rural Livelihoods Promotion Society (KSRLPS) is an initiative of Government of Karnataka with an objective to provide livelihoods opportunities for rural communities with special focus on poor. Karnataka Rural Livelihoods Promotion Society under overall Framework of National Rural Livelihoods Mission (NRLM) aims to scale up the Karnataka State Rural Livelihood Mission (KSRLM) mandate is to mobilize 1.18lakhs rural un-employed youth to train and placed them on wage employment in the next three years from 2014-15.

KSRLM through the Karnataka Rural Livelihoods Project Society (KSRLPS) aims to enhance social and economic empowerment of the rural poor in Karnataka. This objective is sought to be accomplished by various modes which include - Institution and capacity building, Social Development, Microfinance, Livelihood & Skill Development Under livelihoods initiative, KSRLM aims to enhance sectoral size and productivity growth in key livelihood sectors for employment generation of the poor, thereby improving & increasing the skill capacity of rural youths aged 18-35, which not only makes them gainfully employed but also contribute to the economic growth of the country.

The scheme calls for three fundamental activity - Identification and Mobilization of unemployed rural youth (which includes counseling and guiding), give them training in the vocation that the industry requires(based on skill gap analysis) and placing them (employing them in a sustainable workplace). Tracking them after the placement for next one year period.

In order to carry out these ground tasks, the KSRLPS has partnered with various Project Implementation Agencies (PIAs).KSRLPS has been engaging these PIAs for student mobilization, counseling, training , placing ,post placement tracking, monitoring of skills training and placement programmes. KSRLPS has been mandated to train and place close to 1,18,173 trainees under the project, the project has already started. The Project Implementing Agencies (PIAs) have already trained about 4839 youths and about 4086youths(as of 10/11/2015) are currently undergoing training in various training centres of PIAs in different parts of the State.

KSRLPS lays emphasis on promotion of '**professionally competent and dedicated implementation structures**'& in order to ensure proper monitoring and managing the program at the state and district level for all Skill development and Livelihoods activities with special focus on the centrally funded DDU-GKY Program.

As mandated by the Ministry of Rural Development – Government of India's meeting held on 22/06/2015, Karnataka State has been accorded the AAP status which gives establishing call centre. This also meets the guidelines of DDU-GKY (www.ddugky.gov.in) which is enriched by MoRD to set up a independent call centre. And also available on www.ddugky.gov.in. In order to comply, KSRLPS will hire services of a **Professional BPO Agency to provide Call Centre services** that will provide assistance & support in better monitoring the program getting input & data from the ground and help the Mission understand ground realities and eventually make the program the best managed and implement in the state. The detailed scope of the services to be rendered is mentioned further in the document.

2. OBJECTIVE OF THE ASSIGNMENT:

To provide certain defined services to KSRLPS by assisting in implementation of the DDU-GKY program in the state of Karnataka in an effective manner and provide informed data to facilitate informed decision making.

3. SCOPE OF THE ASSIGNMENT:

1. **Mobilisation of candidates:** Assist to the PIAs regarding mobilisation of the candidates. The call centre is expected to speak to the unemployed youths, as information given by the PIAs. Call centre needs to collect the data regarding candidate option for trade, education qualification and where and when trainings to be offered etc . The PIAs/ KSRLPS will provide the list of candidates.
2. **Information Dissemination:** The call centres should disseminate the information given by KSRLPS the PIAs to potential trainees (rural youth) regarding the details of the program such as Schemes , opportunities , training , training centre , placement, available trades, location of training centre , date of commencement and completion of trainings , entitlements for the trainees etc as per the DDUGKY Guidelines as and when required.
3. **Collecting inputs & feedback:** The primary and most important task of the call centre is to tracking the placed candidates at various companies located at various places throughout India & even abroad. Once in a week the call centre on random samples shall make a call to the placed candidates to confirm whether they are continuing in the job or not. If the candidate is not continued in the Job or the candidate is not traced, the call centre should submit the report immediately to the KSRLPS. The information should be tracked on trained, being **trained, under training, On the job training and Placed**. Calls to be made to the trained candidate's for successful completion of training. The calls shall be made on a

rotation basis for a defined period meeting a certain norm to all candidates, details has to be submitted as per the format decided by KSRLPS. *For example: Candidates who are on a three month training should be called every week in a month till the end of the training tenure or as advised by the mission at the time of entering into a contract.* Feedback should be assimilated and report to the mission for all calls cumulatively including history information.

4. **Mapping to the Database of the Mission Software:** Details of candidates such as training , trade request , nature of employment , wage expectation , place of request etc whom the call centre contacted and details of who have contacted the call centre shall be uploaded in the MRIGS server of the software/ software prepared by KSRLPS of the mission in a format prepared by the call centre and approved by KSRLPS. The transfer of data shall be on real time basis or as scheduled.
5. **Information/Data mining:** The agency is expected to interact and understand needs/aptitude of rural unemployed youths, cross check the details of the identified youth given by PIAs ,with youths based on information /data that is mined from various governmental agencies (such as Labour Department, Employment and Training , women and child welfare department, Ministry of textiles, NULM etc). This information may be provided by the Mission or the agency may have to obtain the same through its reliable sources yearly once.
6. **Dedicated Call lines and staff:** The agency is expected to have **at least 3 to 4** dedicated out going number (call line) where information regarding mobilization , tracking, PIAs, training centres and job opportunity etc and pass details about the program through interactive calls. The coverage of the mode of information dissemination will be mutually agreed. Agency should have both Inbound and outbound call lines.

Information dissemination through whatsapp or SMS, the awarded agency will be informed at the later stages. Agency should procure the packages and actual amount will be reimbursed by KSRLPS.

7. **Post placement Follow Up:** Though this is the responsibility of the PIA, the Call centre agency shall work as a representative of the Mission. Total number of placed candidates are 4120 and ensure that the call centre executive make 100 successful outbound calls are made every day and collect information about the candidates, their work atmosphere and other details that will be decided by KSRLPS based on a check list. This tracking is also defined by periodicity of calls to be made as decided

by the mission /KSRLPS. For the next months the expected placed candidates will be around 10,000.

8. **Follow up with Drop out Candidates:** Feedback from candidates who have dropped out after enrolling for a course during training & after placement must be investigated thoroughly. Drop outs are hurdles for the successful implementation of the scheme. A detailed questionnaire prepared along with the mission shall be administered to such candidates and information obtained; agency should send report as required by KSRLPS. This will help the mission to take corrective action.
9. **Cross verification of data provided by PIA:** Details of information about candidates and their current status need to be cross verified by the Agency. A detailed mapping report shall be provided by the agency.
10. **MIS reports:** The agency shall also provide detailed reports on the above tasks in a format prepared by the agency & approved by the Mission.
11. **Integration of Data:** These reports are also expected to integrate with the web application the Mission plans to build so that information is available and update virtually. Update the data directly in the software and shall be scheduled as directed by the Mission / KSRLPS .Eventually, the Call centre shall use the software as specified by KSRLPS.
12. **Language Requirements:** The call centre executives should be well versed in Kannada and English language and even capable of handling multiple Indian languages.
13. **Operating Window:** The call centre will operate daily from 9.00 AM till 9.00 PM in all working days.
14. A dedicated minimum of 2 to 3 incoming line shall be provided by the call centre and a team of dedicated staff, should be placed who has thorough knowledge on the working of the Scheme.
15. **Security and Privacy:** Proposed Call centre solution should be designed in such a way that guarantees the information is collected directly from the caller and should only be used for the specific purpose for which it was collected. Call centre should not share the information with any other agency / department / companies/ PIAs without prior approval of KSRLPS. All the information should be sent to KSRLPS and call centre should function as directed by KSRLPS.

16. Any other Scope: The agency has to perform any other task not listed above shall be entrusted to the agency by the KSRLPS as per the requirement for implementation of the scheme.

4. SCHEDULE FOR COMPLETION OF TASKS:

Sl.No	Component	Schedule for the task
1	Recruitment/ On-boarding of the professionals	Within a week after contract agreement
2	Training of the staff about DDU-GKY	Within 15 days after signing the contract agreement
3	Calling to the candidates	Within 20 days from the date of signing contract agreement
4	Submission of the tracking data and reports about the tracking	One week from signing of the Contract agreement tracking data should be submitted. Daily / weekly reports about tracking as to be submitted for the first 3 months.
5	Tracking of the candidates	From 20 th day of signing Contract agreement the tracking should be going continuously by the call centre executives, till further instructions by KSRLPS

5. FACILITIES AND SERVICE TO BE PROVIDED BY CLIENT (KSRLM):

- Make available all program documents including program appraisal reports, program implementation plan, operations manual, support manual, etc.
- Constitute a core committee to formulate formats, checklists and questionnaire to youths who are undergoing training, Completed training, Placed and also un employed who are idle.
- Facilitate the availability of key staff/project team for discussions on a weekly basis.
- Provide a onetime training program to the call executives to train on the details of the program - costs borne by the Agency. Refresher courses every six months will be decided upon based on need.
- Provide ready information on data available through other government departments or facilitate for the same.

- Provide information and training from time to time on the updates and changes of the program.

6. REVIEW AND MONITORING OF THE ASSIGNMENT

The Team Leader should attend the progress review meetings weekly/fortnightly/ monthly/ quarterly as required by KSRLPS. At any time, information should be readily available with the agency for review and to report to the government. It is the reasonability of the agency to prepare the report in the format prescribed by KSRLPS.

The performance of the agency will be judged on the basis of work done against the issued work plans by the Mission. Meeting will be held by the KSRLPS, the agency has to put proper mechanism to execute the work plan. The review of the progress and plan for future action will be decided by the KSRLPS. The agency should comply the instructions/ directions given by KSRLPS and accordingly complete the assignment without any additional cost. Any shortfalls and limitation in the plan should be immediately addressed by the agency and report to KSRLPS. Any delay will attract penal provision and termination.

The work of the consultant and the final output / deliverables submitted by the consultant would be reviewed by the following committee and efforts would be made to communicate to the consultant the observations / comments / appraisal within 7 days of submission of the deliverables. The consultant shall comply with the observation and comments.

Members and reviewing community:

- 1) Chief Operating Officer - Chairman
- 2) State Programme Manager - Skills / Jobs
- 3) Assistant Manager - Skills /Jobs

7. REPORTING:

For all purposes, the Agency will be reporting to the MD /AMD/COO Skills - KSRLM. Agency should generate report survey 15 days once highlighting the accomplishment against the plan / work schedule given by the KSRLPS.

8. PAYMENT SCHEDULE:

The payments will be made monthly once after the verifications of the reports and call data's. The Payment is depending up on the number of success calls made (Call Rate Basis).

9. OUTPUT OF THE ASSIGNMENT:

1. The dedicated line shall be operational for 12 hours every day from 9 am to 9 pm.
2. Depending on the traffic of the incoming calls – the call centre shall increase the phone lines & seats based on a defined output.
3. The call centre shall ensure 99.5% of the incoming calls are answered correctly. Satisfaction & random counter checks calls made by the Mission shall confirm to the same.
4. The call centre shall ensure that atleast 100 successful outbound calls are made every day by each executive and the details provided by them. This would basically mean running a questionnaire on select candidates.
5. The call centre shall be responsible to provide daily reports of all incoming, outgoing call details including contact information in a defined format as prescribed by KSRLPS.
6. Detailed Feedback should be assimilated and reported to mission for all calls cumulatively including history information. This may be mapped to the software application, which is mutually agreed.
7. Follow up of candidates in the following stages:
 - I. **Mobilization:** Throughout Karnataka this program is implementing, hence agency has to make calls to the candidates besides getting trained them or data given by the PIAs & KSRLPS.
 - II. **Training:** During training the candidates under training should be called at least once in a 15 days.
 - III. **Placement:** The candidate those who have placed in different companies or industries or work place they should be called once in 15 days to enquire about their placement, nature of work, Salary, other benefits and work place issues. The placed candidates should be tracked for one year. They should call once in every month for first three months.

IV. Post Placement: From 4th month to one year the candidates should be called once in two months.

8. Feedback from candidates who have dropped out after enrolling for a course must be investigated thoroughly and is a task by itself. Drop outs are hardles for the implement of scheme which causing a dent to the program. A detailed questionnaire has to be prepared by the agency get approval of KSRLPS.
9. The agency shall also provide detailed reports on the above tasks in a format determined by the Mission. The periodicity will vary from report to report.
10. Integration of Data is expected to integrate with the web application the Mission plans to build so that information is available and update virtually. The update shall be in real time in the software & shall be scheduled in mutually acceptable terms & conditions after complying with CeG rules.
11. The call centre agency shall be responsible to take care of all technical requirements and functions, and facilitate in the audit and installation of the Db in the SDC.
12. Comply to all reporting norms as defined by the Mission.

10. DURATION OF THE ASSIGNMENT

Even though the project period 3 years the initial contract with the agency/ consultant shall be for 6 months period only. The contract will be renewed after 6 months on the satisfactory performance against the project deliverables, as defined by KSRLPS.

11. PENALTY CLAUSE

A schedule of penalty on the quarterly bills shall be deducted in case the call centre

1. Fails to receive successfully 99.5% of the incoming calls-2% of the contract value will be deducted.
2. Fails to achieve 100 calls/per day/ per seat -3% of the contract value will be deducted.
3. Failure to submit daily reports - Rs.250/- per day of delay upto Rs 5000 and then termination clause will be applicable automatically.
4. Failure to upload information in the web application- Rs.250/- per day of fault.
5. Dissemination of information , any complaints from public or any default of work as listed in the scope of the work Rs 250/- per single default will be imposed and

deducted out of quarterly payment agency fails to comply the instructions/Directions by the KSRLPS

12. LIST OF KEY PROFESSIONAL POSITIONS WHO'S CV'S AND EXPERIENCE WOULD BE EVALUATED.

Position	Key Qualification	Experience	Key Responsibilities
Team Leader /Team Manager - 1 No	PG/Master degree in MBA/ MSW/or any in Recognized university.	5 years of experience in handling similar assignments in large scale projects Experience of handling state and central government projects/ skill or rural development assignments would be an added advantage.	<p>(a)Overall responsibility will be to meet all organizational functions and standards for the call centre.</p> <p>(b) Implementing call centre Service Standards. Handle problem calls / inquires / complaints.</p> <p>(c) Develop and measure departmental goals, objectives, metrics and key performance indicators consistent with the organization's operating plan</p> <p>(d) Reviewing & improving policies, procedures & service standards</p> <p>(e) Monitor calls and identify opportunities for coaching and development of the Call Centre staff .Train, mentor, coach & supervise the Call centre employees</p> <p>(f) Track call volumes, report discrepancies and identify areas of improvement for service as well as for employees.</p> <p>(g) Use data to forecast call volume, downstream impact, and appropriate staffing</p> <p>(h) Support quality improvement initiatives by ensuring adherence to standard work throughout the process</p> <p>(i) Report on metrics, accomplishments, and areas of focus during management meetings</p> <p>(j) Coordinate with KSRLPS to recommend and Implement process and report improvements, as well as document and track progress /results .</p> <p>(h)He shall attend all meetings convened by the Mission.</p>

Position	Key Qualification	Experience	Key Responsibilities
Call Centre Agents (Inbound and Outbound) (4 Nos)	Graduate Degree in any stream	<p>Must have 1 year experience in Call Handling</p> <p>Fluent in reading and writing in Kannada and English</p>	<ul style="list-style-type: none"> • Call Center Executive has to communicate very effectively with the candidates and gather all possible information about the candidates needs. • Make outbound calls to complete the interview and capture all the information and follow up • Call Center Executive needs to key in the details of the conversation he/ she has with the candidates. This is captured for future reference. • Call Center Executive is required to escalate certain candidates' issues to their supervisors. Usually the issues which cannot be handled at his level are escalated further. • Call Center Executive needs to stay updated with the information about the services at all times. • Call Center Executive is required to have knowledge about the latest schemes of KSRLPS. • Call Center Executive may be required to give proactive information related to any latest information to the candidates, etc.