

Government of West Bengal
Animal Resources Development Department
AR & AH Branch
LB-2, Sector-III, Salt Lake City, Kolkata-700 106.

Memo. No. 180 /5T/Pt-II/SD-UB./2021

Dated: 19.01.2022

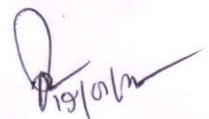
To
The Deputy Director,
ARD & PO,
All districts.

Subject: Self-employment skilling under State Govt. Flagship Scheme 'Utkarsha Bangla' reg.

The Dept. of Technical Education, Training & Skill Development (TETSD) launched the flagship scheme, 'Utkarsha Bangla' (UB) for training and skilling interventions. The scheme envisages convergence with different line departments including ARD Dept.

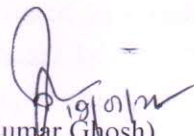
In respect of implementation of SE oriented skilling by the ARD Dept, following has been approved by the Competent Authority:

1. PBGSBS and its district level units shall be on boarded in the Utkarsha Bangla (UB) Portal as Training Provider (TP) as well as Training Centre (TC).
2. Training infrastructure available with the different Directorates, parastatals under ARD Dept. may be used for this purpose, without hampering normal works. Training infrastructure available with the West Bengal Co-Opt. Milk Producers Federation Ltd. and Banglar Dairy may also be used for this purpose, without hampering normal works.
3. Minimum batch size shall be 30, which may be relaxed based on specific proposal of districts.
4. Budget of training may be finalised by districts as per PBSSD (SE) cost norms. However, districts are requested to adhere to following stipulations:-
 - a. Honorarium to trainer – Rs. 400/- per session (only one trainer per session may be allowed, session may be 1.5-2 hrs long),
 - b. Max. cost of farm/field visit (hiring of vehicle, etc.) – Rs. 6000/-
 - c. Development of models, charts, case studies, demonstration plots, etc.; and procurement of stationary, etc, – Max. cost per training Rs. 8000/-
 - d. Any other incidental cost to be decided by the TP/TC concerned.
5. DD, ARD & PO should intimate organisation of training and probable expenditure thereof at least 7(seven) days prior to the commencement of training to the Nodal Officer of the Dept. through email so that the matter could be examined at length to ensure compliance of guideline.
6. Few training modules have been prepared centrally. However, districts, as per local requirement may also develop curriculum and forward the same to the Dept. (Nodal Officer) for necessary action.
7. Districts may conduct training using all available infrastructures within the district, with a view to minimise travel of the trainees, without hampering normal works.
8. While organising training, DD ARD&PO shall himself satisfy that the intended training shall generate self employment / wage employment after its completion.
9. On-farm training, farm-visit, exposure-visit of trainees may be integral part of the module, if relevant, within stipulated cost and timeframe.



Continued from page 1...

10. Districts are requested to develop training calendar for the whole district following norms prescribed in the SOP and Guidelines / Communications issued by the ARD Dept. from time to time. The same should be shared with the Nodal Officer of the Dept.
11. Districts are also requested to develop and gather different materials (booklet, case-studies, models, demonstration units, videos, etc.) to ascertain best quality training. DD, ARD & POs are also requested to nominate a team of 5-7 officials working in the respective district to roll out the programme smoothly.
12. Capacity building of such officials may be done through DPMU of respective districts. ARD Dept. may also arrange capacity building programmes for such district level functionaries virtually.
13. Innovations and best practices developed by districts may be rewarded by the Dept. and replicated elsewhere as per requirement.
14. As far as allowing self-employment oriented trainings of agencies not under the ARD Dept., but related to ARD sector, in the portal, specific permission may be sought from the Dept. before allowing such trainings.
15. Deputy Directors, ARD & PO under the Dte. of AR & AH shall be the Certifying Authority of the ARD Dept. at District level for certificates to be awarded to successful trainees along with the Nodal Dept. TETSD representative.
16. Records of all trainees are to be kept at the district level and to be shared with the Dept. regularly with up-to-date status of self-employment in the format/Portal prescribed by the Department.


(Pratip Kumar Ghosh)

Additional Secretary to the Government of West Bengal

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Copy forwarded for information to:-

1. The Milk Commissioner, Belgachia Central Dairy, Kolkata – 700037.
2. The MD, WBLDCL, LB-2, Sector-III, Salt-Lake, Kolkata – 700106.
3. The Director, Dte. of AR & AH, Prani Sampad Bhawan, LB-2, Sector-III, Salt-Lake, Kolkata – 700106.
4. The CEO, PBGSBS, LB-2, Sector-III, Salt-Lake, Kolkata – 700106.
5. The M.D., WBCMPF Ltd., LB-2, Sector-III, Salt-Lake, Kolkata – 700106.
6. The PS to the Hon'ble MIC, ARD Dept., Prani Sampad Bhawan, LB-2, Sector-III, Salt-Lake, Kolkata – 700106.
7. The Senior P.S. to the Additional Chief Secretary to the Govt. Of West Bengal, ARD Dept., LB-2, Sector – III, Salt Lake City, Kolkata – 700106.


(Pratip Kumar Ghosh)

Additional Secretary to the Government of West Bengal