

**MOST URGENT**

From

Director,  
Department of Higher Education, Haryana.

To

1. Vice- Chancellors of all State Universities
2. Principals of all Government Colleges in the State
3. Principals of all Government Aided Colleges in the State
4. Principals of all Self Financing Colleges in the State

Memo. No. KW 8/40-2016 NPE  
Dated 26/02/2019

**Subject: Regarding Scheme for Higher Education Youth in Apprenticeship and Skills (SHREYAS).**

Kindly refer to the subject cited above.

The Government of India is launching a scheme for Higher Education Youth for Apprenticeship and Skills (SHREYAS) to align the education curriculum with the needs of industry and service sectors, and promote an On-The-Job exposure to all students in skill sets of their choice and aptitude. A combination of classroom & hands on learning would equip students with professionally relevant skills; boost their employability, and thereby contributing immensely to their self-confidence, apart from improving the overall human resource in the country.

In reference to SHREYAS, degree apprenticeship scheme, the states are expected to introduce employability into general degree courses by establishing industry/service sector connect through apprenticeship. In this regard, the universities/colleges are required to utilize the network of their placement skills their placement cells and the surrounding industries to secure 6 month apprenticeship to students passing out of B.A, B.Sc, and B.Com courses in April 2019. It has been ascertained in an informed way that there are at least 3 lakh apprenticeship avenues in key sectors like

*Memo In*

Logistics, Banking & Financial services, Health Care, Tourism, and Hospitality, Electronics, Media & entertainment, Telecom etc.

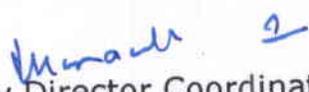
The GOI, MHRD is launching this Scheme for Higher Education Youth in Apprenticeship and Skills (SHREYAS) on 27<sup>th</sup> February, 2019 which aims to provide apprenticeship to students passing out of non-technical HEIs.

Hon'ble HRD Minister will launch it on 27<sup>th</sup> February, 2018. The SHREYAS programme will operate at [www.shreyas.ac.in](http://www.shreyas.ac.in) and will be operational from 27<sup>th</sup> February, 2019 for a period of 30 days.

Following are the main objectives of SHREYAS:

- 1) To improve employability of students by introducing employment relevance into the learning process of the higher education system.
- 2) To forge a close functional link between education and industry /service sectors on a sustainable basis.
- 3) To provide skills which are in demand, to the students in a dynamic manner.
- 4) To establish an "earn while you learn" system into higher education.
- 5) To help business/industry in securing good quality manpower.
- 6) To link student community with employment facilitating efforts of the Government

In order to ensure successful implementation of SHREYAS, I have been directed to request you to express your interest by logging into the SHREYAS portal. This is mandatory for all HEIs to register them on SHREYAS portal on 27<sup>th</sup> February, 2019. A copy of the scheme alongwith the letter received from the Secretary, Higher Education, HRD, Government of India is enclosed herewith. This may kindly be given immediate attention.

  
Deputy Director Coordination  
For Director, Department of Higher Education,  
Haryana, Panchkula

615 Co (1)  
20/2/19

**R. Subrahmanyam, IAS**  
**Secretary**



Ministry of Human Resource Development  
Department of Higher Education  
Government of India

D.O. No.36-35/2018-NVSQF  
For Your Personal Attention 13.2.2019

Dear Secretary,

This is regarding the Scheme for Higher Education Youth in Apprenticeship and Skills (SHREYAS) which proposes to link Higher Education Institutions with National Apprenticeship Promotion Scheme (NAPS) to provide for a paid apprenticeship to students passing out of non-technical Higher Educational Institutions.

The SHREYAS portal for linking non-technical higher educational institutions with apprenticeship providers under the National Apprenticeship Promotion Scheme (NAPS) will be launched by Hon'ble Minister for Human Resources Development and Hon'ble Minister for Skill Development on 27<sup>th</sup> February, 2019.

The details of the SHREYAS programme have been discussed with all the Higher Education Secretaries through Video Conference on 12.2.2019. In accordance with the details discussed in the Video Conference, the following are clarified:-

- i) The SHREYAS portal will operate at www.shreyas.ac.in and will be operational from 27<sup>th</sup> February, 2019 for a period of 30 days. The State Government may convey this to all their non-technical higher educational institutions so that they may register on the portal within the given time.
- ii) For registering the Skill Development Councils and Industry Associations as providers of apprenticeships the following URL can be visited https://apprenticeshipindia.org/establishment-registration.
- iii) Even establishments who are engaged in service sector such as Tourism, Horticulture can provide apprenticeships.
- iv) Whereas the call for registering the demand is open to all the non-technical higher educational institutions in the country, State Governments may focus on the some industrial clusters so as to achieve the better results to start with.
- v) The State Governments may write to District Collectors and hold meeting with Chambers of Commerce and Skill Councils to register themselves as third party providing for identifying more apprenticeship opportunities. Guidelines for the third party apprenticeship agencies are given in the https://apprenticeshipindia.org/.

Grateful if the State Government takes expeditious action for successful launch of this important initiative.

With regards,

Yours sincerely,

(R. Subrahmanyam)

To,

Pr.Secy (HE) of States/UTs

DHE & Skill Secy.  
CFMS No. 5962  
DATE 15/2/19

5962 dated 15.2.19

CFMS No. 5962  
O/o ACSHE

ACSHE  
14/2/19  
DHE  
15.2.19

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**Scheme outline of SHREYAS****Scheme for Higher Education Youth for Apprenticeship and Skills  
(SHREYAS)**

It is only when the youth entering employable age acquire skill-sets that are required by the growing economy, would the country be able to reap the benefits of the demographic dividend. Therefore enhancing employability of the students in the higher educational institutions is a high priority of the Government of India. The UGC Quality Mandate has set a target of ensuring that atleast half of the students passing out of the higher education system should find suitable employment on completion of their degree programmes by 2022.

Following on this vision, Government is launching a Scheme for Higher Education Youth for Apprenticeship and Skills (SHREYAS) to align the education curriculum with the needs of industry & service sectors, and promote an On-The-Job exposure to all students in skill sets of their choice and aptitude. A combination of classroom & "hands on" learning would equip students with professionally relevant skills, boost their employability, and thereby contributing immensely to their self confidence, apart from improving the overall human resources in the Country.

**SHREYAS** is a programme conceived for students in degree courses, primarily non-technical, with a view to introduce employable skills into their learning, promote apprenticeship as integral to education and also amalgamate employment facilitating efforts of the Government into the education system so that clear pathways towards employment opportunities are available to students during and after their graduation.

**SHREYAS** is a programme basket comprising the initiatives of three Central Ministries, namely the Ministry of Human Resource Development, Ministry of Skill Development & Entrepreneurship and the Ministry of Labour & Employment viz the National Apprenticeship Promotion Scheme (NAPS), the National Career Service (NCS) and introduction of BA/BSc/BCom (Professional) courses in the higher educational institutions.

**Objectives**

2. Following are the objectives of **SHREYAS**
- i) To improve employability of students by introducing employment relevance into the learning process of the higher education system
  - ii) To forge a close functional link between education and industry/service sectors on a sustainable basis
  - iii) To provide skills which are in demand, to the students in a dynamic manner
  - iv) To establish an 'earn while you learn' system into higher education
  - v) To help business/industry in securing good quality manpower
  - vi) To link student community with employment facilitating efforts of the Government

**Operation of the Scheme**

3. The primary scheme will be operated in conjunction with National Apprenticeship Promotion Scheme (NAPS) which provides for placing of apprentices upto 10% of the total work force in every business/industry. The scheme will be implemented by the Sector Skill Councils (SSCs), initially the Banking Finance Insurance Services (BFSI), Retail, Health care, Telecom, Logistics, Media, Management services, ITeS and Apparel. More sectors would be added over time with emerging apprenticeship demand and curriculum adjustments.

**4. Three Tracks in Implementation in SHREYAS**

The programme would witness simultaneous implementation along three tracks.

**1st Track: Add-on apprenticeship** (Degree apprenticeship):

The students who are currently completing the degree programme would be invited to choose a job role of their choice from a selected list of apprenticeship job roles given by the Sector Skill Councils of the MoSDE. The apprenticeship programme is normally about (6) months and would be prefixed by basic training regarding the sector (theory). The programme would commence immediately after completion of the degree programme (Starting from May each year). During the apprenticeship period, the student would get a monthly stipend of about Rs. 6,000 per month by the industry. At the end of the apprenticeship period, there would be a test conducted by the Sector Skill Council concerned and successful students would get skills certificate in addition to their degree certificate.

**2nd track: - Embedded Apprenticeship**

Under this approach, the existing B.Voc programmes would be restructured into B.A (Professional), B.Sc (Professional) or B.Com (Professional) courses - which would include not only educational input, vocational input, but also a mandatory apprenticeship ranging from 6 to 10 months depending on the requirement of the skill. For example, a BBA course in Logistics would have one semester of classroom teaching and the next one as apprenticeship. Alternatively, one full semester of an existing degree or B.Voc course would be dedicated to apprenticeship with industry.

During the apprenticeship period, the student would get a monthly stipend of about Rs. 6,000 per month by the industry, 25% of which would be reimbursed under the NAPS programme. At the end of the apprenticeship period, there would be test conducted by the Sector Skill Council concerned and successful students would get skills certificate in addition to their degree certificate.

The process of embedding apprenticeship & skill content into them, or modify the curriculum of existing degree courses to reduce classroom content and incorporate basic skill training with apprenticeship is currently underway with participation of the Sector



Skill Councils and it is expected that these courses would be launched from academic year 2018-19.

**3rd Track: Linking National Career Service with Colleges:**

Under this, the National Career Service (NCS) portal of Ministry of Labour & Employment would be linked with the Higher Education institutions. As of now, more than 9,000 employers have posted requirement of more than 2 lakh vacancies, for which the students can get considered. This would help students in institutions which do not have the facility of campus recruitment and would improve their employment opportunities. Apart from this, the students would be trained in soft skills required by the market.

**Modalities**

5. The scheme would be operationalised by coordination of Ministry of Skills Development and Entrepreneurship (MSDE) and the Ministry of Labour. The operation would be as given below:

- a) The Sector Skill Councils (SSCs) have identified more than 100 areas where they would be able to find apprenticeship opportunities. They along with the colleges concerned (with the help of their placement cells), would identify the industries where the apprenticeships would be provided.
- b) Higher Educational Institutions can log-into the SHREYAS portal and express their interest in the skill areas, along with the expected number of students who are expected to opt for it.
- c) This demand would be scrutinised by the SSC concerned, who would confirm on portal, the positions available.
- d) Based on this confirmation, the HEI would upload the names of the students on the SHREYAS portal.
- e) The NAPS would thereupon generate the Contract between the industry and the student.
- f) After this, the monthly stipend would be paid by the industry, and 25% of this would be reimbursed by NAPS portal subject to a maximum of Rs.1,500 per month.
- g) The SSC would monitor the progress and would conduct the examination at the end of the apprenticeship period, and would give certificate to the successful candidates. These certificates are valid throughout India for seeking employment.

**Stakeholders**

6. **Role of the Institutions:** The higher education institutions would explain the scheme alongwith various options to the students who are in the final year, and elicit their interest in participation. After collecting interest from various students, the institution would register on the **SHREYAS** portal, duly indicating the skill job roles alongwith likely number of students in each role.



7. Role of SSCs: SSCs would identify industries for apprenticeship, and would also conduct assessment leading to certification. They would be communicated the interest of the students as registered by the HEIs. They would, based on this, arrange and confirm the establishments where the students would be provided as apprenticeships. Based on this, the HEIs would collect and furnish, full details of the participating students. The SSC will enrol them as apprentices and generate contracts between the student and the business enterprise. They will also conduct assessment of the candidate on completion of the apprenticeship and issue certification. Whereas the certification is not a guarantee for placement, it is expected to vastly enhance his choice of securing employment either in the same enterprise or any other enterprises in that sector.

8. Role of MSDE (NSDC): MSDE operates the NAPS programme through NSDC. They would not only monitor the programme, progress of the apprentices, but would finance the programme by disbursing the claims from the business enterprises towards stipend reimbursement as per the NAPS. The ongoing efforts of the SSCs would be monitored by MoSDE, which would also periodically introduce new SSCs into the **SHREYAS** fold. The entire programme would progress with dynamic interface & information sharing between MHRD and MoSDE.

### Financing

9. Under the NAPS scheme, Central Government shares 25% of the stipend per month subject to a maximum of Rs.1500 p.m during the period of the apprenticeship. Apart from that, an amount upto Rs.7500 will be met towards basic training cost, where needed.

### Target

10. In all the tracks together, it is proposed to cover **50 lakh students** by 2022.

### Timelines

11. The following would be the proposed timelines:

- The portal for registration of the institutions will be opened on **15<sup>th</sup> February 2019**.
- The institutions desirous of participating would need to register before **25<sup>th</sup> February 2019** on the portal
- SSCs together with the placement cell of colleges would check the demand and confirm the possible numbers by **March 10, 2019**
- After confirmation by SSCs the HEIs would upload the details of the students before **25<sup>th</sup> March 2019**.



**Scheme outline of SHREYAS**

- Confirmation of the apprenticeship along with allocation of the business/industry would be completed by **7<sup>th</sup> April 2019**.
- The contracts between the students and the employers will be reached in the month of **April 2019**.
- The degree apprenticeship programme will commence from **May, 2019**.
- Embedded Apprenticeship programmes of select sectors will commence from **July-August 2019** in next academic session.
- Alignment of AISHE database with NCS and operationalisation of linkage for student benefit will take place by **15.12.2018**

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