

SEARCHING JOBS ONLINE WITH NATIONAL CAREER SERVICE PORTAL

Deepak Razdan

The 46th session of the Indian Labour Conference (ILC) on 20th July, 2015 turned historic when the Prime Minister, Shri Narendra Modi, launched the National Career Service (NCS) Portal to begin the process of introducing information technology in the delivery of services at the country's 978 employment exchanges. The previous system under the National Employment Service required job seekers to physically visit the Employment Exchanges for registration, verify their records and then wait for opportunities to come. The employers too had to visit Employment Exchanges for posting job vacancies and obtaining lists of eligible candidates with little flexibility. Thus both job-seekers and employers were unsatisfied. Bringing people and opportunities together, the NCS portal now provides a nation-wide online platform for job-seekers and employers for job-matching in a dynamic, efficient and responsive manner.

If one looks at the unemployment data, and the number of educated job-seekers, the NCS Portal launch is most timely. In December, 2013-end, there were 468 lakh job-seekers registered with the employment exchanges, over 302 lakh of whom were men and over 165 lakh women. The total number of placements through the exchanges

The screenshot shows the National Career Service (NCS) Portal interface. At the top, there's a navigation bar with 'Home | About us | Contact Us' and a search bar. Below that, a secondary navigation bar lists various user roles: Home, Jobseeker, Employer, Local Services, Career Center, Counsellor, Skill Provider, Placement Organisation, Govt. Dept., and Reports. A search bar with a dropdown menu for 'Select Category' is also present. The main content area is divided into several sections. On the left, there's a logo for 'National Career Service' with the tagline 'सही अवसर, सही समय' and 'Right Opportunities, Right Time'. To the right of the logo, a heading 'NCS brings together -' is followed by a list of services: Career Centers, Jobseeker Registration, Get career guidance from career counsellor, Skill Providers with career building courses, and Employer Registration. Below this list is a progress indicator. On the far right, there's a 'Login' section with a 'Login As' dropdown, input fields for 'User Name' and 'Password', and buttons for 'Sign Up', 'Sign In', and 'Forgot Password?'. Below the login section, there's a 'Toll Free Helpline' number '1800-425-1514' and a 'News & Updates' section with a 'View All' link.

during 2013 was just 3.49 lakh – 2.90 lakh men and 0.59 lakh women. Nearly 60 lakh job-seekers registered themselves with the exchanges during 2013. With the overall unemployment rate in the country staying over two per cent as per the latest Economic Survey, the job-seekers' data strongly highlighted the necessity of utilizing IT tools to speed up the job-placements.

The NCS, which is transforming the National Employment Service into an IT-based service platform, makes available a rich repository of career content on over 3000 occupations across 53 sectors. The services under NCS are available online and can be accessed

directly, through career centres, Common Service Centres, mobile devices, cyber cafes. The NCS Portal will also facilitate organisation of job fairs where both employers and job seekers can interact. A dedicated helpdesk (multi-lingual) is also available from Tuesday to Sunday on 1800-425-1514 for assisting users. The Government has also approved the establishment of 37 Model Career Centres which will be functional this year. The NCS is also establishing a network of Career Counsellors to make the career centres become the hub of Career Counselling in their area.

The National Career Service (NCS)

also offers a variety of other services like information on skill development courses, apprenticeship, internship, career counselling, etc. All registrations on the NCS Portal are Aadhaar based, with national portability. Data for over 2 crore jobseekers registered with state employment exchanges is on the NCS portal. They can activate their accounts using Aadhaar. Over 9 lakh establishments having Labour Identification Number (LIN) are on the NCS portal and they can post their vacancies. All 978 employment exchanges have been given user IDs and passwords for activating their accounts. States have been requested to publicize usage of the NCS portal for posting vacancies and job matching.

Several states (Andhra Pradesh, Gujarat, Jharkhand, Madhya Pradesh, Manipur, Telangana) having employment exchange data in a database have integrated with the NCS portal. Remaining states having manual systems can directly log on for new registrations. Information on courses of over 11,000 Industrial Training Institutes (ITIs) and 12,000 Vocational Training Providers (VTPs) is available on the Portal. Over 14 lakh students from ITIs and 11 lakh from VTPs are linked to the NCS. These candidates have been

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invited to join the NCS through SMS to activate their accounts.

There are proposals for integrating the CBSE database for verification of candidate academic performance. Integration with PAN/TAN database for authentication of employers is also proposed. It is proposed to undertake capacity building of Career Centre (Employment Exchange) officers. Development of assessment tools for aptitude and interest assessment for the candidates is also likely. Workshops to engage with industry, industry associations, Governmental departments and undertakings for posting vacancies are also envisaged.

To enable people take their destiny into their own hands and be competitive in the global arena, the Government launched three important initiatives. "Make in India" which will generate employment opportunities, Skill India which will bring to the fore skilled manpower and Digital India which will bring the power of the Internet and technology to the vast majority.

The National Career Service is where it all come together -- bridging the gap between those who need jobs and those who want to hire them, between people seeking career guidance and training and those who can provide the counselling and training. All of them come together on one platform through convergence of information that is useful to all of them.

The NCS aims at reaching out to the youth in particular, through a well-designed structure that offers jobs at the click of a button. In case people are unable to register online, they can register themselves by visiting the nearest Career Center and get notifications on all kinds of jobs, career counselling, job fairs and various other employment-related services. The Government is transforming Employment Exchanges and University Employment Information Guidance Bureaus into Career Centers.

The multilingual call center will cater to the needs of those who face difficulty in registration or have other queries. The unique feature of the Portal is that it will empower the job-seekers to find the right job. The job-seekers can now make an informed decision by going through the 3000+ career options available to them from as many as 53 industry sectors on the NCS platform. All they have to do is register online on the portal or offline at career Centers or CSCs. They can get career guidance through counselling, attend job fairs and career exhibitions, all of which will enable them to make the right choice of career and succeed.

The Portal helps the employers to pick the right talent. They can now locate the talent most appropriate for their organizations by looking

through a countrywide database of workforce from blue-collar workers to white-collar staff. They simply need to register, at no charge, online or offline, post jobs, search and select job-seekers with the right profile and make job offers as necessary. And they are sure to find the best talent for growth.

Another important feature of the job Portal is the timely guidance from counsellors. Should a job-seeker be confused about which career to choose, or what job to move to for better prospects or whether a skill upgradation is needed to land a better job, he or she can now turn to one of the career counsellors of the NCS. They are a part of a countrywide network of experts who can provide valuable guidance.

Job-seekers can view their profiles, contact numbers and book appointments online to get going. The mode of counseling-telephonic in-person or video conferencing is up to the job-seeker. Those who have completed schooling

or are fresh graduates, can browse through the courses offered by the training providers to enhance their skills including IT skills and soft skills. With skill enhancement they can look for better employment.

The job-seeking youth enhance their capabilities through training.

For those who are looking for specialized training to enhance their capabilities to get better jobs, the NCS platform provides extensive, countrywide information on training facilities in every sphere of industry and area of skill with the facility to download profile of trainers, address of institutes and more. All this can be accessed with ease at the NCS Portal or at the Career Center. A unique feature of the Portal is providing specialized services within localities. The NCS portal brings together households with those who offer specialized services for homes like drivers, electricians, plumbers, carpenters and others, all of whom are local area service providers. On one hand this helps the small needs in the household to be addressed smoothly while on the other hand it generates employment for the people at the grassroots. These service providers are Aadhaar authenticated to ensure security of the household.

The NCS Portal provides the job-seekers easy reach -- anytime, anywhere. The singular advantage of the NCS is that no matter where job-seekers are, the job search moves with them. They can search the NCS Portal online from any computer or mobile device. For any of job-related queries, they can call on the toll-free helpline number, or visit the nearest Career Center or Common Service Center. The job-seekers need to explore the Portal's various services for their benefit.

**(Author is a senior journalist and specialist in labour-related issues
email: deepakrazdan50@gmail.com)**

