Utkarsh Bangla
Winner of WSIS Prizes 2019

Under Category 4- Capacity Building for its outstanding contribution towards strengthening the implementation of WSIS outcomes

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Utkarsh Bangla – Building Capacities

01 Utkarsh Bangla is an integrated skill development programme scheme that aims to target 600,000 unemployed youth per annum in the state of West Bengal, India.

02 The scheme is aligned with multiple SDGs including Goal 4, Goal 5, Goal 10, keeping in mind Goal 1 and Goal 17.

03 Utkarsh Bangla encourages financial inclusion amongst the young trainees from the socio-economically disadvantaged strata.
Robust e-Governance Platform – Major Features

1. Virtual Workspace for All Stakeholders of Skill Development Eco System
2. Participatory Model of eGovernance (Portlets for Trainees, Training Partners, Training Centers, Inspectors, Assessors, Employers, Administrators)
3. End-to-end ICT Enablement Including Payment Gateway Integration
4. Biometry Based Attendance Monitoring for Trainees & Trainers and Online Batch Management System
5. Technology Driven Quality Monitoring Through Mobile Apps (TCMS, Utkarsh Bangla Inspection App)
6. Multiple Communication Channels and Multi-device Compatible Software
7. Comprehensive Management Information System with Personalised Dashboards
8. Social Media Integration and Online Grievance Redressal System

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Strong Communication Strategy and Convergent Approach

- Celebrating Girls in ICT Day
- UB Videography Competition
- Recognition of Prior Learning
- Promoting women empowerment
- Promotion through local Folk Artists
- District Skill Development Plan
- State-wide Online Photography Competition
- Celebrating World Youth Skills Day
- Convergences with other Departments
- Wall Art Drive
- CXO Meet
- Regular Placement Drives
- Recognition of Prior Learning
Impact of WSIS Prize 2019

**BRAND BUILDING OF UTKARSH BANGLA**
- Increment in website traffic in the last 3 months
- Official website recorded over 1.1 Million page visits
- Number of enquiries received on social has grown by around 4 times.

**UPSURGE IN RESPONSE & ENROLMENT**
- Over 300 applications for new TP registration received in last 3 months
- Almost 20% increment in candidate mobilization

**ENHANCED SOCIAL MEDIA TRACTION**
- 31% increase in page reach from outside West Bengal
- 40% growth in average post impressions in last 3 months
- Social media reach of more than 1 million

**Focused commitment towards achieving the SDGs**

**RISING POSITIVE SENTIMENT AMONG STAKEHOLDERS**

**INCORRECT RESPONSE FROM EMPLOYERS**
- 25% increment in expression of interest of private sector entities for recruitment of candidates

**Media Coverages**

**UN award for 2 Bengal projects**

Two schemes of the West Bengal government for skill development and distribution of 3cycles to students have won the prestigious World Summit on the Information Society (WSIS) awards of the United Nations, Chief Minister Mamata Banerjee said Thursday.

The schemes are “Utkarsh Bangla” and “Saubhagya”. “I am very happy to share with you that our Utkarsh Bangla and the ‘Saubhagya’ projects have won the prestigious World Summit on the Information Society (WSIS) awards under the aegis of the United Nations,” the chief minister said in a Facebook post.

The “Utkarsh Bangla” project aims at creating a pool of skilled candidates who are industry ready, while the “Saubhagya” scheme, bicycles are distributed to students between classes II and IV.

**Coverage on Times of India**

**Coverage by Press Trust of India**