



TAMILNADU CORPORATION FOR DEVELOPMENT OF WOMEN LTD.,

(A GOVERNMENT OF TAMILNADU UNDERTAKING)
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கலைஞர்
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1924 - 2023

PROCEEDINGS OF THE CHIEF EXECUTIVE OFFICER, TNSRLM PRESENT TMT: S. DIVYADHARSHINI, I.A.S.,

Proc. No. 328/DDU-GKY/2023

Dated: 30.06.2024

Sub: TNSRLM - Announcement made by the
Hon'ble Minister - Imparting Skill Training
for 40,000 youth under DDU-GKY & RSETIs
- Executive Order Issued - Reg.

Ref: 1. Announcement made by Hon'ble Minister
on the floor of Tamil Nadu Legislative
Assembly on 27.06.2024.
2. Annual Action Plan 2024-25 of DDU-GKY
approved by Ministry of Rural
Development, Dated: 12.03.2024.
3. Annual Action Plan 2024-25 of RSETI,
Dated: 16.03.2023

ORDER:

The Hon'ble Minister for Youth Welfare and Sports Development, Tamil Nadu, while moving the demand for the Rural Development Department for the year 2024 - 25 on 27.06.2024 had announced (Announcement No. 02) on the floor of the Tamil Nadu Legislative Assembly as follows:

வேலைவாய்ப்புடன் கூடிய திறன் பயிற்சியானது 10,000 கிராமப்புற இளைஞர்களுக்கு ரூ 60.00 கோடி செலவில். தீன் தயாள் உபாத்தியாய கிராமப்புற திறன் பயிற்சி திட்டத்தின் கீழ் வழங்கப்பட்டு பெரும் தனியார் நிறுவனங்களில் வேலைவாய்ப்பை ஏற்படுத்தப்படும். மேலும், ஊரக சுயவேலைவாய்ப்பு பயிற்சி நிறுவனங்கள் (RSETIs) வாயிலாக, ரூ.30.00 கோடி செலவில் 30,000 இளைஞர்களுக்கு சுயவேலைவாய்ப்புக்கான திறன் பயிற்சி அளிக்கப்படும்.

Tamil Nadu Corporation for Development of Women (TNCDW) is implementing skill training programmes since 2006 in the State and currently it is implementing Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) under Tamil Nadu State Rural Livelihood Mission (TNSRLM) for placement linked skill training and supporting Rural Self Employment Training Institutes (RSETIs) in skill training for self employment.

Pursuant to the above announcement, TNCDW is committed to fulfil the above announcement to provide placement-based skill training to 10,000 rural youth with a budget outlay of Rs.60 Crore under DDU-GKY and self-employment-based skill training to 30,000 rural youth, with a budget outlay of Rs.30 Crore under RSETIs.

DDU-GKY:

Under DDU-GKY, skill training is provided to the rural poor youth in the age group of 15–35 years by the approved Project Implementing Agencies (PIAs). TNSRLM has empanelled 144 PIAs of which 39 active PIAs have been functioning across the State as Training Partners and they provide skill training in about 150 trades covering 20 Sectors. In addition, as per the instructions of MoRD TNSRLM is intended to sanction additional targets for about 40 performing PIAs in the year 2024-25. Further, TNSRLM has empanelled four captive employers to provide captive placements.

The scheme has mandatory coverage of youth from the categories of SC – 62%, ST – 3%, Minorities – 16%, Persons with Disabilities (PwDs) – 3% and Women (combining all categories) – 33%. Training modules include domain curriculum and mandatory skilling in non-domain areas such as Spoken English, basics in Computer, Soft Skills and on-the-job Training (OJT) to enhance employability. For standardisation of curriculum for English and Soft Skill in all Training Centres, the renowned British Council was engaged as Technical Support Agency and have developed a revised curriculum for English and Soft Skills which should be utilised.

On completion of training and assessment, candidates are awarded with certificates issued by Sector Skill Councils (SSC). A minimum of 70% of the trained candidates are mandatorily to be placed by the PIAs.

RSETIs:

The Lead Banks in each district have established RSETIs with the objective of identifying and training unemployed youth in the age group of 18 to 45 years to take up self-employment to promote rural entrepreneurship. The banks also ensure credit linkage to the trained youth.

Tamil Nadu State Rural Livelihoods Mission (TNSRLM) supports mobilization of candidates for training and reimbursement of training cost to RSETIs.

There are 36 RSETIs functioning in the State (Except Kallakurchi). Ministry of Rural Development (MoRD) is providing funding support for creation of infrastructure and also reimbursing training cost of BPL candidates. Training curriculum and session plan for all the training courses done by the RSETIs have been approved by the National Skills Qualification Committee (NSQC). The training cost will be incurred by the sponsored banks initially and the cost for rural BPL beneficiaries will be reimbursed from TNSRLM. The RSETI has to ensure credit linkage to the trained candidates for settlement.

Skill Gap Assessment:

TNSRLM has proposed to conduct a detail skill gap assessment and to build the rural youth database across the State. In this regard, the Project Director, TNSRLM shall ensure the following;

- a) Updation of youth skill register and Kaushal Panjee for identification of village / block / district wise skill demand based on the youth aspirations by utilizing the services of CP (Jobs), BC (Skills) and APO (S&P).
- b) Identification of sector wise skill requirement of industries based on the different job roles.

- c) Identification of well performing skill training providers in the district in convergence with other line departments.

This would help TNSRLM to fix District Wise and Block Wise targets for mobilization of candidates and conduct of Job Mela and also empaneling of new PIAs in DDU-GKY version 2.0.

Registration in Kaushal Panjee:

A skill Registry called "Kaushal Panjee" is available in the form of mobile app to register the candidates. The candidate can register by themselves using the existing details of SECC data or by entering the details as a fresh candidate. By registering the details in Kaushal Panjee, they will get information about mobilization camps for skill training, training centres, Job Melas and start of batches by PIA / training partner.

The Project Director, TNSRLM shall ensure;

- To create awareness of Kaushal Panjee mobile APP during mobilisation camps and ensure the updation of youth skill register maintained by VPRC.
- To ascertain the PIAs are using the app for selection of candidates for their trainings.

Kaushal Aapthi:

Recently, NIRDPR has introduced the Kaushal Aapthi tool to assess the actual interest and Skill of the youth. The PIAs should follow the tool which selecting the candidates and the Project Director has to ensure that the tool is strictly applied.

Mobilization Plan:

The mobilization shall be done by following the approaches given below;

- The Project Director, TNSRLM has to draw up a mobilization plan based on the skills in demand and as per the requirements of Project Implementing Agencies.

- The services of Block Coordinator (Skills) and CP (Jobs) shall be utilized to mobilize the candidates from Kaushal Panjee skill register.
- Involving CBOs (SHGs, PLFs, VPRCs and BLFs) for mobilization and tracking candidates.
- Utilizing Youth Skill Festival (YSF) and Job Melas effectively, for creating awareness among the youth to know about the scope of the trades / industries that have employment potential and job opportunities within / outside the district / state.
- Ensure mobilization of adequate candidates with the mandatory coverage of youth from poor and vulnerable categories.

Monitoring and Supervision:

All aspects relating to beneficiary selection, quality of the training centre and training, certification, placement and retention etc., are to be monitored.

Protocols for inspection will be provided to TNSRLM and PIA Staff.

Information, Education and Communication:

Publicity campaigns are to be conducted using various media. Special focus to be bestowed towards the selection of adequate number of SCs/STs and minority communities for the training. Youth Skill Festival should be used for mobilising and selecting beneficiaries and also to bring awareness about various skill training programmes.

Role of Community Professional (Jobs)

- i. Updation of Youth skill register and Kaushal Panjee app.
- ii. Bringing eligible candidates to the mobilization camp.
- iii. Supporting BC and APO (Skill and Placement) in popularising DDU-GKY and RSETI programmes.
- iv. Ensuring shortlisted candidates are joining and completing the training programme without any dropouts.
- v. Tracking the progress of the trained candidates including career progression.

Role of Block Coordinator (Skills)

- i. Ensuring the maintenance of Youth skill register with updated information on PIP in all village panchayats.
- ii. Ensuring 100% enrolment of eligible youth in Kaushal Panjee app.
- iii. Preparation of village panchayat wise youth mobilisation plan for conducting Youth Skill Festival.
- iv. Monitoring and tracking of trained candidates at Block level.
- v. Ensuring IEC posters displayed in all panchayat offices, SHG / VPRC/VPSC buildings.
- vi. Periodical visits to the training centres located nearby to oversee the functioning of training centres.

Role of Project Directors and APO (Skill & Placement)

- i. Analyse and prepare the sector wise, Job role wise skill demand of the district.
- ii. Consolidation of District wise, Block wise mobilisation plan and organise Block level Youth Skill Festival.
- iii. Conduct of periodical review meeting with APOs, BMMs and BC (Skills) on progress of the activities.
- iv. Inspection of training centres to ensure the quality of training and placement and uploading the inspection report in the portal for further monitoring.
- v. Periodical review of PIAs will be done on mobilisation, training and placement of trained candidates.
- vi. Monitor the placement and self-employment of trained candidates in the district.

During the year 2024–25, as per the AAP 14,500 rural youth have to be trained and 21,350 youth to be placed covering all the districts under DDU-GKY for placement linked skill training. The district wise target is given in the Annexure I.

As per AAP of RSETIs 2024-25 35,050 rural youth have to be trained under RSETIs for self-employment. The district wise target for RSETI is enclosed in the Annexure II.

Skill training programmes have the potential to reduce poverty by diversifying the incomes and reducing the uncertainty and the Project Directors are requested to bestow their attention to achieve the skilling target of 10,000 rural youth under DDU-GKY for wage employment and 30,000 rural youth for self-employment under RSETIs.

Encls: Annexure I & II


Chief Executive Officer, TNSRLM

To,

The Project Director,
DMMU – TNSRLM,
All Districts (except Chennai).


a/01/24

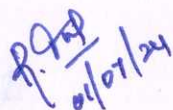
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ANNEXURE – 1**DDU-GKY – District Wise Target FY 2024 – 25**

S. No.	District	Total Target
1	Ariyalur	250
2	Chengalpattu	300
3	Coimbatore	300
4	Cuddalore	800
5	Dharmapuri	300
6	Dindigul	500
7	Erode	300
8	Kallakuruchi	400
9	Kancheepuram	250
10	Kanyakumari	300
11	Karur	250
12	Krishnagiri	350
13	Madurai	500
14	Mayiladurai	300
15	Nagapattinam	250
16	Namakkal	400
17	Perambalur	200
18	Pudukottai	550
19	Ramanathapuram	500
20	Ranipet	350
21	Salem	500
22	Sivagangai	500
23	Thanjavur	600
24	Nilgiri	150
25	Theni	250
26	Tenkasi	300
27	Tiruvallur	600
28	Tiruvarur	500
29	Trichy	500
30	Tirunelveli	300
31	Tirupattur	250
32	Tiruppur	350
33	T. V. Malai	900
34	Thoothukudi	500
35	Vellore	350
36	Villupuram	600
37	Virudhunagar	500
	Total	15000


Chief Executive Officer, TNSRLM

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Annexure - II

RSETI District Wise Target – 2024 – 25

S. No.	Districts	Sponsored Banks	Total No of Candidates
1	Ariyalur	State Bank of India	1000
2	Coimbatore	Canara Bank	1000
3	Cuddalore	Indian Bank	1000
4	Chengalpattu	Indian Bank	750
5	Dharmapuri	Indian Bank	1000
6	Dindigul	Canara Bank	1000
7	Erode	Canara Bank	1000
8	Kancheepuram	Indian Bank	1000
9	Kanyakumari	Indian Overseas Bank	1050
10	Karur	Indian Overseas Bank	1050
11	Krishnagiri	Indian Bank	1000
12	Madurai	Canara Bank	1000
13	Nagapattinam	Indian Overseas Bank	1050
14	Namakkal	Indian Bank	1000
15	Perambalur	Indian Overseas Bank	1050
16	Pudukkottai	Indian Overseas Bank	1050
17	Ramanathapuram	Indian Overseas Bank	1050
18	Ranipet	Indian Bank	1000
19	Salem	Indian Bank	1000
20	Sivagangai	Canara Bank	1000
21	Thanjavur	Indian Overseas Bank	1050
22	The Nilgiris	Canara Bank	1000
23	Theni	Canara Bank	1000
24	Thenkasi	Indian Overseas Bank	750
25	Thoothukudi	State Bank of India	1000
26	Tirunelveli	Indian Overseas Bank	1000
27	Tirupathur	Indian Bank	1000
28	Tiruppur	Canara Bank	1000
29	Tiruvallur	Indian Bank	1000
30	Tiruvannamalai	Indian Bank	1050
31	Tiruvarur	Indian Overseas Bank	1050
32	Trichy	Indian Overseas Bank	1050
33	Vellore	Indian Bank	1000
34	Villupuram	Indian Bank	1000
35	Virudhunagar	Indian Overseas Bank	1050
36	Mayiladurai	Indian Overseas Bank	750 *
Total			35800

*MoRD Yet to approve.

Chief Executive Officer, TNSRLM

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11/7/24