



# 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: 45/DDU-GKY/2024

Dated: 30.06.2024

**Sub:** TNSRLM – Announcement made by the Hon'ble Minister for Rural Development – Organizing Youth Skill Festival – Organizing Job Mela under DDU-GKY– 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

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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.12) on the floor of the Tamil Nadu Legislative Assembly as follows:

### Announcement – 12.

தீன் தயாள் உபாத்தியாய கிராமப்புற திறன் பயிற்சி திட்டத்தின் கீழ் கிராமப்புற படித்த இளைஞர்களுக்கு வேலை வாய்ப்பை வழங்கும் பொருட்டு, தனியார் நிறுவனங்களுடன் இணைந்து அனைத்து மாவட்டங்களிலும் 50 மாவட்ட அளவிலான வேலைவாய்ப்பு முகாம்கள் 50 இலட்சம் ரூபாய் செலவில் நடத்தப்படும். மேலும், பின்தங்கிய 50 வட்டாரங்களில் பல்வேறு திறன் பயிற்சி திட்டங்கள் குறித்த விழிப்புணர்வை ஏற்படுத்தவும், இளைஞர்கள் பயிற்சியில்

சேர்ந்து பயன்பெறவும் ரூ.25 இலட்சம் ரூபாய் செலவினத்தில் இளைஞர் திறன் திருவிழாக்கள் நடத்தப்படும்.

Tamil Nadu State Rural Livelihoods Mission is implemented by the Government of Tamil Nadu from the year 2012-13. The objectives of TNSRLM is to build strong and vibrant institutional platforms of the poor in the rural areas which enable them to increase their household income through livelihood enhancements and access to financial and other services.

Tamil Nadu Corporation for Development of women (TNCDW) is the State nodal agency for implementing the TNSRLM in the State. TNCDW has a rich experience of implementing the youth skill training since 2006. Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) is one of the livelihood development components of TNSRLM which provides placement linked skill training.

**Scope of the Program:**

Unemployment among the educated youth presents a paradoxical situation. On the one hand, there is unemployment among the educated rural youth, and on the other hand, there is critical shortage of skilled labour in certain sectors. The information relating to the skilling and placement opportunities are not always available to the educated youth. The need of the hour is to identify the market opportunities for educated youth and provide market-oriented skill training for the youth for wage and self-employment and also arranging direct placement as per the requirement of the industries.

Realising the big gap between demand and supply of skilled labour, it is necessary to disseminate the information and create awareness among the rural people particularly unemployed youth. Mass mobilisation of youth in the form of a skill festival will help in dissemination of information about importance of skills, skills which are in demand, job opportunities available after skilling.



## **Skill Development Programs**

There are many skill development programs implemented by various departments with the funding support of Central and State governments.

DDU-GKY is envisaged to benefit 84,000 rural youth in the age category of 18 to 35 years during its project period from 2019 to 2025 (extended). In the AAP for 2024-25, approval accorded for training of 14,500 rural youth under DDU-GKY. Tamil Nadu Skill Development Corporation (TNSDC) is imparting short duration skill training to one lakh youth every year. Rural Self Employment Training Institutes (RSETIs) established and managed by different banks are also imparting training to Youth for self-employment. As per AAP of RSETIs 2024-25 35,050 rural youth have to be trained under RSETIs for self-employment.

Other Government departments such as Adi Dravidar and Tribal Welfare Department, Tamil Nadu Backward Classes Economic Development Corporation Ltd. (TABCEDCO), Tamil Nadu Adi Dravidar Housing & Development Corporation (TAHDCO), Agriculture, Animal Husbandry, Fisheries departments etc., are also having schemes for skill training to improve the livelihoods of the rural poor.

## **Youth Skill Festival (YSF):**

The main objective of the Youth Skill Festival is to create awareness on the importance of skills in finding suitable jobs in industries, business establishments, etc. and for taking up self-employment through micro enterprises. Conduct of such festival will ensure timely availability of candidates for various skill trainings. It is aimed to mobilise at least 300 youth for each Youth Skill Festival for ultimate selection of at least 100 youth for various skill training programs.

Youth Skill Festivals to be organized as part of IEC Component of DDU-GKY. In the approved Annual Action Plan of DDU- GKY for the year 2024-25, Rs.3.88 Crore is available for IEC Activities. It has been

announced to conduct 50 Youth Skill Festival across the State covering all the districts in the year 2024-25.

### **Job Mela**

In order to facilitate interaction between Job seekers and Job providers Melas are organized at the District/Block level under the DDU GKY skill program. During the Job Mela/Melas awareness about the various companies/industries, job roles, salary and benefits available in the market are made to know to the participating candidates. The skilled and semi-skilled rural Candidates are counselled separately in the same venue for taking right decision according to the qualification and aspiration of each individual.

As per clause 3.2.1.2 of DDU GKY guidelines, job melas are to be organized by the SRLM (either directly or with the help of PIAs) at the block and gram panchayat level to the extent possible. This should bring potential employers and local youth face to face. This melas should be organized with due care by adopting Standard Operating Procedures (SOP) developed for the purpose. Rs. 1.00 lakh is earmarked for each program (provided 200 candidates are placed).

A Detailed standard Operating Procedure for conducting Youth Skill Festival and Job Mela, district wise Targets of Youth Skill Festivals and Job Melas, Breakup Cost, Employers PIA and Candidates Profiles budget estimates are given in the Annexures.

The Project Directors are requested to take necessary measures to organize **Youth Skill Festivals, Job Melas** in their district in a systematic manner so as to achieve the skill training target of DDU-GKY, RSETI, TNSDC & other skill training programs of the district timely.

### **Encl: Annexure**

1. Standard Operating Procedure – Annexure I.
2. District wise Youth Skill Target – Annexure II.
3. District wise Job Melas Target – Annexure – III.
4. Breakup Cost of the Youth Skill Festival – Annexure – IV.
5. Breakup Cost of the Job Melas – Annexure – V.



6. Training Provider Profile – Annexure -VI.
7. Employer Profile – Annexure – VII.
8. Details of the Candidates who joined in Skill Training – Annexure – VIII.
9. Details of the Candidates who joined in Job – Annexure – IX.

  
Chief Executive Officer, TNSRLM

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

  
17/12/24



## **ANNEXURE – I**

### **Standard Operating Procedure for Conducting Youth Skill Festival and Job Mela under DDU-GKY**

The Honourable Minister for Youth Welfare and Sports Development Tamil Nadu has announced in the floor of the assembly (Announcement No: 12) that 50 Youth Skill Festival and 50 Job Melas and shall be organized in the districts for providing employment opportunities for Rural Youth.

#### **A. Guidelines for Youth Skill Festival**

The Youth Skill Festival will be a platform for connecting the youth of each block with the skill training providers empanelled under various Government departments. The main objective of the Youth Skill Festival is to create awareness on the importance of skills in finding suitable jobs in industries, business establishments, etc. and for taking up self-employment through micro enterprises and following procedure should be adhered for conducting Youth Skill Festival in districts.

##### **1. District Youth Skill Coordination Committee:**

In each district the team consisting of the following members headed by the District Collector may be constituted for assessing the skill training demands for conducting the Youth Skill Festival as per the guidelines and instructions of SMMU, TNSRLM.

1. Project Director, TNSRLM – Convenor
2. District skill development officer – Member
3. General Manager DIC – Member
4. DEO, Vazhundu Kaatuvom Project (VKP) – Member
5. Director, RSETI – Member
6. DM, THADCO – Member
7. District Employment Officer - Member
8. Inspectors of Factories
9. District Labour Officer.
10. Representative from Industries Association – Member



#### 11. Representative from PLF and BLF each – Member

This committee will serve as the organising committee for conducting the Youth Skill Festival.

The Project Director, TNSRLM shall be the convenor of the Committee and will take a lead role and coordinate with other district and block level officials to conduct the Youth Skill Festival.

The district shall discharge the following functions:

- i. To prepare and implement District Skill Development Plan (DSDP) and skill gap analysis.
- ii. To organise campaign/ programs for awareness generation and mobilisation of youth.
- iii. To co-ordinate the skilling efforts of different departments in the district.
- iv. To supervise and monitor the quality of training programs conducted by training providers.
- v. To conduct Youth Skill Festivals and job melas on a regular basis.
- vi. To organise meeting with local industries minimum once in every quarter to assess the skill demand and special needs if any.
- vii. To identify potential courses and trades and to recommend good quality Training Providers for empanelment.

#### **2. Scheduling of Youth Skill festival:**

The requirement of candidates for skill training varies from time to time and area to area. Considering the above, skill training shall be scheduled in consultation with various departments. The schedule for Youth Skill Festival has to be planned **within December 2024** so as to complete the skill training target timely. The plan shall be got approved by the District Collector and to be communicated to all the departments to enable them to participate and mobilize the required number of candidates.



### **3. The role of Community Professional (Jobs) & PLFs:**

- i) In each village panchayat there is one Community Professional (CP - Jobs) working for the promotion of skills and placement for the rural poor youth. CP (Jobs) and Panchayat Level Federations (PLFs) should be involved in creating awareness among the rural poor youth and their parents about skill and placement opportunities.
- ii) Interested youth details are to be collected well in advance and to be updated in the Youth Skill Register maintained by the VPRC and also to register in the Kaushal Panjee.
- iii) On completion of the festival, CP (Jobs) and BC (skills) should follow the selected youth continuously till they join and complete the skill training course by providing necessary handholding support.
- iv) The CP (Jobs) should arrange to discuss the subject of skilling and placement as an agenda in the regular meetings of SHGs and PLFs to disseminate the opportunities available for the youth.
- v) The PLF shall assess the skilling requirement of the SHG members and can sponsor the candidates for any of the skill training program.
- vi) In case of self-employment, the PLF have to arrange credit assistance for starting the economic activity from their own fund / CIF fund / Bank loan.

### **4. Role of Training providers:**

All the training providers such as PIAs of DDU-GKY and TNSDC, RSETI and other departments shall be invited for participating in the Youth Skill Festival.

- i) The selection process for identifying the trainees has to be transparent. While mobilizing and selecting candidates,

priority shall be given to focus/ special groups (SCs/STs/Minorities/PwDs, etc.).

- ii) The aptitude and willingness of the candidate to undergo training and employment to be ascertained before enrollment in any training.
- iii) Counseling of candidates should be followed during the following stages.
  - Stage-I – During Job Mela/ Youth Skill Festival
  - Stage-II – After the candidate select the trade
  - Stage-III – One week after commencement of the training
  - Stage-IV – Middle of the training
  - Stage-V – Before completion of the training
  - Stage-VI – One month after placement.
- iv) The candidates must be counseled to complete the course, undertake assessment test and take up employment in any place within or outside the district or state for a better future and career prospects.
- v) Training providers shall help DMMU to invite experts from Sectors Skill Councils and eminent persons from the Industrial Associations.

#### **5. IEC and awareness creation:**

- i) The DMMU have to make wide publicity about the Youth Skill Festival to reach candidates by way of paper advertisement / press release and scrolling in the local TV channels, distribution of handouts, utilizing the services of local community radios and FMs etc.
- ii) For each of the course / trade the minimum qualification fixed has to be informed at the time of newspaper and media publicity and during the festival.
- iii) Pamphlets and publicity materials should focus on demand for various skills and job opportunities with approximate salary for entry level in different Sectors.



## **6. Mobilization activities of youth for Youth Skill Festival:**

The quality of candidates mobilized has a significant impact on retention during the training as well as in the jobs. The DMMUs & BMMUs of TNSRLM have a crucial role in sensitizing local communities, CBOs and youth in particular. VPRCs/PLFs can be utilized to mobilize the youth based on the youth data base available with them.

### **a) Village Panchayat Level:**

- i. Preparation of Youth Data Base for each Village Panchayat through individual need assessment including illiterate and semi-literate unemployed or and under employed youth.
- ii. Formation of youth sub-committee.
- iii. Identification and sensitization of CP (Community Professionals) (jobs).
- iv. Career guidance by retired Head Masters / teachers.

### **b) Block level:**

- i. Sensitizing the members of CBOs.
- ii. Communication about the Youth Festival and distribution of IEC materials.
- iii. Display of details of employed candidates in prominent places.

**While mobilizing the youth the following points may be considered:**

- i) Preference to the members of SHGs / VPRC followed by unemployed / under employed youth belonging to BPL / target PIP families.
- ii) Youth, both male and female in the age group of 18-35 years are eligible for training. Age relaxation will be provided to special groups.
- iii) Total youth selected should be on the basis of Government order / norms of the respective schemes for inclusion of disadvantaged groups such as SC/STs and other vulnerable groups.

- iv) Preference should be given to candidates who are unemployed and under employed for more than 2-3 years.
- v) Candidates must be counselled to complete the course, undertake assessment test and take up employment in any place within or outside the district or state for a better future and career prospect.
- vi) The candidates must be willing to stay away from the native place during the training period if necessary.
- vii) Candidates who have completed / willful discontinuation of any skill training course by the candidates under DDU-GKY / TNSDC should not be considered.
- viii) Youth who have already undergoing a course in community college / polytechnic / any other Government or Private colleges should be discouraged.
- ix) Youth with right aptitude has to be selected and facilitated to choose their trades.
- x) The candidates who have recently completed their 10th / +2 and Degree waiting to join for higher education should not be allowed to enroll for training.
- xi) Screening test has to be conducted by each institution to check basic knowledge and skill sets for specific courses.
- xii) The candidates can select the training institute according to their interest considering the travel distance, infrastructure available in their institute, track record of placements arranged, initial pay offered and future career prospects.
- xiii) VPRCs / PLFs can execute agreement with the candidates for ensuring completion of training successfully. They can also get undertaking from their parents. In case if any candidate discontinues during the training, he/ she will not be eligible for any other training by any department in future and has to repay the course fees in full.



**The following pre-arrangements are to be made for conducting youth skill festival:**

- i) The Venue of the Youth Skill Festival in an area where there is Skill development programs is not adequately reached.
- ii) Youth Skill Festival should not be clubbed with any other programs such as Job Mela and Job fairs.
- iii) Priority should be given to the SC/ST and Minorities populated areas.
- iv) It should be ensured that the youth skill register is updated in all village panchayats well before the conduct of Youth Skill Festival.
- v) Advanced information on youth skill festival has to be communicated to all village panchayats to enable the eligible and interested youth to participate.
- vi) A bulk SMS can be sent to all the registered candidates of *Kaushal Panjee* of the block and also to the neighboring blocks.
- vii) Publicity and IEC materials for various skill development programs are to be prepared and disseminated.
- viii) Ensure the participation of Training Providers of various departments to explain their scheme details.
- ix) Suitable venue for conducting the youth skill festival may be fixed with necessary basic amenities.
- x) Special focus for participating socially disadvantaged groups such as PwDs, vulnerable and tribal etc.

**7. Activities on the day of Youth Skill Festival:**

**a) Registration in Kaushal Panjee:**

- i) CP (Jobs) and BC (Skills) should ensure that all the rural poor youth who are interested in skilling / placement are captured in the Youth Skill Register maintained by the VPRC and they should be motivated to register in the Kaushal Panjee.

- ii) A stall shall be set up in the venue of the Youth Skill Festival for Kaushal Panjee registration to enable the other unregistered youth also to register for skilling and placement.

**b) Session by Training Providers:**

- i) Each institution may be given a slot to explain the course and employment opportunities. The skill training providers must be available throughout the session to give further details about the course, placement to be provided, salary & other allowances etc.
- ii) Counseling will be provided to the candidates who attend Youth Skill Festival on the nature of work in the sector/trade, availability of jobs, deliverables by the employer, entitlements, growth prospects and risks involved. This is aimed at helping both candidates and parents to make informed choices and to match their aptitude with aspirations.
- iii) Short video films on various trainings and employment opportunities on job-oriented training and success stories have to be prepared & screened during the Youth Skill Festival to create awareness.
- iv) The experiences of the local youth who have completed training and successfully employed or set up enterprise may be invited to share their experience during the skill festivals.

**c) Display of information board:**

The trade wise flex board containing the details of eligibility conditions, duration of the course, training venue, Job opportunities, salary package, career progression shall be displayed in the venue of the Youth Skill Festival.

**d) Registration of interested candidates with the training provider:**

- i) The aptitude and the willingness of the candidate to undergo training and employment to be ascertained by the PIA before enrolment in any training.



- ii) Once the candidates are finalised for a particular course, candidates name and other details may be compiled in the register maintained at BMMU with the details of the candidates along with photo and Aadhar number.
- iii) Each selected candidates to be issued a photo identity card by the training institutions.
- iv) The selected candidates have to execute a bond / agreement with PIA to complete the full course. Once the candidate is shortlisted for skill training will not be eligible for similar skill training courses offered by any Government department in future.

## **8. Roles and Responsibilities of the Stake Holders:**

### **a) District Mission Management Units (DMMUs):**

- i) DMMU should Compile all the skill development opportunities of various departments in the district.
- ii) Youth skill festival should be conducted separately and should not be combined with Job mela or any other camps.
- iii) Coordination with District Skill Development Officer, Director RSETI, and other departments for smooth and successful conduct of Youth Skill Festival.
- iv) The venue should be arranged in any School or College which is easily accessible and available on Saturdays and Sundays.
- v) Conduct periodical review meeting with APOs, BMMs, BC (Skills) & CP (Jobs) to improve the performance.

### **b) Block Mission Management Units (BMMUs):**

- i) Update the youth register maintained by the VPRC in all village panchayats.
- ii) Disseminate information about youth skill festival to all village panchayats to enable youth registered with VPRC / *Kaushal Panjee* App to participate.
- iii) Ensure all the willing and eligible youth are participating from all the villages in the Youth Skill Festival.

- iv) Ensure that the data base for those who are not selected for the skill trainings / placement are also to be maintained for further follow up, so that they may get a chance to enrol for another trade or activity with the same or another Training Provider.

#### **9. Budget:**

Each youth skill festival is to be organised with a minimum of 300 youth. Being it is a one-day event, budget is provided for refreshment to the participants, honorarium for guest lecturers / Alumni, publicity arrangements and documentations etc.

In the forenoon activities such as registration of the participants, explanation by the Training Providers, industry expert talk, sharing of experiences by Alumni will be covered. In the afternoon the PIA and departments will counsel and shortlist the candidates for skill training as per the requirements.

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## **B. Guidelines for Conducting Job Mela:**

The Government has announced to conduct a 50 Job Melas in the districts for the year 2024-25. A detailed guidelines is provided below:

### **Stake Holder in the Job Mela:**

Following are the stake holders in the Job Mela to be organized by District units under DDU GKY

- i) Skilled and Educated Youth of targeted poor family
- ii) Youth representatives of VPRC
- iii) Community Professionals (Jobs) / VKP Community Job (CJP)
- iv) Block Level Officer of TNSRLM / TNRTP
- v) Assistant Project Officer (S&P), TNSRLM/EO Jobs & Placement
- vi) District Employment Officer
- vii) Public Relation Officer
- viii) Trade Associations of the respective districts.
- ix) HR Forums & Federations Etc.

### **Procedures to be followed for conducting the event:**

1. The Job Mela should be open for rural and urban youth and preference should be given rural youth.
2. Job Mela should be conducted separately it need not be clubbed with any other programs like, Mobilisation Camps or Youth Skill Festival.
3. A Separate Youth Skill Festival should be conducted by TNSRLM and Joint Programs with other departments is discouraged.
4. Profiling of the educated and skilled youth of target poor families in villages through VPRC, youth representatives and community professional for jobs should be identified.
5. Village level Mapping of the job aspiration of the skilled and educated youth of target poor through VPRC, CP(Jobs).
6. It can be organized in local public premises whichever is accessible in respect of convenience to the candidates. The size of the venue depends upon the size of the job mela organized with facilities likes bathrooms, meeting rooms, event hall / ground etc.

7. Select a location that is easily accessible by job seekers and the hold the event that has easy access to public transportation.
8. Identifying the potential employers in public and private sectors according to the mapping of aspiration of skilled and educated from the target poor by a team comprising APO (S&P), Knowledge centres, District Employment Officer, NGO and Training Institutes etc.
9. Inviting the Potential Employers to participate to the job Melas to be organized with clear willingness letter to the DMMU about the jobs offered in their concern and getting probable dates for recruitment.
10. Due publicity can be given through press release from the District Collector, advertisement through TV, Newspaper, Flex banners, distribution of pamphlets holding information like date, institution name, eligibility criteria, facilities offered and dissemination of information through PLF representatives / VPRC representatives in the Panchayats.
11. During Job Mela, the candidates should be registered and oriented about list of institutions liable for better placement participating and the opportunities available for better placement of the candidates.
12. Mobilizing the skilled and educated job aspirants to the venue on job mela/Melas on prescribed dates by CP Jobs and cluster facilitators with active involvement and logistic support of youth representatives and VPRC.
13. The candidates should be split out based on the qualification, eligibility of the institution and make them to participate in the Job Mela.
14. Mobilizing the skilled and educated job aspirants to the venue on job mela on prescribed counters and reception centre for recruiters, public address system, counselling centres, documentation and facilities for the participants and mobilizers.



15. Collecting information and appointment orders of the youth recruited/considered for recruitment should be done with mandate aadhar number by the DMMU for follow-up action
16. The recruitment details may be acknowledged by VPRC and documented by VPRC appropriately for service condition and retention assessment etc.
17. Select few youths representatives/CP (Jobs) to do volunteer service during the event for receiving/greet job Mela guest and to accommodate the needs and requests of the employers. The volunteers can assist the employers where his assigned booth or table is located.
18. Get feedback from job Melas attendees by providing a survey form when the job seeker enters the venue. Place a drop box near the exit to collect completed surveys.

**Facilitation (Responsibilities Works by DMMU):**

1. As per the clause 3.2.1.2 of DDU-GKY guidelines it is emphasised to conduct Job Mela exclusively for DDU-GKY candidates. Therefore districts with a target of One Job Mela should organized at the district level to cover all eligible DDU-GKY trained candidates across the districts. Districts with more than one Job Mela, target should ensure at least one Job Mela is exclusively organized for DDU-GKY candidates. In case the districts not having adequate trained candidates non DDU-GKY candidates also can be invited for Job Mela.
2. Profiling and mapping of the skilled and educated job aspirants by VPRC should be done in a prescribed format. Training of CP and VPRC in this regard.
3. Mapping of the Job aspiration of skilled and educated youth of target poor families block/cluster wise with suitable computer application (***Kaushal Panjee***)

4. Formation of search team for employers with APO (S&P), knowledge centres, district employment officer, NGO and PIAs (Training institutes) etc.
5. Developing knowledge centre for employment and convergence with departments, corporate for the employment opportunity
6. Receiving and compiling the employer willingness and their job offers, scrutinizing it for the aspiration and minimum basic needs of skilled, educated youth from target poor family.
7. Communication of job Melas events to the aspirants, official, employers, training institutes etc.
8. Event management of the job Melas and the counselling arrangements in the job Melas
9. Tracking the employment status of the youth recruited and their grievance redressal.
10. After successful conduct of Job Mela, the relevant documents like Photos, model pamphlets, application of the candidates, List of candidates selected company wise panchayat wise should be maintained in the district office besides submitting one set along with a brief write up to SMMU - Data Entry operators may be used for this purpose.
11. Regular follow-up of the placed candidates should be done and details should be collected on monthly basis for a period of one year from the month of placement for each candidate. Data Entry operators may be used for this purpose.
12. Utilization certificate for the funds received under the head of Job Mela should be submitted to State Office in the prescribed format.

#### **Role of VPRCs/PLFs:**

1. Profiling of the aspiration of the skilled and educated youth of the target poor families



2. Mapping of the aspiration of skilled and educated youth of the target poor families.
3. Mobilizing and sponsoring the aspiring youth for the job Melas with endorsement and logistics support
4. Tracking the employment status of the youth from the target families as a means of income generation and poverty alleviation.

**Conduct of Employers/Recruiters meet:**

1. Informing the DMMU about the jobs availability and the packages offer to the employed.
2. Willingness to recruit through job Melas organized with sponsorship of competent officers for recruitment. Also, should provide information about the team and roles during the event.
3. If the employers are to hold customer service job Melas, reach out to call centres, restaurants and retail store. Ask the HR managers whether they would like to set up a booth at the Melas to advertise their company and job opportunities to local job seekers.
4. Provide information and service counter on the day of the job Melas venues fixed.  
Support the job Melas by sending press release to the local media, including TV news stations, FM radio, newspaper, Facebook, Twitter etc.
5. The employer/recruiter team should wear a tag having information's like Name of the person and company representing, Brochures with information about their company, Business cards with recruiters contact details.
6. The concern District Collector may be sending the invite letter to industry job providers.

**Steps to be followed:**

Step 1	Based on the skill aspirations of local youth (in the Block) list of employers to be invited should be prepared.
Step 2	On confirmation from Companies/Industries file should be submitted to District Collector for Approval, Date and Venue
Step 3	Formal meet with the employers should be organized to collect information about vacant position, job profiles, Qualification expected, experience, salary and other benefits
Step 4	Information regarding the Job Mela should be disseminated through different modes of communication and through district project functionaries
Step 5	Preliminary arrangements in the venue should be started
Step 6	Final verification in the venue in aspects like <ul style="list-style-type: none"><li>i) Discussion with event management team</li><li>ii) Stage &amp; Seating arrangements</li><li>iii) Placing banner and standees</li><li>iv) Information regarding the participating employers and Hall / Counter No.</li><li>v) Water &amp; Toilet arrangement</li><li>vi) Dining place for the employers who participate</li><li>vii) Welcome table, registration form, Exit entrance, feedback etc.</li><li>viii) Counselling area for candidates</li><li>ix) Documentation - video/photographs</li></ul>
Step 7	Cluster Facilitator (CFs) should collect information about the candidates selected by 12 p.m., 3 p.m. and 5 p.m.
Step 8	Sending communication to selected candidates through email, post, SMS for second round or Offer letter should be issued
Step 9	Report consolidation about the job mela along with details in the prescribed format below.
Step 10	Thanks letter to all participated companies / Industries
Step 11	Write up about the Mela and information should be communicated to the State Office

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**Annexure II****District Wise Youth Skill Target - 2024-25**

<b>S. No</b>	<b>Name of the District</b>	<b>No of Youth Skill Festival</b>	<b>Youth Skill Festival Amount</b>
1	Ariyalur	1	50000
2	Chengalpattu	1	50000
3	Coimbatore	1	50000
4	Cuddalore	2	100000
5	Dharmapuri	1	50000
6	Dindigul	2	100000
7	Erode	1	50000
8	Kallakuruchi	1	50000
9	Kanchipuram	1	50000
10	Kanniyakumari	1	50000
11	Karur	1	50000
12	Krishnagiri	1	50000
13	Madurai	2	100000
14	Mayiladuthurai	1	50000
15	Nagapattinam	1	50000
16	Namakkal	1	50000
17	Perambalur	1	50000
18	Pudukkottai	2	100000
19	Ramanathapuram	1	50000
20	Ranipettai	1	50000
21	Salem	2	100000
22	Sivaganga	2	100000
23	Thanjavur	2	100000
24	The Nilgiris	1	50000
25	Theni	1	50000
26	Thenkasi	1	50000
27	Thiruvallur	2	100000
28	Thiruvarur	1	50000
29	Tiruchirappalli	1	50000
30	Tirunelveli	1	50000
31	Tirupattur	1	50000
32	Tiruppur	1	50000
33	Tiruvannamalai	3	150000
34	Tuticorin	2	100000
35	Vellore	1	50000
36	Villupuram	2	100000
37	Virudhunagar	2	100000
<b>Total</b>		<b>50</b>	<b>25,00,000</b>

**Annexure III****District Wise Job Melas Target – 2024-25**

<b>S. No</b>	<b>Name of the District</b>	<b>No of Job Melas</b>	<b>Job Melas Amount</b>
1	Ariyalur	1	100000
2	Chengalpattu	1	100000
3	Coimbatore	1	100000
4	Cuddalore	2	200000
5	Dharmapuri	1	100000
6	Dindigul	2	200000
7	Erode	1	100000
8	Kallakuruchi	1	100000
9	Kanchipuram	1	100000
10	Kanniyakumari	1	100000
11	Karur	1	100000
12	Krishnagiri	1	100000
13	Madurai	2	200000
14	Mayiladuthurai	1	100000
15	Nagapattinam	1	100000
16	Namakkal	2	200000
17	Perambalur	1	100000
18	Pudukkottai	1	100000
19	Ramanathapuram	2	200000
20	Ranipettai	1	100000
21	Salem	2	200000
22	Sivaganga	1	100000
23	Thanjavur	2	200000
24	The Nilgiris	1	100000
25	Theni	1	100000
26	Thenkasi	1	100000
27	Thiruvallur	2	200000
28	Thiruvarur	2	200000
29	Tiruchirappalli	2	200000
30	Tirunelveli	1	100000
31	Tirupattur	1	100000
32	Tiruppur	1	100000
33	Tiruvannamalai	2	200000
34	Tuticorin	2	200000
35	Vellore	1	100000
36	Villupuram	2	200000
37	Virudhunagar	1	100000
<b>Total</b>		<b>50</b>	<b>50,00,000</b>



**ANNEXURE -IV****The breakup cost of the Youth Skill Festival - 2024-25**

<b>S. No</b>	<b>Description</b>	<b>Amount in Rs.</b>
1	Publicity and IEC materials	5,000
2	Venue arrangements with PA system etc.,	12,500
3	Refreshment	15,000
4	Honorarium for Alumni / Industry experts/CRPs	7,500
5	Data updating, Documentation and Unforeseen expenses	10,000*
	<b>Total</b>	<b>50,000</b>

**Note:**

*The cost provided in Sl. No 1 to 4 are tentative and if needed it could be interchangeable.*

*\* DMMUs are eligible to claim this amount only after submission of relevant records for data updating and documentation.*

**ANNEXURE – V****The breakup cost of the Job Mela – 2024-25**

<b>SL. No</b>	<b>Description</b>	<b>Amount in Rs.</b>
1	Publicity and IEC materials (Pamphlets, Auto Advertisement, Eco Friendly Flex Banners etc.)	20,000
2	Venue arrangements with PA system etc., (Shamiyana, Chairs, Stage, Mementos etc.)	20,000
3	Refreshment (Participants from distanced places, employers, PIA representative, other skill department staff, project functionaries etc.)	20,000
4	Honorarium for Alumni / Industry experts/CRPs	10,000
5	Transportation for interested and deserving youth, vulnerable and PwDs from nearby blocks	10,000
6	Data updating, Documentation and Unforeseen expenses	10,000*
7	Ensuring placement, Skill Training for 100 Youth each and direct placement for 100 youth	10,000**
<b>Total</b>		<b>1,00,000</b>

**Note:**

*The cost provided in Sl. No 1 to 5 are tentative and if needed it could be interchangeable with valid justification.*

*\*DMMUs are eligible to claim this amount only after submission of relevant records for data updating and documentation.*

*\*\*DMMUs are eligible to claim this amount only after submission of relevant records for Ensuring 200 placement records.*



**Annexure -VI.****Training Provider Profile (YSF)**

S. No	Name and address of the PIA	Registration / Stall No.	Name of job role / trade	No of Youth Selected for Training			No of Candidates Joined Location of Training Centre	Expected date of Commencement
				DDUGKY	RSETI	Others		

**ANNEXURE -VII****Employer Profile – Abstract (Job Mela)**

S. No	Name and address of the employer/recruiter	Registration / Stall No.	Name of job offered	Qualification/ skill required	Age	Salary Offered	Place of work	Month/Date Preferred for recruitment



## ANNEXURE -VIII

### Details of the Candidates who Joined in Skill Training (YSF)

[illegible]

### Details of the Candidates who Joined in Jobs (Job Mela)

[illegible]