



TAMILNADU CORPORATION FOR DEVELOPMENT OF WOMEN LTD.,
(A GOVERNMENT OF TAMILNADU UNDERTAKING)

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

Proc. No. 328/DDU-GKY/2023

Dated: 17.04.2023

Sub: TNSRLM – Announcement made by the Hon'ble Minister
– Imparting Skill Training for 45,000 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 30.03.2023
2. Annual Action Plan 2023–24 of DDU-GKY approved by
Ministry of Rural Development, Dt: 16.03.2023
3. Annual Action Plan 2023–24 of RSETI, Dt: 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 2023 – 24 on 30.03.2023 had announced (Announcement No. 01) on the floor of the Tamil Nadu Legislative Assembly as follows:

"திறன் பயிற்சியானது கிராமப்புற இளைஞர்களின் திறனை மேம்படுத்தி வேலை வாய்ப்பு பெறுவதற்கான தகுதியை உருவாக்கி வேலைவாய்ப்புகளை உறுதி செய்கிறது. தமிழகத்தின் கிராமப்புறங்களைச் சார்ந்த படித்த 20,000 இளைஞர்களுக்கு திறன் பயிற்சிகள் 120 கோடி ரூபாய் செலவில் வழங்கப்படும். மேலும், சுய தொழிலை ஊக்குவிக்கும் வகையில் 25,000 இளைஞர்களுக்கு திறன் பயிற்சி 25 கோடி ரூபாய் செலவில் வழங்கப்படும்".

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 20,000 rural youth with a budget outlay of Rs.120 Crore under DDU-GKY and self employment based skill training to 25,000 rural youth, with a budget outlay of Rs.25 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 127 active PIAs have been functioning across the State as Training Partners and they provide skill training in about 150 trades covering 20 Sectors.

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 have been empanelled as Technical Support Agency.

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 33 RSETIs functioning in the State. 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 will conduct skill gap assessment and to build the rural youth database across the state. The Project Director, TNSRLM shall ensure the following;

- 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).
- Identification of sector wise skill requirement of industries based on the different job roles.
- 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.
- Ensuring the incentive cost to CP (Jobs) from the PIAs for mobilization.
- 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.

TNCDW Board has approved to utilize 6132 No. of Community Professionals (Skills) across the State to cover every 6000 Population. They will be paid Honorarium of Rs.1,000/- per month. Their services should be properly and periodically monitored.

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 2023-24, as per the AAP 25,150 rural youth have to be trained and 26,647 youth to be placed covering all the districts under DDU-GKY for placement linked skill training as per AAP 2023 - 24. The district wise target is given in the Annexure I and 25,000 rural youth have to be trained under RSETIs for self employment in the year 2023 - 24. 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 20,000 rural youth under DDU-GKY for wage employment and 25,000 rural youth for self-employment under RSETIs.

Encls: Annexure I & II

Sd/-
Chief Executive Officer, TNSRLM
//Forwarded by Order//


Chief Operating Officer, DDU-GKY

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


17/4/23