



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

Date: 06.05.2023

Sub: TNSRLM – Announcement made by the Hon'ble Minister for Youth Welfare and Sports Development – Organizing Youth Skill Festival – Implementation of the Announcement under DDU-GKY– Executive Order Issued – Reg.

Ref: 1. Announcement made by Hon'ble Minister on the floor of Tamil Nadu Legislative Assembly, Dated: 30.03.2023
2. Annual Action Plan 2023 – 24 of DDU-GKY approved by Ministry of Rural Development, Dated: 16.03.2023
3. Annual Action Plan 2023 – 24 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 2023 – 24 on 30.03.2023 had announced (Announcement No.16) on the floor of the Tamil Nadu Legislative Assembly as follows:

Announcement – 16:

"இளைஞர்களின் திறனை மேம்படுத்துவதற்காக திறன் பயிற்சியளிக்கும் அரசுத் துறைகளையும், தனியார் நிறுவனங்களையும் ஒருங்கிணைத்து, 100 இளைஞர் திறன் மற்றும் வேலை வாய்ப்பு திருவிழாக்கள்' நடத்தப்படும். இளைஞர்கள் அதிக வேலை வாய்ப்புள்ள தொழில்களை பற்றி அறிந்து கொள்வதோடு, திறன் மேம்பாடு குறித்த விழிப்புணர்வு மற்றும் தகவல்களையும் ஒருங்கே பெறுவதற்கும், திறன் பயிற்சி பெறுவதற்கும் இந்தத் திறன் திருவிழாக்கள் பேருதவியாக அமையும். இதற்காக 1 கோடி ரூபாய் நிதி ஒதுக்கீடு செய்யப்படும்".

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 Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) which provides placement linked skill training through empanelled training institutions in different sectors.

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 Programmes

There are many skill development programmes 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 2024. In the AAP for 2023-24, approval accorded for training of 25,150 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 25,000 youth every year 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 250 youth for each Youth Skill Festival for ultimate selection of at least 100 youth for various skill training programmes. 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 2023-24, Rs.1.78 Crore is available for IEC Activities.

Job Mela:

Tamil Nadu is one of the pioneering state for industrial development in the country and there is huge demand for manpower even Semi-skilled and non-skilled. In order to facilitate interaction between Job seekers and Job providers Melas are organized at the District level under the DDU GKY skill program. 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. This job mela should focus to arrange placement for those already trained under DDU-GKY. 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. Preference may be given to the local employers and reputed companies.

Job mela cum Youth Skill festival:

During the last year 2022-23, 388 Block Level Youth Skill Festivals were conducted and more than 58600 Youths were screened and have joined in various skill trainings. Similarly, 48 Job Melas were conducted through which 38000 youth got direct placement opportunities. However, it was felt that those who came to the Job Mela preferred to join in skill trainings and those who came to the Youth Skill Festival wanted direct placement. Based on these experience current year the government has announced to combine these 2 programs and to conduct 100 numbers of "**Job Mela cum Youth Skill Festival**" across the state.

Therefore, it is instructed that while arranging the venue it should be clearly demarked into 2 parts as separately for Youth Skill Festival and Job Mela in the same programme venue. The candidates should be split and based on their interest for direct placement / skill training. In such a way the selection for Youth Skill Training and direct placement shall be held in one umbrella event as per the aspiration of the youth for direct placement / skill recruitment shall be fulfilled.

Budget:

Each **Job mela cum Youth Skill festival** is to be organised at District level (need not be in District HQ) with a minimum of 750 youth for Direct Placement and 250 youth for skill training totally 1000 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 employers will counsel and shortlist the candidates for skill training or placement as per their requirements. The selected candidates should be provided appointment orders by the employers for direct placement and also Skill Training offer letters through Skill Training partners on the program day itself.

Finally, collecting information and appointment orders of the youth recruited/considered for recruitment and joining letter to skill training should be done by the DMMU for follow-up action.

The breakup of the cost for different items of Youth Skill Festival cum Job Mela is given in the table below:

SL. No	Description	Amount in Rs.
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.)	25,000
3	Refreshment (Participants from distanced places, employers, PIA representative, other skill department staff, project functionaries etc.)	20,000
4	Honorarium for Alumni / Industry experts (4 Resources X Rs 1250)	5,000
5	Transportation for interested and deserving youth, vulnerable and PwDs from nearby blocks	10,000
6	Data updation, Documentation and Unforeseen expenses	10,000*
7	Ensuring placement, Skill Training for 100 Youth each and direct placement for 100 youth	10,000**
	Total	1,00,000

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 updation and documentation.*

*** DMMUs are eligible to claim this amount only after submission of relevant records for Ensuring 100 placement records and proof for 100 youths have joined Skill Training.*

The district wise details of number of Job Mela and Youth Skill Festivals to be conducted with budget are given in the Annexure – I.

The Project Directors are requested to take necessary measures to organize “**Job Mela and Youth Skill Festivals**” in their district by drawing up a schedule for the district to cover all blocks before October 2023 so as to achieve the skill training target of DDU-GKY, RSETI, TNSDC & other skill training programmes of the district and also arranging direct placement to youth as per their aspiration.

Encl: Annexure – I –Guidelines

Annexure – II-District Wise target.


6/5/23 1/2
Chief Executive Officer, TNSRLM

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


6/5/23

**Guidelines for Organizing Job Mela cum Youth Skill Festival
2023-24 Under
Deen Dayal Upadhyaya Grameen Kaushalya Yojana**

Introduction:

As per the Announcement of Hon'ble Minister in the floor of assembly (Announcement 16) that "100 Job Mela cum Youth Skill Festival shall be conducted by integrating the Government Departments and private organisation that provide Skill Training to improve the skill of youth and the youth will aware about the information towards industrial opportunities and various Skill Training. An amount of Rs.1.00 Crore shall be allocated for 100 Job Mela cum Youth Skill Festival. In this regard the Job Mela cum Youth Skill Festival should be conducted with the following guidelines.

A. Guidelines for conducting Job Mela.

A.1. Job Mela

In order to facilitate interaction between Job seekers and Job providers Melas are organized at the District under the DDU GKY skill program. 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. This job mela should focus to arrange placement for those already trained under DDU-GKY. During the Job Mela 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.

A.2. Pre – Arrangements to the Job Mela:

The sanctioned amount should be utilized for making preparations like banners, IEC materials, providing lunch and refreshments for HR people, documentation, tracking of candidates, industry engagement etc. Also, the candidates should be tracked for minimum of one year.

A.3. Stake Holder in the Job Mela:

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

1. Skilled and Educated Youth of targeted poor family
2. Youth representatives of VPRC
3. Project Team - Assistant Project Officer (S&P), Block Mission Manager, Block Coordinator (Skills) and Community Professionals (Jobs) and Community Organisers of TNULM.
4. District Employment Officer
5. Public Relation Officer
6. HR Forums.
7. Reputed industries / Companies
8. Employers Association etc.

A.4. Procedures to be followed for conducting the event:

1. Job Mela cum Youth Skill Festivals should be planned to cover all the blocks of the Districts.
2. The Job Mela cum Youth Skill Festivals should be open for rural and urban youth however preference should be given for rural youth.
3. The venue should be arranged in any School or College which is easily accessible and available on Saturdays and Sundays.
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. Block level consolidation and mapping of skilled and educated youth aspiration for district through the Block Coordinator.
7. The programme should be arranged with facilities likes bathrooms, meeting rooms, event hall/ground, Drinking water, Toilets etc.
8. Select a location that is easily accessible by job seekers and the hold the event that has easy access to public transportation.

9. Identifying the potential employers in public and private sectors according to the mapping of aspiration of skilled and educated from the target poor.
10. Due publicity can be given through press release from the District Collector, advertisement through TV, Newspaper, Flex banners, Whatsapp messages, SMS alerts and 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 opportunities available for better placement of the candidates.
12. Mobilizing the skilled and educated job aspirants to the venue on job mela on prescribed dates by CP Jobs and Block Coordinator with active involvement and logistic support of VPRC to the deserving vulnerable and PWD candidates.
13. Mobilizing the skilled and educated job aspirants to the venue on job mela on prescribed counters and reception center for recruiters, public address system, counselling centers, documentation and facilities for the participants and mobilizers.
14. Select few youth representatives/CP (Jobs) to do volunteer service during the event for receiving/greet job fair 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.

A.5. Facilitation (Responsibilities of DMMU)

1. Profiling and mapping of the skilled and educated job aspirants by BC (Skills) should be done in a prescribed format. Involving of CP and VPRC is required in this regard.
2. Mapping of the Job aspiration of skilled and educated youth of target poor families block wise with suitable computer application (**Kaushal Panchee**)

3. Communication of job fair events to the aspirants, official, employers, training institutes etc. should be sent to the potential employers **through District Collector well in advance.**
4. 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.
5. Ascertaining the venue of job Mela in accordance with aspiration demand and the employer logistics for recruitment.
6. Tracking the employment status of the youth recruited and their grievance redressal.
7. 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 upto SMMU – DDU-GKY Data Entry operators may be used for this purpose.
8. 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.
9. Utilization certificate for the funds received under the head of Job Mela should be submitted to State Office in the prescribed format.

A.6 Role of VPRC

1. Profiling of the aspiration of the skilled and educated youth of the target poor families and updating of Youth Skill Register.
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 fairs 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.
5. Creating awareness in all CBO Meetings and highlighting the importance of Job Mela and Placement.

A.7. Conduct of employers/recruiters

1. Informing the DMMU about the jobs availability and the packages offer to the employed.
2. Willingness to recruit through job fair organized with sponsorship of competent officers for recruitment. Also should provide information about the team and roles during the event.
3. Provide information and service counter arranging stall on the day of the job fair venues fixed.
4. 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 and Business cards with recruiters contact details.

A.8. Timeline:

Step - 1	Youth Skill Register at VPRC Level should be updated. Based on that, a list of 2 category of youth list should be prepared as a) direct employment b) Skill Training seekers.
Step - 2	Based on the skill aspirations of local youth (in the Block) list of employers to be invited.
Step - 3	On confirmation from Companies/Industries, file should be submitted to District Collector for Approval, Date and Venue
Step - 4	Formal meet with the employers should be organized to collect information about vacant position, job profiles, Qualification expected, experience, salary and other benefits
Step - 5	Information regarding the Job Mela should be disseminated through different modes of communication and through district project functionaries
Step - 6	Preliminary arrangements in the venue should be started

A.10 Applicant Registration Form: (At the programme venue)

Date		Job Preference		
Target / Non Target, PIP No.				
1	Name of the Candidate			
2	Fathers Name			
3	Address & Contact Number			
4	Aadhar Number			
5	Community (SC/ST/BC /others)			
6	Highest Educational Qualification			
7	Technical Qualification (If Any)			
8	Previous Experience	1	2	3
9	Applying company	1	2	3
10	Applying Jobs	1	2	3

Signature of Applicant

A.11. Employers Registration Form:

Sl. No.	Name and address of the employer	Name of job offered	Qualification/skill required	Salary Offered	Place of work	Month/Date Preferred for recruitment

A.12. Details of candidates who joined jobs: (By DMMU)

Sl. No.	Name , address with contact number of the Candidates	(M/F)	Category (SC, ST, Minorities and others)	Whether Candidates trained under DDU-GKY (Yes / No)	Name of the employer	Name of the post	Monthly Salary

B. Guidelines for Conducting Youth Skill Festival under DDU-GKY

Block level Youth Skill Festival will be platformer for connecting the youth of each block and the skill training providers empanelled under various Government departments. It should be conducted in following manner.

B.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. Representative from Industries Association – Member
9. 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 in the respective blocks.

The District shall discharge the following functions:

- i. To prepare and implement District Skill Development Plan (DSDP).
- ii. To organise campaign/ programmes 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 programme conducted by training providers.
- v. To prepare the calendar for Job Mela cum Youth Skill Festivals 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 prepare a list of Employment opportunities in the District and nearby areas and update in the portal.

- viii. To identify potential courses and trades and to recommend good quality Training Providers for empanelment.
- ix. The I Committee can engage technical experts to carry out special studies on skill development with respect to their Districts.

B.2. Job Mela cum Youth Skill Festivals Calendar:

The requirement of candidates for skill training and placement varies from time to time and area to area. Considering the above, the schedule for Job Mela cum Youth Skill Festivals has to be planned in such a way that all the blocks will be covered within 9 to 10 months of the financial year so as to complete the skill training target timely. The calendar 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.

B.3. The role of Community Professional (Jobs) & PLFs

- i) 6132 Community Professional (CP - Jobs) have been appointed @ each 6000 population towards working for the promotion of skills and placement for the rural poor youth.
- ii) 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.
- iii) 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. At the time of Youth Skill Festival, they should arrange to mobilise all such prospective youth to participate.
- iv) 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.
- v) 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.

- vi) The PLF shall assess the skilling requirement of the SHG members and can sponsor the candidates for any of the skill training programmes.
- vii) 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.

B.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 Project Director should ensure that whether Kaushal Aapthi tool is followed to identify the aptitude and willingness of the candidate to undergo training and employment 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 selects 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.

B.5. IEC and awareness creation

- i) The DMMU have to make wide publicity about the Job Mela cum 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.

B.6. Mobilization activities of youth for Youth Skill Festival at panchayat / block level

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 subcommittee.
- iii. Identification and sensitization of CP (Community Professionals) (jobs).
- iv. Career guidance to 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.

c) 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 / discontinued any skill training course 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 / Kaushal Aapthi 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 a candidate 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.

d) The following pre-arrangements are to be made for conducting youth skill festival.

- i) It should be ensured that the youth skill register is updated in all village panchayats well before the conduct of Youth Skill Festival.
- ii) Advanced information on youth skill festival has to be communicated to all village panchayats to enable the eligible and interested youth to participate.
- iii) A bulk SMS can be sent to all the registered candidates of Kaushal Panjee of the block and also to the neighboring blocks.
- iv) Publicity and IEC materials for various skill development programs are to be prepared and disseminated.
- v) Ensure the participation of Training Providers of various departments to explain their scheme details.
- vi) Suitable venue for conducting the youth skill festival may be fixed with necessary basic amenities.
- vii) Special focus for participating socially disadvantaged groups such as PwDs, vulnerable and tribal etc.

B.7. Activities on the day of Job Mela cum 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.

B.8. Roles and Responsibilities of the (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 Job Mela cum Youth Skill Festivals.
- 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.

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**District Wise Budget for
Job Mela cum Youth Skill Festivals 2023-24**

SI No	Name of the District	No. of Blocks	No of Job Mela cum Youth Skill Festivals	Amount allocated (Rs. In Lakhs)
1	Ariyalur	6	2	2.00
2	Chengalpattu	8	2	2.00
3	Coimbatore	12	3	3.00
4	Cuddalore	14	4	4.00
5	Dharmapuri	10	2	2.00
6	Dindigul	14	3	3.00
7	Erode	14	3	3.00
8	Kallakuruchi	9	2	2.00
9	Kanchipuram	5	2	2.00
10	Kanniyakumari	9	3	3.00
11	Karur	8	2	2.00
12	Krishnagiri	10	2	2.00
13	Madurai	13	3	3.00
14	Mayiladuthurai	5	2	2.00
15	Nagapattinam	6	2	2.00
16	Namakkal	15	4	4.00
17	Perambalur	4	2	2.00
18	Pudukkottai	13	3	3.00
19	Ramanathapuram	11	2	2.00
20	Ranipettai	7	2	2.00
21	Salem	20	4	4.00
22	Sivaganga	12	3	3.00
23	Thanjavur	14	4	4.00
24	The Nilgiris	4	2	2.00
25	Theni	8	2	2.00
26	Thenkasi	10	2	2.00
27	Thiruvallur	14	4	4.00
28	Thiruvarur	10	3	3.00
29	Tiruchirappalli	14	4	4.00
30	Tirunelveli	9	2	2.00
31	Tirupattur	6	2	2.00
32	Tiruppur	13	3	3.00
33	Tiruvannamalai	18	4	4.00
34	Tuticorin	12	3	3.00
35	Vellore	7	2	2.00
36	Villupuram	13	3	3.00
37	Virudhunagar	11	3	3.00
	Total	388	100	100.00


 Chief Executive Officer, TNSRLM


 6/5/23

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