



TAMIL NADU CORPORATION FOR DEVELOPMENT OF WOMEN LTD.,

(A GOVERNMENT OF TAMIL NADU UNDERTAKING)

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1924 - 2023

**PROCEEDINGS OF THE CHIEF EXECUTIVE OFFICER, TNSRLM
PRESENT TMT: SHREYA P SINGH, I.A.S.,**

Proc. No. 09/DDU-GKY/2025

Date: 03.04.2025

Sub: TNSRLM – Announcement made by the
Hon'ble Minister – Imparting Skill Training
for 42,000 rural youth under DDU-GKY &
RSETIs – Executive Order Issued – Reg.

Ref: 1. Announcement made by Hon'ble Deputy
Chief Minister on the floor of Tamil Nadu
Legislative Assembly on 28.03.2025.
2. Annual Action Plan 2025-26 Minutes of
Pre-EC Meeting, Dated: 04.03.2025.
3. EC Meeting for Annual Action Plan 2025-
26 of RSETI held on 28.01.2025

ORDER:

The Hon'ble Deputy Chief Minister of Tamil Nadu, while moving the demand for the Rural Development and Panchayat Raj Department for the year 2025 – 26 on 28.03.2025 had announced (Announcement No. 02) on the floor of the Tamil Nadu Legislative Assembly as follows:

"42,000 கிராமப்புற இளைஞர்களுக்கு வேலைவாய்ப்பு மற்றும் சுய வேலைவாய்ப்புடன் கூடிய திறன் பயிற்சி ₹66 கோடி ரூபாய் செலவில் வழங்கப்படும்

Skill Training with employment and self employment opportunities will be provided to 42,000 rural youth at cost of Rs.66 Crores".

Skill training is essential for tapping into the opportunities presented by the growing economy and making unskilled and semi-skilled youth employable. Tamil Nadu has always been a leader in industrial development and has implemented various schemes for the welfare of its people. To improve productivity, one of the key focus areas for Tamil Nadu is the skill development of its youth.

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 10,390 rural youth with a budget outlay of Rs.107.34 Crore under DDU-GKY and self-employment based skill training to 37,074 rural youth, with a budget outlay of Rs.30.65 Crore under RSETIs. MoRD has notified its intention to transition from the current DDU-GKY 1.0 to DDU-GKY version 2.0 which will include additional special features such as dedicated skill gap study, skill loans and promoting captive employers etc.

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 10 active PIAs of DDU-GKY 1.0 have been functioning across the State as Training Partners and they provide skill training in various trades and sectors. In addition, TNSRLM has sanctioned additional targets for 19 performing PIAs in the year 2024-25. Further, TNSRLM has intended to empanel captive employers and fresh agencies under DDU-GKY 2.0 to provide captive placements.

The scheme has inclusive coverage of youth from the categories of SC & ST – 25% 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 50 (Age limit revised in RSETI 2.0) 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 37 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 TNSRLM had initiated to incorporate 10 new trades namely, Cell Phone Repairs and Service, Domestic Home Appliances Repairs and Services, Carpentry, Plumbing and Sanitary Works, Masonry and Concrete Work, LMV Owner Driver, Two Wheeler Mechanic, House Wiring, Aluminium Fabrication and Welding & Fabrication from the existing approval trade list for wider self employment opportunities for the year 2025 – 26. The RSETI has to ensure credit linkage to 70% of 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 well performing skill training providers in the district in convergence with other line departments for DDU-GKY 2.0.

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.

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.

Project Director, TNSRLM must inspect atleast one training centre per month and APO (S&P) should visit each DDU-GKY and RSETI centre twice

per month. The BMM should also conduct weekly visits to the centres existing the Blocks if any to ensure the quality of the Training.

Information, Education and Communication (IEC):

Publicity campaigns are to be conducted using various media. Special focus to be bestowed towards the selection of adequate number of SCs/STs communities and women 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.

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 and employment camps.
- 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.
- vii. Familiarize the TNCDW call centre no. 155 330 for rural youth and general public to avail information skill training.

Role of Project Directors and APO (Skill & Placement)

- i. Consolidation of District wise, Block wise mobilisation plan and organise Block level Youth Skill Festival.

- ii. Conduct of periodical review meeting with APOs, BMMs and BC (Skills) on progress of the activities.
- iii. Inspection of training centres to ensure the quality of training and placement and uploading the inspection report in the portal for further monitoring.
- iv. Periodical review of PIAs will be done on mobilisation, training and placement of trained candidates.
- v. Monitor the placement and self-employment of trained candidates in the district.

During the year 2025-26, as per the AAP training to be commenced for 10,390 rural youth and 6,790 have to be trained and 2,723 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 2025-26, 37,074 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 offers youth numerous benefits, including enhanced employability, increased earning potential and be the career advancement opportunities, ultimately empowering them to thrive in the Job market and come out from the poverty.

Hence, the Project Directors are requested to bestow their attention to achieve the skilling target of 10,390 rural youth under DDU-GKY for wage employment and 37,000 rural youth for self-employment under RSETIs.

Encls: Annexure I & II

Sd/-

Chief Executive Officer, TNSRLM

//Forwarded by Order//

[Signature]
03/04/25

Chief Operating Officer, DDU-GKY

To,

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

[Signature]
03/04/25