



TAMIL NADU CORPORATION FOR DEVELOPMENT OF WOMEN LTD.,

(A GOVERNMENT OF TAMIL NADU UNDERTAKING)

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கலைஞர்
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1924 - 2023

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

Proc. No: 10/DDU-GKY/2025

Date: 03.04.2025

Sub: TNSRLM – Announcement made by the Hon'ble Deputy Chief Minister of Tamil Nadu – Organizing Employment Fairs and Youth Skill Festival – Implementation of the Announcement under DDU-GKY – 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. Minutes of Pre-EC meeting held on 28.01.2025 for AAP 2025 – 26.

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

Announcement – 17:

“மாநிலம் முழுவதும், 100 மாவட்ட அளவிலான வேலைவாய்ப்பு முகாம்கள் மற்றும் இளைஞர் திறன் திருவிழாக்கள் 1 கோடி ரூபாய் செலவில் நடத்தப்படும்.

100 Employment Fairs and Youth Skill Festivals will be organized at the block level across the State, at the estimate cost of Rs.1.00 Crore”.

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.

Rationale 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. Hence, it is essential to identify the market opportunities for educated youth and provide market oriented skill training for the youth for wage and self-employment and also facilitating youth for 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.

Annual Action Plan (AAP) 2025 – 26:

During 2025-26, the Ministry of Rural Development (MoRD) has approved training for 10,390 candidates under the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) and an additional 37,074 candidates under the Rural Self Employment Training Institutes (RSETI) scheme. Furthermore, MoRD has given approval for conducting skill gap studies, Information, Education, and Communication (IEC) activities, and employment camps, with necessary funds earmarked for each activity.

Skill Development Programmes:

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

Apart from DDU-GKY & RSETIs, other Government departments such as Tamil Nadu Skill Development Corporation (TNSDC) 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.

Employment Fairs:

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 contact between Job seekers and Job providers employment fairs are organized at the District level under the DDU GKY skill program. This should bring potential employers and local youth face to face. This fairs should be organized with due care by adopting Standard Operating Procedures (SOP) developed for the purpose enclosed in the Annexure. This employment fairs 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.

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. And necessary funds are earmarked under supportive cost (IEC / Job Mela) of DDU-GKY AAP 2025-26.

Employment Fairs cum Youth Skill festival:

During the last year 2024 - 25, 50 Youth Skill Festivals were conducted and 18,496 Youths were screened and 7,901 Candidates have selected and 3,705 Candidates have joined in DDU-GKY / RSETI training

programs. Similarly, 50 Job Melas were conducted through which 13,610 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 in the same venue and to conduct 100 numbers of **"Employment Fairs 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 Employment Fairs cum Youth Skill Festival in the same programme venue, in this regard a detailed SOP has been already issued which should be strictly followed. 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 **Employment Fairs cum Youth Skill Festival** is to be organised at District level (need not be in District HQ) with a minimum of 1000 youth for Direct Placement and 250 youth for skill training totally 1250 youth to be selected. Being it is a one-day event, budget is provided for publicity, IEC / Venue arrangements, honorarium for guest lecturers / Alumni and documentations etc.

The activities such as registration of the participants, explanation by the Training Providers, industry expert's talk, sharing of experiences by Alumni will be covered. Further, 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 Employment Fairs cum Youth Skill Festival 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 for employers, PIA representative, other skill department staff, project functionaries etc.)	20,000
4	Honorarium for Alumni / Industry experts	5,000
5	Transportation for interested and deserving youth, vulnerable and PwDs from remote blocks	10,000
6	Data updation, Documentation and Unforeseen expenses	10,000*
7	Ensuring placement, Skill Training for 250 Youth each and direct placement for 1000 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 with TNSRLM.*

*** DMMUs are eligible to claim this amount only after submission of relevant records for Ensuring 1000 placement records and proof for 250 youths have joined Skill Training.*

A detailed SOP guidelines given in Annexure – I.

The district wise details of number of Employment Fairs and Youth Skill Festivals to be conducted with budget are given in the Annexure – II.

The Project Directors are requested to take necessary measures to organize “**Employment Fairs and Youth Skill Festivals**” in their district by drawing up a schedule for the district to cover all blocks scheduling from May 2025 to October 2025 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.

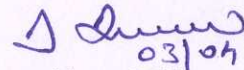
Encl:

1. Annexure – I –Guidelines
2. Annexure – II – District Wise targets & Fund allotment.

Sd/-

Chief Executive Officer, TNSRLM


//Forwarded by Order//


03/04/25

Chief Operating Officer, DDU-GKY

To,

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


03/04/25