

File No: MSDE-39/16/2022-AP-Monthly Apprenticeship Mela
Ministry of Skill Development and Entrepreneurship
Apprenticeship Division, Shram Sakthi bhavan, New Delhi

Date: 19.05.2022

OFFICE ORDER

To
All State Directors dealing with Skill Development/training,
Sector Skill Councils (SSCs),
Board of Apprenticeship Training (BOAT),

Subject: - PM National Apprenticeship Mela (PMNAM)

As per the directions of the Hon'ble Minister, MSDE, PM National Apprenticeship Mela (PMNAM) is to be conducted every month 2nd Monday. Accordingly all the RDSDEs and State/UTs Directorates are requested to arrange for the PMNAM every month and make it a grand success in the promotion of Apprenticeship.

The general guidelines for organizing the PMNAM every month are:

1. If the 2nd Monday is a Holiday, then PMNAM can be held on the next working day. Further, States may be also decide the date, to suit their convenience, in case of any extraordinary situation under intimation to MSDE Apprenticeship Division.
2. The Mela will be conducted in coordination with the State /UT Department dealing with Skill Development. Further, to have progressive impact on the mela output, Regional Directorate of Skill Development & Entrepreneurship (RDSDEs), Sector Skill Councils(SSCs), Board of Apprenticeship Training (BOAT), Ministry of MSME/Development Institutes, Departments dealing with MSMEs/ Industries in the State, Sector Skill Councils and Third Party Aggregators will all be involved.
3. District ITI readiness and facilities for organizing the event are important parameter for the Mela.
4. Mobilization of employers and candidates are crucial for Mela success. Accordingly, the mela activities categorically been divided into pre-mela activities, Mela day activities and post-mela activities.
5. The fulcrum of the mela will be District ITI that is identified and designated as the Mela centre. Mela centres in each State will be identified by the concerned State Department dealing with Skill Development.
6. Pre-mela activities will begin at least 7 to 10 days before 2nd Monday of every month to get the apprenticeship contracts realized. Pre-mela activities include employer mobilization, candidate mobilization, and preparation for the mela day. This will be steered through Assistant Apprenticeship Adviser, RDSDEs, SSCs, TPAs, BOATs, MSME development Institutes, State Skill Development Mission, District Skill Committee, etc. There will be publicity campaign through print (local paper), electronic

(cable TV) and digital media. Mahatma Gandhi National Fellowship (MGNF) fellows will be also involved.

7. On the day of PMNAM, arrangements at the centre will include facilities like shamiyana (Tent), help desk, registration counters, booths for employer to interact with the candidates, banners and standies (vertical) at various locations, refreshment and lunch during the day of mela. Arrangements of water, stage, audio and video etc for as well as activities related to covid protocol are also suggested. ITI student Volunteers may be called to assist the mela activities. Representatives of establishments will be present.
8. States may be asked to instruct AAAs to find sponsor(s) for the event, In case of non availability of sponsors then a fund of Rs 30,000/- per mela is proposed and the breakup is as below:

S.No	Particulars of Expenditure	Permitted expenditure proposed
a)	Publicity expenses	Limited to Rs 2500/- per mela
b)	Printing of banners/ standies/ backdrop	Limited to Rs 2500/- per mela
c)	Folder/ note pad/ pen for the representatives of participating establishments	Limited to Rs 1500/- per mela
d)	Venue Charges	Not applicable
e)	Food charges (working lunch, tea/biscuit, water) for participating establishments, supporting staffs and volunteers	Limited to Rs 15,000/- per day
f)	Miscellaneous charges: Audio-visual equipment/PA system, Computer/LCD display charges/ Photograph/ video graph/ Stage arrangement/ shamina / covid related activities	Limited to Rs 8,500/ per mela
	Total	Rs 30,000/- per mela

- Funds have been already released for State Apprenticeship Monitoring Cell (SAMC). States are be permitted to utilize the fund for the mela from the same in case there is no sponsor for a mela or for recouping partial expenditure in case the sponsorship is not able to meet the complete expense for the mela.
- Post PMNAM activity involves follow-up with the establishments for initiating the contract in the apprenticeship portal and getting these contracts approved by the AAA concerned.
- In all the above 3 activities RDSDE of the concerned State will play a lead role. All RDSDEs have been sensitized in the past experiences and will be further fine tuned for professional managing of the mela event.
- **Role of MSDE in PMNAM:** MSDE Apprenticeship division will coordinate with Central Ministries (CPSUs, SPUSs, Railways, Defense, MSMEs, MoRD, MoRTH, DPE) and State Directorates for organizing the Mela. Bulk SMS will be facilitated to registered candidates and Establishments on apprenticeship portal, ITI passouts, PMKVY

candidates, and JSS candidates. Sourcing employers registered under National Career Service Portal and MSME will be also taken-up. In addition, use of Social/Print media, and service of empanelled Third Party Aggregators (TPAs) will utilized. For print media, PMO approved advertisement will be rolled out every month through DAVP. Standardization of Mela activities will be attempted through SoPs, documenting good practices. Facilitate training through NSTIs and PMKKs will be also attempted.


- IT tool will be rolled out to make mela registration easy and reporting comfortable. Instance of candidate data being collected many times have been noticed. A single window option will be enabled through webpage/app which will get integrated to the apprenticeship portal. A mela dashboard will be put in place and apprenticeship portal will be monitored to handle huge traffic during the mela.
- **State-wise list of PMNAM mela Centres:** Out of the 765 districts in all 36 States/UTs, Mela is proposed in 1/3rd of the districts in every state. This will help the state to effectively conduct the Mela in various districts. Further, this will also allow the ITIs which are Mela centre to start mela related activities 7 to 10 days before the mela day and taken another 10 – 15 days for follow up with establishments and candidates to get the contract generated through the apprenticeship portal. Smaller* UTs may be allowed to conduct the mela once in three months. States will be given the choice of selection of mela centres.

SI No #	State / UT	Districts	No of locations each month
1	Andhra Pradesh	26	9
2	Arunachal Pradesh	25	8
3	Assam	34	11
4	Bihar	38	13
5	Chhattisgarh	32	11
6	Goa	2	1*
7	Gujarat	33	11
8	Haryana	22	7
9	Himachal Pradesh	12	4
10	Jharkhand	24	8
11	Karnataka	31	10
12	Kerala	14	5
13	Madhya Pradesh	55	18
14	Maharashtra	36	12
15	Manipur	16	5
16	Meghalaya	12	4
17	Mizoram	11	4
18	Nagaland	15	5
19	Odisha	30	10
20	Punjab	23	8
21	Rajasthan	33	11
22	Sikkim	6	2

23	Tamil Nadu	38	13
24	Telangana	33	11
25	Tripura	8	3
26	Uttar Pradesh	75	25
27	Uttarakhand	13	4
28	West Bengal	23	8
29	Andaman and Nicobar	3	1*
30	Chandigarh	1	1*
31	Dadra and Nagar Haveli and Daman and Diu	3	1*
32	Delhi	11	4
33	Jammu and Kashmir	20	6
34	Lakshadweep	1	1*
35	Ladakh	2	1*
36	Puducherry	4	1
	Total	765	257

All RDSDEs and State/UT Directorates of Skill Development are requested to contribute well to conduct PMNAM at above district centers on second Monday of every month as per the guidelines mentioned above.

This issues with the approval of the competent authority.


 C Ramasubramanian
 Joint Director

Copy to:

1. The Secretary, MSDE, New Delhi
2. The Special Secretary, MSDE, New Delhi
3. DDG, DGT, Pusa, New Delhi
4. All Regional Directors, Regional Directorate of Skill Development & Entrepreneurship (RDSDEs) – to follow with the State Directorates for details of mela centre and communicate to MSDE Apprenticeship immediately
5. Ministry of MSME, New Delhi (With a request to forward this letter to all Development Institutes for info and support to the mela. Our RDSDEs will reach to them in this regard)
6. Ved Mani Tiwari, COO and officiating CEO, NSDC, Aerocity, New Delhi
7. The Executive Director, NIMI, Chennai – for info