



National Apprenticeship Mela

21st April 2022



Apprenticeship Mela 2022



The purpose of Mela is to

- ❖ Create platform between candidates and Establishments.
- ❖ Facilitate candidates to avail opportunities in Apprenticeship training.
- ❖ Facilitate Establishment to Identify potential candidates and in selection of Apprentices.
- ❖ **MSME drive**

MSDE Role



D. O letters to Central Ministries (CPSUs, Railways, Defense, MSMEs, MoRD, MoRTH, DPE) and State Directorates

Bulk SMS to registered candidates and Establishments on apprenticeship portal, ITIs, PMKVY, PMKK Centres, JSS

Sourcing employers data under MSME and National Career Service Portal (NCS)

MSDE Role



Skill India
कोशल भारत - कुशल भारत



Government of India
Ministry of Skill Development
and Entrepreneurship



Industrial Training Institute

Social/Print media/ Banners and Posters

Mobilize RDSDEs/ States/ **SEOs/ SSCs/ Third Party Aggregators (TPAs)**

To provide Web Links to upload Establishment details, Mela Photos, and Web/ Google form to fill Progress Report.

Monitoring and readiness of Apprenticeship Portal to handle huge traffic on the day.

Roles and Activities - State



- Involve and seek coordination at the district level :
 - Other State Departments dealing with MSMEs / DIC/ Industry clusters, District Employment Exchange
 - District Skill Committees (DSCs) - District Collector is the Chairman
 - SSDMs
- Identify Mela-Centre / location for each district and designate one Coordinator for the ITI/Centre
- Facilitate publicity - advertisement through Print/ electronic/ social media
- Mobilize Candidates
- **Invite Establishments**
- Utilize SAMC funds in organizing Mela.

Roles and Activities - State



- All AAAs to be actively involved
- RJDs/ RDDs to monitor the activities under their jurisdiction
- Explore possibility of call centre facility
- Invite District collectors/ local MP/MLAs for Apprenticeship Mela.

Roles and Activities - Mela Centre Level



- Arrangements at Mela -Centre

1. Help Desk

2. Computer, scanner and internet facility for registration support

3. Infrastructure / Seating arrangements for establishments and candidates/ Fan and water/ Sanitizer points

4. Use of NSS/ NCC cadets as volunteers

5. Follow Covid protocol

Roles and Activities - Mela Centre Level



- Use of Print/ Social media for publicity – take appropriate approval from competent authority
- Posters and banners at main gate of the Center and prominent locations
- Invite Establishments. Coordinator (ITI/ Centre) to upload Establishment Details (URL/ Link to upload will be shared).
- Reach out to DIC/ Industry Associations. Potential employers in the NCS portal

Roles and Activities - Mela Centre Level



- Mobilize candidates - Passed out ITI candidates / those registered in the apprenticeship portal
- Share Mela information to nearby ITIs including private ITIs
- Mobilize passed out ITIs through google form. Send this to all ITIs in the district for doing the mobilization at their end.
- Ask to depute one staff from each of the nearby ITIs in the District for Mela activity and assign them appropriate work.
- Update confirmation of establishments on daily basis to RDSDE concerned

Roles and Activities - Mela Centre Level



- Centre Coordinator will upload Apprenticeship Mela's Photos (web link will be circulated for uploading Mela's photos).
- Centre Coordinator will update Progress report in coordination with Central Coordinator on the end of Mela (Web/ Google form link will be circulated).
- **Know your Central Coordinator**

Roles and Activities - SSCs



- Invite Establishments under their authority.
- Mobilize candidates (Including PMKVY)
- Publicity through Posters and banners
- Share participating establishments details with RDSDE concerned

Roles and Activities - TPAs



- Invite Establishments.
- Share participating establishments details with RDSDE concerned
- Mobilize candidates -
- Conduct selection of candidates on behalf of the Establishment

Roles and Activities - RDSDE Level



- Designate a **Central Coordinator** for every district in the State (Can also make use of NSTI faculty/ staff)
- Keep in loop the MGNF Fellow of every district.
- Coordinate with MSME Development Institutes
- Invite Establishments under their authority.
- Central Coordinator to upload Establishment Details (Includes data received from SSCs and TPAs) - URL/ Link to upload will be shared.
- Mobilize candidates passed out from NSTIs
- Offer assistance to Estt. /Candidates / Coordinator (ITI/Centre) / State nodal officer for any portal related issues.

Roles and Activities - RDSDE Level



- Use of Print/ Social media for publicizing Apprenticeship Mela at State/District level.
- Publicity through Posters and banners at RDSDE
- Central Coordinator will upload Apprenticeship Mela's Photos (Link will be provided to upload Mela photos on apprenticeshipindia.org portal).
- Act as a Single point of Contact for SSCs and TPAs
- Central Coordinator will coordinate with Coordinator (ITI/ Centre) to update the Progress report at the end of Mela (Google form will be circulated for uploading report).