

PM National Apprenticeship Mela:: Every second Monday



PM National Apprenticeship Mela

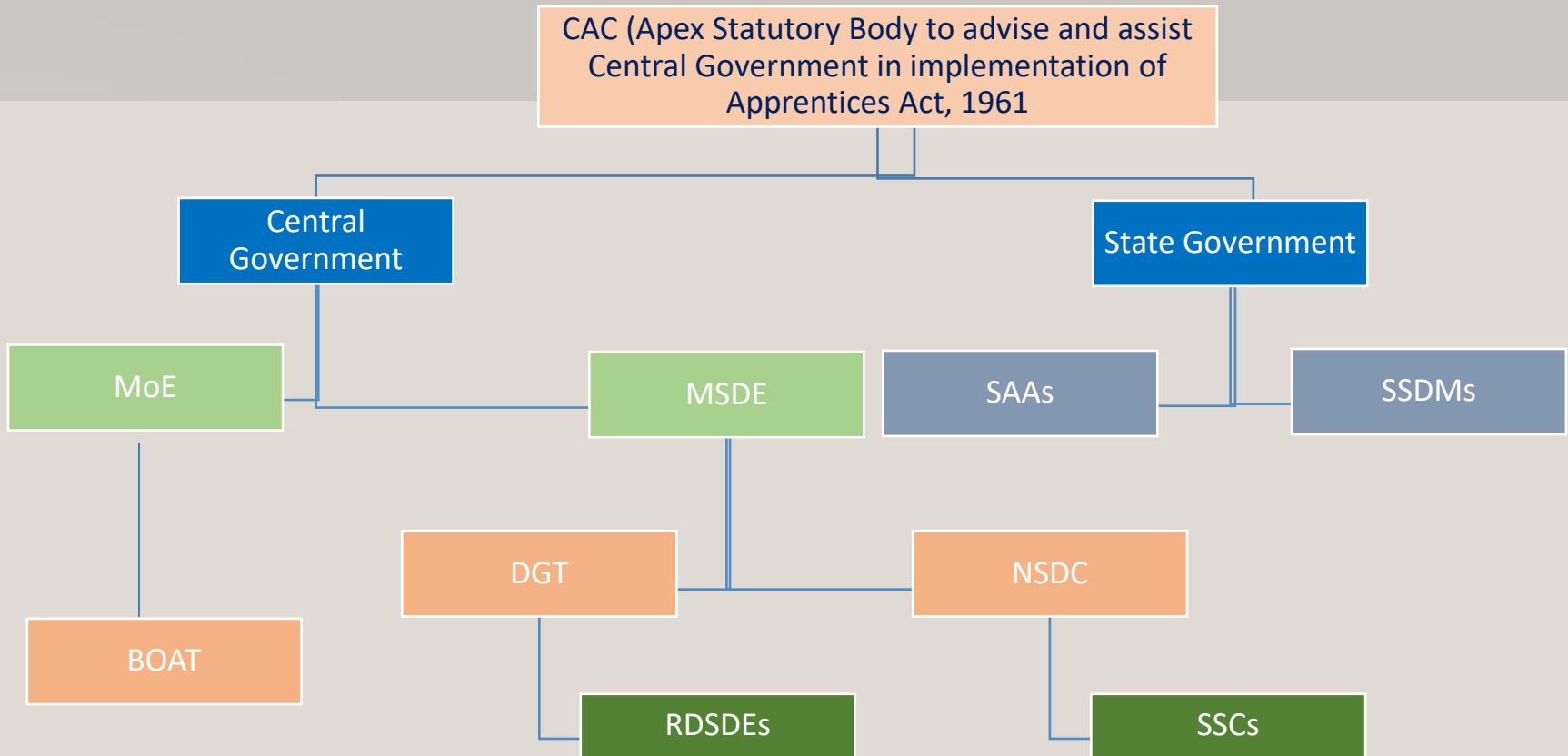
(PMNAM) 2022

The purpose of PMNAM 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 for participate.



Apprenticeship- Regulatory Structure



MSDE Role



Skill India
कौशल भारत - कुशल भारत



Government of India
Ministry of Skill Development
and Entrepreneurship



Industrial Training Institute

Letter regarding the PMNAM has been sent to State Directorates.

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

Roles and Activities - State



- State identifies Mela-Centre / location every month in the number of districts allocated and designate one Coordinator for the ITI/Centre
- Involve and seek coordination at the district level :
 - District Skill Committees (DSCs) - District Collector is the Chairman Other State Departments dealing with MSMEs / DIC/ Industry clusters, District Employment Exchange
 - SSDMs
- Facilitate publicity - advertisement through Print/ electronic/ social media
- Mobilize Candidates
- **Invite Establishments**
- Permitted to utilize SAMC funds for organizing Mela. (Rs 30,000/ per centre/ per 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

6. Seek fund requirement from State Directorate under SAMC

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 (<https://www.apprenticeshipindia.gov.in> >> [Apprenticeship Mela /](#) OR <https://dgt.gov.in/appmela2022>).
- Reach out to DIC/ Industry Associations. Potential employers in the NCS portal

Roles and Activities - Mela Centre Level



- Share Mela information to all nearby ITIs including private ITIs, Schools, Colleges
- Mobilize candidates - Passed out ITI candidates / those registered in the apprenticeship portal / PMKVY and PMKK candidates/ Candidates from Diploma/ Degree Engineering/ Colleges
- Registration facility for candidates available
(<https://www.apprenticeshipindia.gov.in> >> [Apprenticeship Mela](https://www.apprenticeshipindia.gov.in) /
OR <https://dgt.gov.in/appmela2022>)
- Can make use of Google form at Your level. Encourage use by all type of Candidates.
- Ask to depute one staff from each of the nearby ITIs in the District for Mela activity and assign them appropriate work.
- **Update Establishment data on daily basis (Establishment name, trade/rob role/ Apprenticeship Vacancies etc)**

Roles and Activities - Mela Centre Level



- Know your Central-DGT Coordinator assigned to the District/ Mela Centre
- Apprenticeship Mela's Photos - upload through google form. Both DGT Coordinator and Coordinator-Mela centre can upload it.
- Coordinator-Mela centre will update the Progress twice at 12 Noon and 4 pm with RDSDE Coordinator (**Web/ Google form link had been circulated will be facilitated**).
- Wherever, network issues are there, progress can be shared through standard SMS

Roles and Activities - RDSDE Level



- Designate a Mela Centre Coordinator for every district in the State in which the mela is being organized (Can make use of RDSDE officilas/ NSTI faculty/ staff)
- Keep in loop the MGNF Fellow of every district.
- Coordinate with MSME Development Institutes. Invite Establishments under their authority.
- Central DGT Coordinator to upload Establishment Details (Includes data received from SSCs and TPAs) – Facility available in web portal.
- Mobilize candidates including those passed out fromNSTIs
- Offer assistance to Estt. /Candidates / Coordinator (ITI/Centre) / State nodal officer for any portal related issues.

Roles and Activities - RDSDE Level



Skill India
कौशल भारत - कुशल भारत



Government of India
Ministry of Skill Development
and Entrepreneurship



Industrial Training Institute

- Use of Print/ Social media for publicizing Apprenticeship Mela at State/District level. Can examine use of NSTI fund for the purpose, if not available with RDSDEs
- Publicity through Posters and banners at RDSDE
- Central Coordinator will upload Apprenticeship Mela's Photos (Google form will be shared).
- DGT Coordinator of the Mela centre will update the Progress twice at 12 Noon and 4 pm after getting the info from RDSDE Coordinator (**Web/ Google form link will be facilitated**).
- Photograph to be uploaded at 11 Am and 3 PM
- RDSDE to act as a Single point of Contact for SSCs and TPAs

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 / District ITI Mela Centre

Roles and Activities - TPAs



- Register using Establishment registration facility in the PMNAM Microsite. Use the format Establishment name followed by (TPA name) while registering.
- Invite Establishments -
- Conduct selection of candidates on behalf of the Establishment
- Share participating establishments details (**Establishment name, trade/rob role/ Apprenticeship Vacancies** etc) with RDSDE concerned or the Mela Centre.
- Mobilize candidates