



Naan Mudhalvan Scheme - A Massive Upskilling Platform for Students with Special Reference to Arts and Science College

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Abstract

The Naan Mudhalvan scheme is skill enhancement initiatives for young people in Tamil Nadu that can help college students achieve their career goals. The scheme, which was launched in March 2022, by our Chief Minister MK Stalin aims to identify the students in government-run institutions and offer them academic and career guidance. The scheme also provides information about courses and industry-specific skill offerings. The program will be under CM's direct supervision and will entail teaching students in their chosen subjects/areas, languages, technological know-how, etc. The goal of this scheme is to enhance the skills of one million young people in the state each year to help them reach their full potential.

Keywords: Naan Muthal Scheme, Naan Mudhalvan Placements, Naan Mudhalvan Competitive Exams, Verticals.

1. Introduction

Tamil Nadu Skill Development Corporation (TNSDC) was established by the Government of Tamil Nadu in 2009 and registered under Section 8 of the Companies Act as a Non-Profit organization. TNSDC is working to meet the growing skill demands of the industry and aims to make Tamil Nadu the skill hub of the country. TNSDC has been designated as the Nodal Agency for Skill Development in the State. The "Naan Mudhalvan" platform enables the students and youth of Tamil Nadu to access and develop themselves on both their soft skills as well as industry-relevant core skills. On the soft skills side, students can upskill themselves through courses on personality development, entrepreneurship, personal finance, and learning foreign languages. On the core skills side, students can access courses on industry-relevant skills provided free of cost on new and emerging technologies. Students can also access the psychometric tests available on the portal that enable both the students and the employers to assess

the capabilities and natural strengths of the students to match their talent with relevant job opportunities in the industry. The objective of this scheme is to identify potential skill imparters, to address skill gaps. Through this flagship program, the students will be industry-ready and will be able to deliver work as soon as they graduate. The program also offers career and academic counselling to students in State educational institutions. Tamil Nadu Skill Development Corporation (TNSDC) is imparting training in key sectors viz Auto mobile, Health Care, Textiles & Apparel, IT-ITES, Agriculture, Leather, Beauty & Wellness, Logistics, Banking Financial Service and Insurance, Media & Entertainment, Construction, Plumbing, Retail, Electronics, Security Services, Telecom, Food Processing, Gems & Jewelry and, Tourism & Hospitality. The www.tnskill.tn.gov.in is a centralized system in the State for converging all the skilling activities [1-4]. The skill registry of TNSDC Portal is repository of skilled manpower available across the entire State



covering both State and Central schemes which will benefit both trained candidates and private employers. Any candidate looking for employability by up gradation of their skills can register in this portal using their Aadhaar Number and has liberty to choose suitable course, location of training center.

1.1 Problem of the Study

The problem of the study is to acknowledge and necessary interventions to be suggested both to the government and government-aided institutions, and other educational institutions for bringing down the hostile outcome of joblessness. The actual problem has to be addressed and focused research in this area [5]. The present study would help arts and science college students in carrying out self-introspection about their competency level and also help the arts and science college educational institutions to identify and strengthen themselves. This would make possible for better employability status of arts and science college students.

1.2 Objective of the Study

- To improve the quality of life of students
- Help students to achieve their career goals
- To create the awareness of Naan Muthalvan scheme
- To ascertain the soft skills under Naan Muthalvan Scheme
- To boost students' education, research, thinking, conduct, and skills

The Naan Mudhalvan scheme, which is also known as "I am the first", provides free skill development trainings to young people aged 18–35 across Tamil Nadu. The scheme has benefited 28 lakh college students so far, including 98% who are first-generation graduates. The scheme covers engineering, arts, science, polytechnic, and industrial training colleges. The Tamil Nadu government has extended the Naan Mudhalvan scheme to the students of Arts and Science colleges in the state to help students become industry-friendly. The total number of courses offered to the arts and science colleges was thirty. Under thirteen training partners, they were seven thousand and eight hundred thirty-five faculties were trained to

teach them. Eight lakes eleven thousand and three hundred fifteen students have participated from arts and Science College. The subjects taught in Naan Mudhalvan will be supporting course, and it will be offered in a blended manner with both online and offline content. In a far-spread State blessed with excellent connectivity, the scheme is anchored on an upskilling platform that provides students online access to Foundation Courses. The process starts with domain-specific assessment modules which help users understand their skill gap. The next level of courses enables the imparting of newer and industry-relevant skill sets and the building of digital fluency in emerging sectors. Training areas include Engineering, Arts & Sciences, Polytechnic, ITI, Pharmacy and Medical Sciences.

2. The Usage of Naan Mudhalvan Scheme in Arts and Science Colleges

The courses offered in the arts and science colleges are very useful to the students. The Naan Mudhalvan Scheme offers free courses to help students understand their skill gap and acquire newer and industry relevant skill sets. Language proficiency skill is the ability to read, write, and respond in a particular language. It can help students communicate, engage with other speakers, and improve problem-solving skills. For example, English is the most widely used language of communication, so employers may prefer candidates who are fluent in it. Technical skills and help them crack competitive exams. English proficiency can also help people access market information and industry developments that might not be readily available in their native tongue. This insight can help people identify opportunities for innovation and growth. Digital skills are the ability to use digital devices, apps, and networks to access and manage information. These skills can include simple web searching, emailing, and specialized programming and software development. Digital skills can help the students in many areas of their lives, including personal and professional. Emerging technologies course can help students access to a large amount of information and resources, including educational materials and



research. Technology can help improve student engagement and knowledge retention, encourage independent learning and help students grow at their own pace. Interactive technology can encourage collaboration between students, making the classroom more inclusive. Technology, especially AI-based tools, can help students participate in online and offline course settings. For example, universities can add AI-powered captions to their videos, or offer interactive transcription to students who are hard of hearing. Data analytics can help businesses gain a competitive edge, especially in a world with smart customers. Uses machine learning and deep learning algorithms to detect patterns in data and make predictions, which can help you get the best future course of action based on past trends. Data mining Provides advanced analytics that can help detect objects that are commonly bought together, and can also identify demographics that usually result in best sales. People analytics tools Helps managers and employees gather and collect valuable data, which can help identify productivity and performance issues, and also helps with training, engagement, and employability of the workforce. Employability skills can help students prepare for the job market, excel in their careers, and contribute positively to their workplaces and communities [6]. Medical coding can help students improve their employability by providing opportunities for job security, advancement, and flexible work schedules. Students can also earn a Medical Coding and Billing Specialist Diploma faster than other careers. Digital banking and cyber security to increase their employability in the e-banking system are helping students to take diverse

job roles such as security analyst, internal auditor, stock analyst and many more. The increasing Demand for skilled digital banking systems has boosted the demand for professionals in the field. Naan Mudhalvan Placement Fair was conducted to assist all the students trained under Naan Mudhalvan to get a suitable job, which will help them build a career path, provide skilled workforce to the industries, which will help the industries grow and Bridging the skill gap in the industry and make Tamilnadu a Skill hub. The Micro Placement drives are focused small level placement fairs taking place at an institutional level which happens with the collaboration of Naan Mudhalvan. The Regional Placement drives are being planned. Major sectors in the zone will be the major recruiters in the drive. The Sectoral Placement Drive, here Local Grow Global is the theme of these sectoral fairs. Students will be pooled and placement fairs will be conducted sector wise. The Virtual Fairs also conducted by industries to conduct interviews virtually and initial screening will be facilitated. Thousands of final-year arts & science college students get job offers through Naan Mudhalvan placement programme. As part of its skill development and employability initiative, 'Naan Mudhalvan,' the Tamil Nadu government signed MoUs with over 40 enterprises. These students were placed at firms such as Cognizant Technology Solutions (CTS) India Private Limited, Tech Mahindra, TVS Group of Companies, Fox Conn Hon Hai Technology, Pegatron India Private Limited, Bosch Global Software Technologies Private Limited, Sutherland Global Solutions and Accenture to name a few.

2.1 Naan Mudhalvan Placements Arts & Science Students Overview (as in Table 1)

Table 1 Overview of Naan Mudhalvan Placements Arts & Science Students

Total No. of Colleges	Total No. of. Final Year Students	Students Opted for Placements	Students Placed via Institutional Drives	Students Yet to Be Placed
861	248734	96260	62434	33826



2.2 Naan Mudhalvan Competitive Exams Vertical

As part of this transformative program, the Naan Mudhalvan Competitive Exams Vertical was established with a primary focus on empowering the Youth of Tamil Nadu to excel in competitive exams conducted by Union Government recruitment agencies [7]. Through comprehensive training and dedicated assistance, this vertical aims to equip young individuals with the skills and resources they need to succeed in these demanding exams and increase the proportion of Tamil Nadu Candidates in Union Government Services. In the Budget Speech 2023 - 2024 of Tamil Nadu, it has been announced that Tamil Nadu Skill Development Corporation (TNSDC) will implement a scheme in coordination with Anna Administrative Staff College to help civil services aspirants' access better coaching facilities and materials to reverse the declining number of Students from Tamil Nadu clearing UPSC Civil Services Exam [8]. Under this Scheme, every year 1,000 civil services aspirants will be shortlisted through a screening test. Each aspirant will be provided Rs.7, 500 per month for 10 months to prepare for the preliminary examination.

3. Findings

- The scheme has enhanced students' ability so that they can find a job even if they study in any district or college.
- The scheme has helped students build up their skills needed for campus interviews such as aptitude and group discussion skills.
- The system has helped students develop their independence.
- The scheme has improved the quality of life of students

Conclusion

This Naan Mudhalvan scheme is a student upskilling initiative programme aiming for equality in quality and its eligibility. It allows online study access to different foundation courses for the students of arts and science stream. Therefore, this scheme will let the students of Tamil Nadu to go for higher studies as well as apply for any skilled courses without any anxious of financial situation.

The scheme has helped to change the scenario of studying only in top colleges in the capital city for a better job and future [9]. There is no doubt that the number of students in arts and science colleges can increase if the Tamilnadu government brings more schemes to benefit the students through this Naan Muthalvan Scheme.

References

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