NAAN MUDHALVAN

(I am the best)

A transformative skilling initiative in higher education

Tamil Nadu Skill Development Corporation (TNSDC)

Dr M. Jayaprakasan, ISDS.,
(Indian Skill Development Service)
CEO, Naan Mudhalvan Skill Initiative

Vision

Transform the youth of Tamil Nadu into **skilled human resources by training them with industry-relevant skills** on par with national and global standards by addressing the existing and future skill demand.

Mission

➢ Provide **skilling to be outcome-centric**, enabling employment including self-employment, entrepreneurship and opportunities for overseas employment.

➢ Enhance the productivity of the existing workforce by **skilling, upskilling, re-skilling, and Recognition of Prior Learning (RPL)** with upskilling, aligning with NSQF.

➢ Identify and Implement skilling for **new-age technology and future skills**, including Industry 4.0 to meet the demand of the industries.

➢ **Provide recognized certifications** for the skills acquired, enhancing the value of these skills in the job market.

➢ Regularly monitor and evaluate the outcomes of the skill development programs to ensure their **effectiveness and impact.**

Dual Body Recognition

TNSDC is recently recognised as an Awarding and Assessment Body by National Council for Vocational Education and Training (NCVET), Govt. of India.

- ✓ Job oriented short term training is being conducted across the state through the empaneled Training partners (TPs – Govt. and Pvt), Govt ITIs, Polytechnic etc.,

- ✓ TNSDC has conducted training on NSQF-aligned and Non-NSQF (demand-based) courses across various sectors and so far, 5,29,170 trainees have been trained and assessed through SSC (NSQF).

- ✓ **TNSDC can support the industries to get their custom/demand driven skill courses for getting recognised by NCVET as per national skill qualification framework (NSQF) levels**
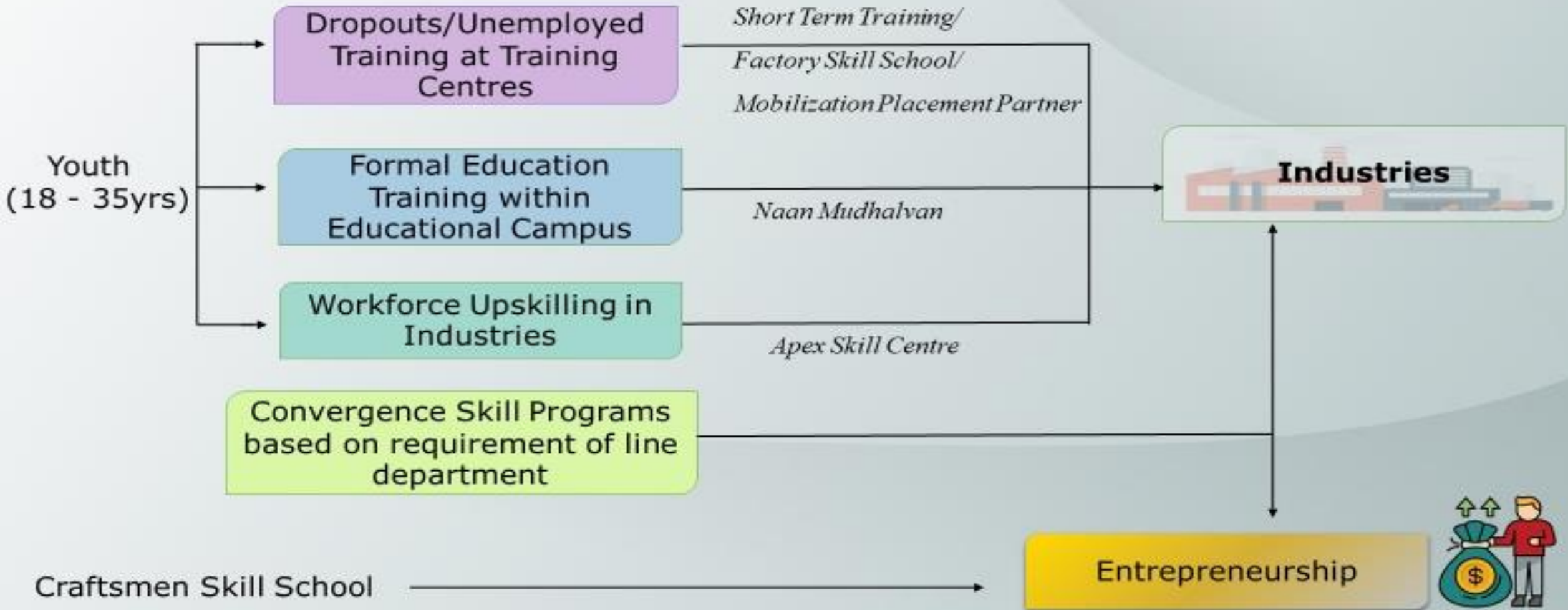
TNSDC → Naan Mudhalvan

- Short-Term – Industry Demand Skill Training through third-party training providers /centers and Placement support.

- Factory schools (Industry as Training Centre)

- Naan Mudhalvan Finishing Schools

- Recognition of Prior Learning

Target Group: (BLUE COLLAR WORKFORCE)
  - School Dropouts,
  - Unemployed youth,
  - Working Professionals,
  - Women Empowerment,
  - Traditional Skills
  - Craftsmen Skill Schools

- Transformative, Massive upskilling Initiative in Higher Education in TN for the **Students** of
  - ❖ Engineering colleges
  - ❖ Arts & Science Colleges
  - ❖ Polytechnics,
  - ❖ Industrial Training Institutes (ITI's)

- **Launched by the Honorable CM of Tamil Nadu on 1st March 2022**

- Skill Training will be at ON-CAMPUS and will be provided by global/nationally renowned Industrial Partners.

- Every semester, one Industrial Ready course has been made mandatory, approved by the board of studies of the university and will carry 2-3 credits as part of the curriculum and the marks will be reflected in the marksheet of the students

- Holistic development – English Language skills, digital skills, employability skills are mandatory for all.

- Preplacement support through campus placement, Support on Internship / Hackathon / Apprenticeship

What is Naan Mudhalvan?

❖ A massive skilling initiative by the Government of Tamil Nadu **to empower the youth of the state to gain industry relevant employable skills**.

❖ The program has been launched with three primary objectives,

      ❖ **To help Students (skilling & Preplacement, internship)**
      ❖ **To empower Colleges (faculty development and upskilling)**
      ❖ **To enable Industries & Corporates (skilled workforce)**

Naan Mudhalvan for?

❖ **Naan Mudhalvan** provides students with skilling courses that are relevant to careers and domains they want to work in.

❖ The courses offered are nationally and internationally certified and are provided through reputed **Industrial partners / training partners**.

❖ These courses cover skills in a **wide array of domains** such as Emerging Technology, Manufacturing, Healthcare, Media & Entertainment, IT&ITES, Retail, Construction, Electronics and Hardware, Food Processing, Logistics etc.

Naan Mudhalvan - Spectrum

Provides skill training to about **10 Lakh youth annually** and makes them industry – ready

Create an integrated ecosystem with all the stakeholders in skilling and education, reach every youth of TN via a **technology driven platform**

Industry-relevant skill training courses at free of cost to achieve their career goals

Every youth to be reached – Schools, Colleges, Dropouts, working professionals, women empowerment etc.

School Education - Career guidance, faculty development, skill interventions, transferable skills etc.

Higher Education – **Mandatory** Courses (compulsory elective every semester) for Engineering students, Arts & Science students. (Polytechnic and Industrial Training Institutes – next phase)

100+ **Free Courses**, 300+ Paid Course (Engineering, Polytechnique, Arts & Science, ITI) are enabled

Internships, placement support, Employable soft skills , **Hackathons** for students

Finishing Schools program for the youths

Naan Mudhalvan – Inception year 2022

Target : 10 Lakh Students/ Year.   **Trained : 13,14,519 (13.14 lakh)**

Training Details	Engineering Colleges	Arts & Science Colleges	Total
Faculties Trained	12,582	7,835	20,417
Students Trained	4,60,734	8,53,785	13,14,519
Colleges covered	483	861	1,344

Skill Courses Offered in Engineering Colleges :
Big Data, Blockchain, Cloud Essentials, AR/VR, Full Stack, AI/ML, Data Analytics, Cyber Security, CCNA, 3D surface modelling, Electric Vehicles, Building Information Management, CNC, Meta Verse, Industry 4.0, Powering IOT, Robotics, Smart Energy Grid, High Rise Building, Sustainable Building Design etc.

Skill Course Offered in Arts & Science Colleges :
AI, Business Analytics, Cyber Security, Digital Marketing, Data Analytics, Salesforce Associate, Digital Banking, Fintech, Google Android App development, Python Programming, Logistics, Medical Coding, etc.

Communicative English, Digital Skills and Employability skills also compulsory for all students

Naan Mudhalvan – 2023 (June – Dec)

Scheme has been extended to Polytechnic (Diploma) and Industrial Training Institutes (ITI's)

Training Details	Engineering Colleges	Arts & Science Colleges	Polytechnic College (diploma)	Industrial Training Institutes (ITI)	Total
Faculties Trained	6,171	14,463	2,289	-	22,923
Students Trained	3,23,000	8,88,170	1,92,784	64,149	14,68,103
Colleges covered	373	821	459	412	2085

Skill Courses Offered in Engineering Colleges :

Blockchain, Digital Marketing, Salesforce Developer, Data Analytics with Tableau, Architecture Visualisation using AR/VR, Full Stack with python & Java, AI/ML, Cyber Security, ChatGPT, DevOPs, Drone Design and Testing, Redhat Linux Admin, Surface Modelling, CNC Turning and Milling, PLCs, 3D printing using NX, Electric Vehicles, Industry 4.0 – Digital Twin, Integrated Building Services, Concrete Building Design etc

Skill Course Offered in Arts & Science Colleges :

AI, Digital Marketing, Fright forwarding, Fin Pro, Zohobooks Cloud Computing, GST & Income Tax, Graphic Design-CANVA, PCR Technology, Content Writing & Marketing, Adobe Graphic Design, Data Analytics with Tableau etc.,

Skill Course Offered in Polytechnic Colleges

Building Information Modelling (BIM), Industrial 4.0, Industrial Metaverse using AR & VR, Internet of Things (IoT), PCB Design etc.,

English Language course for ITI's

Communicative English, Digital Skills and Employability skills also compulsory for all students

Naan Mudhalvan – 2024 (Jan –April)

Training Details	Engineering Colleges	Arts & Science Colleges	Polytechnic College (diploma)	Industrial Training Institutes (ITI)	Total
Faculties Trained	3671	11,931	1352	Training by external Training Partners	16,954
Students undergoing Training	2,28,696	5,85,756	1,23,739	Annual pattern (English Language course continuing..)	9,38,191
Colleges covered	373	821	459	412	2085

Skill Courses Offered in Engineering Colleges :
AI & ML, Prompt Eng., Generative AI, IoT, Software testing, Cloud Computing, Data Warehousing, Web Technologies (Full Stack with DJANGO), UI & UX Design, Cyber Security, DevOps, Drone - Design, Assembly & Test ,
3D Surface Modelling, EV Design,
Design of Photo Voltaic System,
CNC turning & milling, Solid Waste Management, Energy Efficient Building(Green Cement, Sustainability), Industrial IoT and Industry 4.0,
4G/5G Communication Networks etc.,

Skill Course Offered in Arts & Science Colleges :
Oracle Cloud Architecture, Data analytics using Power BI, Python, Insurance service and operation, Advanced Tally with GST, Retail banking and wealth management, Fintron, Consignment controller, Exim documentation, Fleet vehicle operation Management, Port logistics, EV battery management, Medical coding, Bioinformatics, Food Analysis, Organic food production techniques, Agribusiness Management, Tourist/Travel guide Digital Fashion Designing Content writing, Digital Marketing, Story Telling, Graphic Design, Digital Marketing etc.

Skill Course Offered in Polytechnic Colleges

Digital Skills
Employability Skills

English Language course for ITI's

Communicative English, Digital Skills and Employability skills also compulsory for all students

Naan Mudhalvan Progress..

From Ist March 2022 – 31st March 2024

Trained	Total Counts
Total Faculties Trained	60,294
Total Students Trained	37,20,813
No. of Colleges covered	2,085

Naan Mudhalvan's Essence:

- Bridging the gap between education and employment.

Campus Placement Drive Success:

- 76.36 % of engineering students and 83.8% of arts and science students secured placements in 2022-23.
- Total of 1,48,149 students secured placements out of 1,84,283 applicants.
- Signifies transformed lives and a job-ready workforce.

Naan Mudhalvan as Role Model:

Naan Mudhalvan Skills pathway has been adopted by **UGC and AICTE** in higher education across the country through a specific notification

THE ECONOMIC TIMES | Industry

English Edition | Today's ePaper

Business News › Industry › Services › Education › UGC approves guidelines for credit-linked short-term skill courses

UGC approves guidelines for credit-linked short-term skill courses

PTI · Last Updated: Dec 07, 2023, 08:23:00 PM IST

Synopsis
Under the new guidelines, universities and colleges will offer short-term skill development courses in any stream with at least 12 credits and a maximum of 30 credits. The duration of the courses will be between three to six months with a major focus on practical learning.

New Delhi: The University Grants Commission (UGC) has approved guidelines for introducing short-term industry-relevant certificate courses with up to 30 credits in the higher educational institutes to bridge the skill gap and boost productivity of students at the workplace, officials said on Thursday. The "guidelines for the introduction of short-term skill development courses in higher educational institutes (HEIs)" were approved during a meeting held by the UGC on Thursday.

University Grant Commission (UGC) on Thursday approved the guidelines for the Introduction of Short-Term Skill Development Courses in Higher Educational Institutes (HEIs).

Naan Mudhalvan

Industry : Micro-credentials / Joint Certification

students will earn 2-3 credits/course in each semester, as one industry-relevant skill course/semester has been made mandatory as part of the degree programme.

These courses are adopted as per the recommendation of the industries on demand and approved in the board of studies of the respective Universities in Tamil Nadu.

Courses offered by Naan Mudhalvan are dynamic in nature for every semester as per the current /future job market needs.

Naan Mudhalvan:

- Industry Collaboration through CSR in skilling

Highlights : 16.53 lakh students trained in 2022 -24

Join with us as a partner in transforming our future generation

Naan Mudhalvan Campus Placement

The essence of Naan Mudhalvan lies in bridging the gap between education and employment.

🏫	**Micro Placement drive**	Micro placement fairs are **focused** small level placement fairs taking place at an **institutional level** which happens with the collaboration of Naan Mudhalvan.
🤝	**Regional Placement drive**	Many regional fairs are being planned. Major sectors in the zone will be the major recruiters in the drive.
📍	**Sectoral Placement Drive**	***"Hire Local Grow Global"*** is the theme of these sectoral fairs. Students will be pooled and placement fairs will be conducted sector wise

Virtual Fairs

❖ Industries which prefer to conduct interviews virtually and initial screening will be facilitated.

NAAN MUDHALVAN PRE-PLACEMENTS
2022-23

College Category	No of Colleges	Total No.of. Final Year Students	Students Opted for Placements	Students Placed via Institutional Drives*	Students Placed via NM Placement Drives	Students Placed via NM Training Partners	Total Students Placed	Highest CTC Offered
Engg	445	115682	85053	59214	4723	1017	64954	40.1 LPA
Arts & Science	861	262469	99230	63655	14631	4909	83195	8.0 LPA

Placement % Engg : 76.36 %

Placement % Arts & Sci : 83.84 %

NAAN MUDHALVAN PRE-PLACEMENTS

2023-24 (as on 30th JUN)

College Category	No of Colleges	Total No.of. Final Year Students	Students Opted for Placements	Students Placed via Institutional Drives*	Students Placed via NM Placement Drives	Total Students Placed	Highest CTC Offered
Engg.	345	60347	45587	18011	4787	22789 (50.09%)	32.76 LPA
Arts & Science	821	276167	108053	11741	21804	33545 (31.04%)	4.5 LPA
Polytechnic	459	57741		25715	291	26006 (45%)	8.1 LPA

- Placement Drives are in progress.
- Phase II started from 24.4.24 onwards

Engg : 14 drives, Arts & Science : 44 drives : Polytech : 2 drives completed
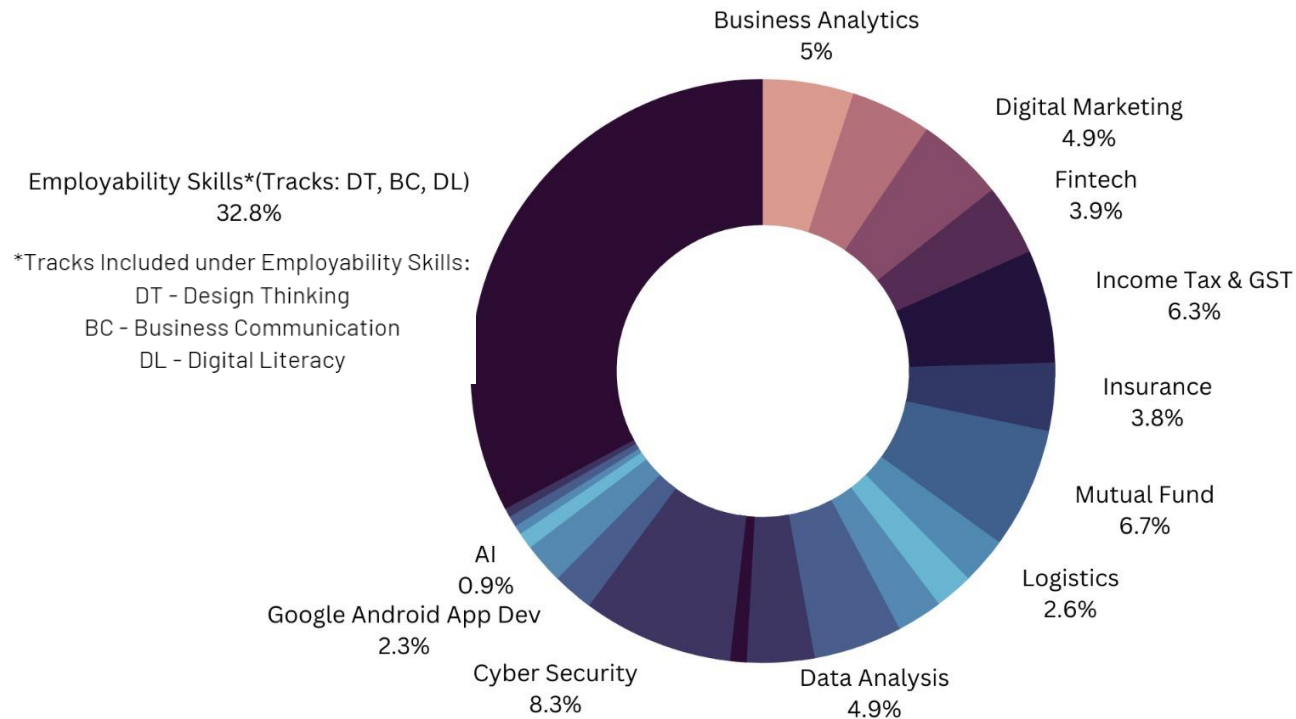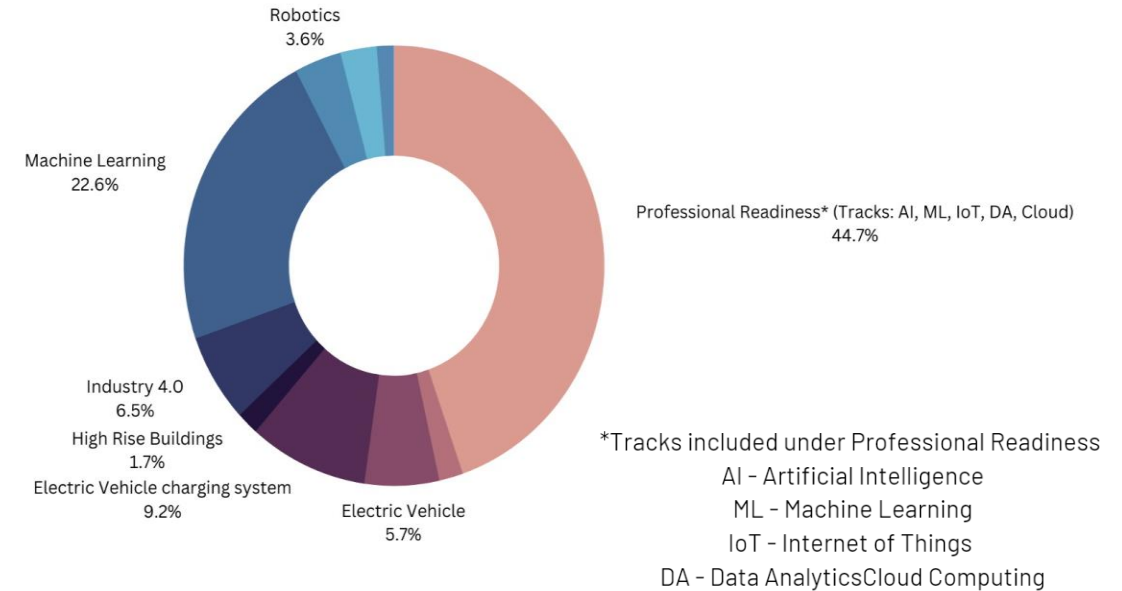
Naan Mudhalvan Skill Registry for Industries

- District wise, college wise, sector wise students trained details can be accessed by the industries to match their needs and do focus placement drives.

Arts & Science

Business Analytics 5%

Digital Marketing 4.9%

Fintech 3.9%

Income Tax & GST 6.3%

Insurance 3.8%

Mutual Fund 6.7%

Logistics 2.6%

Data Analysis 4.9%

Cyber Security 8.3%

Google Android App Dev 2.3%

AI 0.9%

Employability Skills*(Tracks: DT, BC, DL) 32.8%

*Tracks Included under Employability Skills:
DT – Design Thinking
BC – Business Communication
DL – Digital Literacy

Engineering

Robotics 3.6%

Machine Learning 22.6%

Professional Readiness* (Tracks: AI, ML, IoT, DA, Cloud) 44.7%

Industry 4.0 6.5%

High Rise Buildings 1.7%

Electric Vehicle charging system 9.2%

Electric Vehicle 5.7%

*Tracks included under Professional Readiness
AI - Artificial Intelligence
ML - Machine Learning
IoT - Internet of Things
DA - Data AnalyticsCloud Computing

Naan Mudhalvan Finishing School (NMFS)

Unemployed Youth → As a Work force through Skilling

Who can register

- ✓ **Establishments/organizations/factories** with more than 30 employees registered under the Apprentice portal.

- ✓ **Regular Training Partners** with a turnover of 50 Lakh INR in the past 3 financial years, possessing 3 years of experience in skill training with qualified faculty.

Benefits

- ✓ **"Partners"** will receive reimbursement of **(Skill Voucher) Rs.12,000**/ per candidate upon successful completion of training.

- ✓ **"Candidates"** will gain hands-on industry experience, TNSDC Certification, and a stipend of **Rs. 4,000**/ per month for upto 6 months for successful skill training completion

NM - Earn While You Learn (For 12th pass)

To cater to the aspirations of youth aspiring for work integrated learning simultaneously increasing Gross enrolment ratio.

- Pipeline Industry Partners for Implementation of Earn While Learn Program:

TNSKILLS @ WORLD SKILLS COMPETITION 2022

| INSTITUTION | DISTRICT | STATE | REGIONAL | INDIASKILLS | WORLDSKILLS |

➢ Skill Competition showcases and inspires excellence in skills.

➢ National skill competition known as India Skills are held every 2nd year. The winners of State level Skill Competition take part in the Regional level and subsequently in the India Skills at the National Level.

➢ TN bagged all time high medal tally of (23 medals) 2 Gold, 8 silver and 8 bronze at the India skills-2021 – finals held at New Delhi from 6th January to 10th January -2022

➢ Our state won 3 medals at Worldskills 2022 competition held at Switzerland, France , Austria, Germany , Japan

The Hon'ble Chief Minister felicitated Indiaskills 2022 winners by Cash price and Award

TNSKILLS @ World Skill Competition – Lyon, France - Sept 2024

TN SKILLS 2024

48	53,995	18,518	2351	93
SKILLS	TOTAL REGISTRATIONS	APPEARED FOR LEVEL 1	SHORTLISTED FROM LEVEL 1	VENUES IN 38 DISTRICTS

LEVEL 1

LEVEL 2 — **LEVEL 3**

31
SKILLS

186
SHORTLISTED FOR LEVEL 3

2141
CANDIDATES APPEARED FOR LEVEL 2

14
VENUES IN 08 DISTRICTS

48
SKILLS

241
APPEARED FOR LEVEL 03

48
SHORTLISTED FOR NATIONALS

19
VENUES ACROSS TN

OUR INDUSTRY & INSTITUTION PARTNERS

India Skills Finals @ New Delhi on 15-19th May.

TN Students WON : 40 Medals
- 6 Gold
- 8 Silver
- 9 Bronze
- 17 Medallion of Excellence

Naan Mudhalvan - Niral Thiruvizha (Hackathon)

Since Final year projects are mandated for all engineering courses,

To **kindle the innovative mindset** of our students to address the persisting issues, real time problems with technology enabled solutions and pursue entrepreneurial goals.

- 12 credit hackathon for Anna University students

- **1000 ideas shortlisted / Rs. 10,000 for each ideas.**

- **Funding support for top 50 projects / Rs. 1 lakh per project.**

- Final Submission Date – 5.5.2024

- Demo day in **June '24**

Naan Mudhalvan Mentorship Portal

The Naan Mudhalvan Mentorship Portal aims to connect college students and educators, who have excelled in academia and various industries both in India and abroad, with students enrolled in the Naan Mudhalvan scheme.

The platform facilitates knowledge and experience sharing, providing guidance and mentorship to empower students in their academic and professional journeys.

This event will be scheduled on a daily basis on different topics.

As on 18.05.2024

100+ Mentors Registered

50 Sessions Completed

65.45 Hours Mentorship Done

34773 Students Connected

https://naanmudhalvanmentors.com/

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Naan Mudhalvan - Kalloori Kanavu

(career guidance for 12th std students)

TN government is committed to offer career guidance to the students on the different options available, Colleges to choose from, Courses to pursue, entrance exams, Bank Education Loans and Scholarships.

In 2023, Number of Students benefited : 75000

The Kalloori Kanavu event was organized in **all the districts** from **29th April 2024 to 4th May 2024** as a daylong event with multiple career guidance sessions and **more than 1 lakh students** participated.

Naan Mudhalvan - Uyarvukku Padi - 2023

Career path Programme for 12th std students, not opted for Higher Studies.

Students passed in 12th Std in Govt and Govt aided schools (2023) : **3,23,456** Opted for higher education: **2,40,460** Not applied for any higher education: **82,996**	Number of Students Attended (at 72 locations across the state)	**30269**
	Number of students opted for higher education	**15713**
	Engineering	2144
	Arts & Science	7884
	Polytechnic	1461
	ITI	1876
	Other Streams	2348

Uyarvukku Padi program is planned to be organized from 1st July 2024 to 10th July 2024 across 94 divisions in 38 districts.

Olympiad Launch:

Naan Mudhalvan Olympiad – A gamified platform, will be launched to create the talent profile of government school students across Tamil Nadu which will be helpful to assess students on their cognitive skills helping precise identification of talent and support their needs.

Grades Covered: Class 6 – Class 9

Skills to be Assessed:

Critical Thinking and Reflexivity, Concept understanding, Problem solving, Sustained attention, Logical Reasoning, Auditory and visual processing, Processing speed – audio and visual, Attention to details, Divided attention.
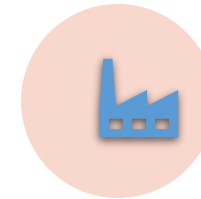
Way Forward 2024

Existing/Established CoE facilities to be used for NM Courses

Revamped Job portal (skill registry) giving direct access to industries / virtual job fairs

Promotion of Internship among industries/MSME/ Govt. Departments.

Guidance to Students on Higher education/ Entrepreneurship/ Competitive exams

Hackathons as a method of hiring/ Standardised tools for competency assessment

Unified LMS platform by integrating all the industrial partners LMS for lifelong learning/ upskilling

Naan Mudhalvan will be extended to Nursing & Paramedical colleges (1.5 Lakh students)

https://naanmudhalvan.tn.gov.in

THANK YOU!

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