Report on Talent Mela conducted @ Tiruvannamalai, Tamil Nadu by Kadagathur Shri K. Subba Reddiar (KSKSR) Educational trust on 18th February 2015

Organisation a Glance

KSKSR Educational trust, functions as an educational provider in Tiruvannamalai district for the upliftment of education where it is declared as poorly backward by the Govt. of Tamil Nadu. Since, we have been running various types of job oriented diploma courses with placement assurance and entrepreneurship skill development programmes with the coordination of **ni-msme**, Hyderabad sponsored by Ministry of MSME, Govt. of India. At present we are conducting, ACABC's innovative agri. training programme for rural agri. students aided by National Institute of Agricultural Extension Management (MANAGE), Hyderabad. We believe in that these sources will help the rural youth to gain vocational knowledge and job opportunities to lead their life successfully.

As per the surveys, Tiruvannamalai is meant as a drought district, financially and occupationally very poor. There are no industrial sources for job opportunities for vocational students. To meet out the competences with urban students for job hunting, hence we are giving special care and various special trainings programmes which will enhance the local students.

As per the directions of **ni-msme**, Hyderabad, we have planned to conduct two talent melas in this financial year for the purpose of job seekers. As a nutshell the first programme was conducted on 18th February 2015 at Rajalakshmi Polytechnic College campus. We hope that the successful mela will be functional for the job hunters.

Preliminary activities:

KSKSR Educational Trust is the Partner institution with **ni-msme**, Hyderabad is organising **ni-msme** programmes for needy youths in Tiruvannamlai district, Tamil Nadu. As per **ni-msme** guidance about the Talent Melas to be orgainised through its PIs, planned to organise the two Melas in this financial year. In this regard, an E-mail was sent to **ni-msme** and the first mela date was decided as February 18, 2015.

The following activities were listed and scrutinised to the conduct of the mela at Tiruvannamalai.

1. **Publicity :**
    - 2,500 brochures were printed and distributed through our institution students, newspaper insertions in Tiruvannamalai town and above 100 villages in and around Tiruvannamalai tashil.
    - Flex banners were placed in bus stand, in front of temple and market place.
    - Scrolling advertisements were given in local cable Television channels
    - Orientation meetings were conducted to the student volunteers from Rajalakshmi Polytechnic College, ACABC Training Centre regarding talent mela and they were involved to spread the message to their villages.
    - Invitations to the nearby institutions, self help groups, NGOs, Government departments like department of industries and commerce, employment office, etc.
    - Message passed through telephones to more than 100 MSME beneficiaries.

2. **Seeking the recruiters**

    Those involved in seeking the prominent recruiters
    - Rajalakshmi Polytechnic College Placement cell.
    - Freelance placement consulting agencies.
    - District Industries Centre, Tiruvannamalai, Government of Tamil Nadu.
    - Beneficiaries of **ni-msme** programme successful entrepreneurs.

3. **Programme report**

First talent mela was inaugurated on 18th February 2015 at Rajalakshmi Polytechnic College Campus, Tiruvannamalai by 10 a.m.

There were 08 companies from Engineering, Apparels, Computer Hardware, Computer Education, Software Industry and Construction have participated representing from Thiruvannamalai and Chennai.

327 candidates from nearby villages, final year Rajalakshmi Polytechnic College students, institutions, **ni-msme** beneficiaries have registered themselves. Among 327 candidates 114 turned up to the mela and some of the candidates was received job offer letters. While those which need a screening for skill were told to appear for skill tests at respective companies at later dates.

Mr. P. Arunkumar, Training faculty, Rajalakshmi Polytechnic College, Tiruvannamalai welcomed the dignitaries and the candidates and explained the tenets and the salient features of the Skill Development Scheme of the Ministry of Micro, Small and Medium Enterprises, Government of India. He explained the vital role being played by the National Institute for Micro, Small and Medium Enterprises (**ni-msme**), Hyderabad. He further elucidated that the dream of the Chairman of the KSKSR Educational Trust has been to help as many families as possible to get a decent income of at least Rs.10,000/- p.m. for their livelihood. With this dream we come across another milestone.

Earlier, Mr S. Govindasamy inaugurated the training programme and delivered felicitation address. In his speech, he motivated the candidates to make the fullest use of the opportunity given to them. He wished all the very best for the candidates and appreciated the efforts of the **ni-msme,** Hyderabad and Ministry of MSME, Government of India.

Special Message of Mr. G. Chidambaram, General Manager, District Industries Centre, Tiruvannamalai includes felicitation, self employment schemes offered by Central and State Governments.

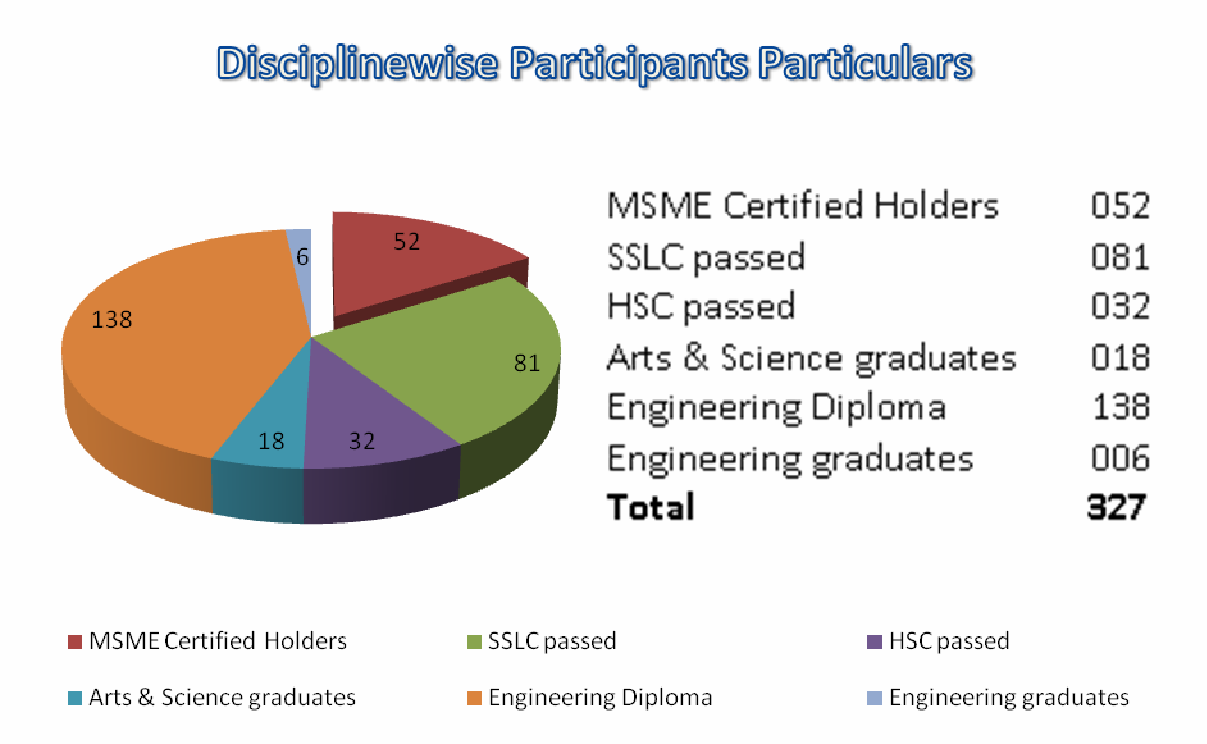
HR personnel & representatives from participating companies were explained their company policies, qualification of the candidates for their recruitments.

Companies participated in the recruitment:

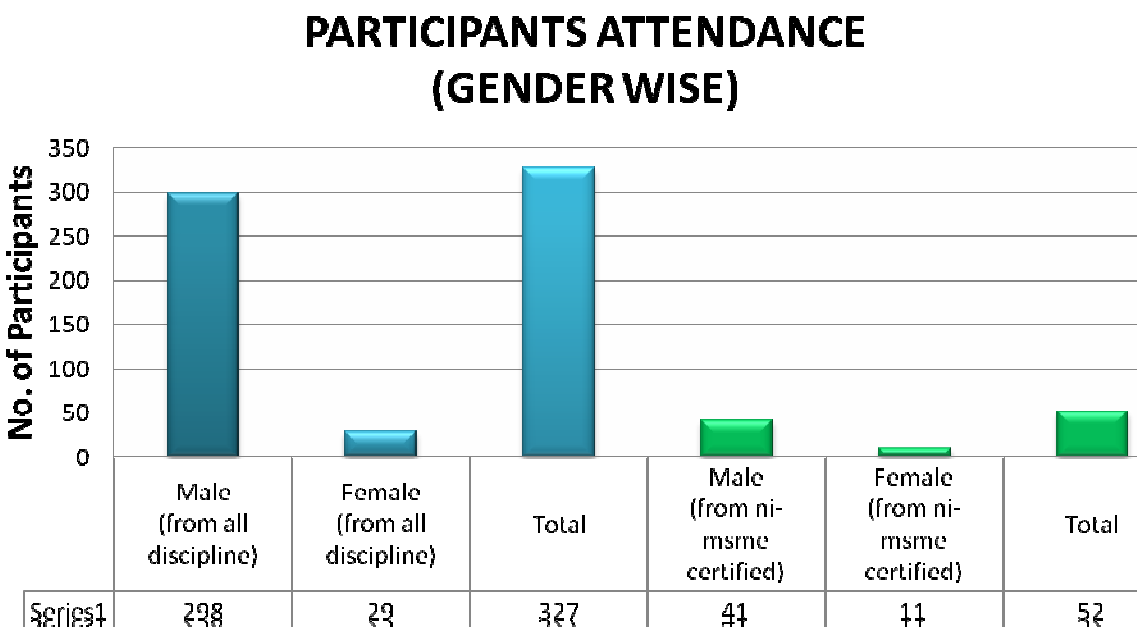
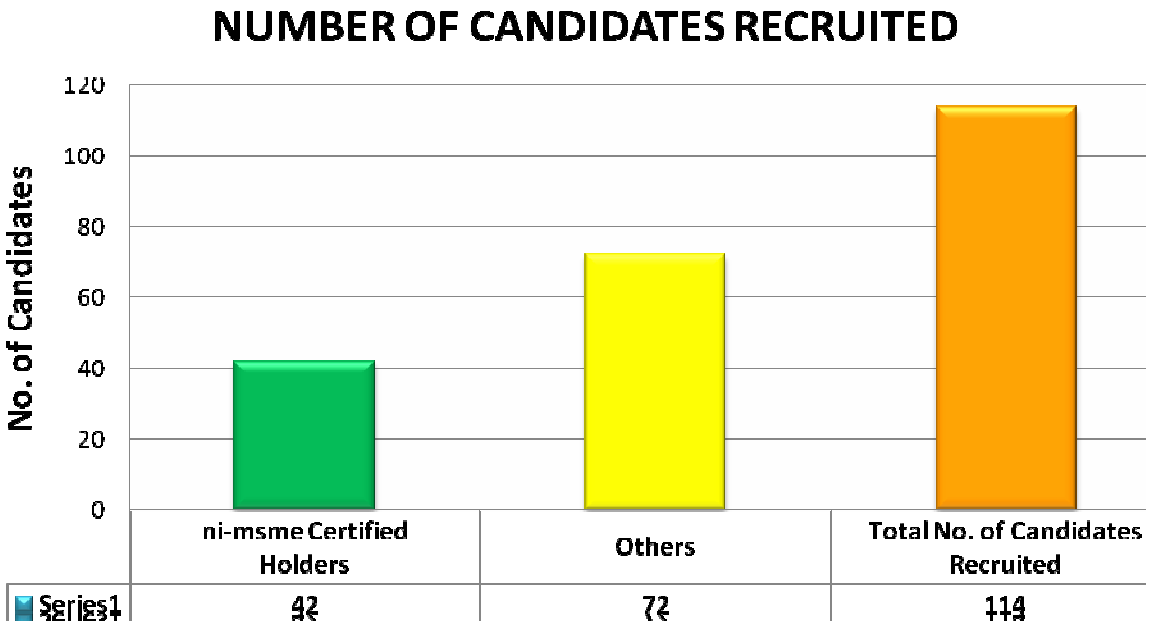
- V. Dhivakaran Contrive Services, Chennai
- MET India, Chennai
- Kalaimagal Makeup & Stage Decors, Tiruvannamalai
- Anbu Gold Covering, Tiruvannamalai
- Malick & Co., Tiruvannamalai

- Com.Com IT Solutions, Tiruvannamalai
- Matrix Computers, Tiruvannamalai
- RS Computer Education, Tiruvannamalai

Educational qualification of the candidates



Genderwise data



No. of people Recruited