

## **MSME Talent Mela**

Mr. Kalraj Mishra, Union Minister for MSME had inaugurated the 2-day Talent Mela at the Institute campus, convened with the aim of matching right employers with right placement seekers with the right skills.

Addressing the assemblage, the hon'ble Minister had highlighted that simplification of procedures is the main concern, towards which the government is taking number of initiatives. A number of incubation centres will be created to facilitate the youth with exposure to practical situations in MSMEs. As part of the initiative, he suggested that MSME products should conform to international standards. He also emphasised that such melas should be organised at every district to address the issues concerning the unemployed youth.

Mr. Surendra Nath Tripathi, IAS, Jt. Secretary-SME, Ministry of MSME, speaking on the occasion, had underscored the importance of the need for promotion of MSMEs. A number of enterprises spread across the country are in want of skilled man-power. The talent mela platform would create the opportunity to match right employers and employees. Even a portal has been created for this purpose so that various agencies can work on the same wave length, he said.

Earlier, Mr. M. Chandrasekhar Reddy, Director General of ni-msme explained the importance of MSMEs and MSME Talent Mela to ensure matching of placement seekers with suitable enterprises. This is a unique feature created by the Institute in the recent past to meet the requirements of unemployed youth.

Mr. T. Muralidharan, Chairman of TMI highlighted the importance of the mela and of tuning in the prospective employees to availing the opportunities at hand.

Mr. Arun Kumar Jha, Director General of NIESBUD pointed out the need for ensuring work for the unemployed youth. A well-structured approach paves the way to an improved mechanism to tap right person for the right job.

Mr. Ravindranath, Chairman and Managing Director of NSIC observed that such services are being extended to other countries to identify prospects across the globe. Incubation centres are being established to give practical exposure in the field of MSME.

Mr. Bandaru Dattreya, Member of Parliament stated that unless enterprises work well jobs would be limited. Therefore, focus should be given to creating enterprises resulting in generation of jobs automatically. The Government of India has been launching various schemes to popularise entrepreneurial culture amongst the youth.

The inaugural event concluded with Mr Jayakar Rao Gutty, Faculty Member (SEM of ni-msme) proposing the vote of thanks. On the first day of the event, about 50 employers and more than 3,000 youth had participated in the mela, and over 300 candidates were short-listed for placement.





# MSME Talent Mela – Synopsis

The MSME Talent Mela powered by JobsDialog in partnership with ni-msme and NSIC was conducted in the ni-msme campus on the 19th and 20th October 2014.

This MSME talent mela was inaugurated by Shri Kalraj Mishraji, Union Cabinet Minister for MSMEs. The inauguration event was graced by the crème of the MSME ministry stalwarts including Shri S N Tripathi, Joint Secretary; Shri Ravindra Nath, Shri Arun Kumar Jha, DG NIESBUD and the heads of the primary program organizers Shri Chandrasekhar Reddy, DG ni-msme; and Shri T Muralidharan, TMI.

The objective of the MSME Talent Mela is to create a platform for the MSMEs to connect to talent that would help them grow and job seekers an opportunity to work with MSMEs. This Talent Mela addresses the key twin areas of focus for the government – employment and MSME growth.

Putting together this mela involved the following key steps.

1. Identifying key program stake holders and drawing a MOU for the same
2. Identifying sponsorship partners and requesting the same
3. Drawing the project plan and investing key components required for the effective organisation of the MSME talent viz. Software, MSME Talent Mela Promotion constituents, Communication Strategy, infrastructure and other resources.
4. Ensuring SME and job seeker registrations.
5. Kick starting events leading to the MSME Talent Mela.
6. Event Management of the Talent Mela for two days. This includes mobilization of appropriate people and material with adequate supervision.
7. On going improvement based on feedback and situation
8. Closure and shortlisted candidate details collection

The MSME Mela set up involved 555 man hours of effort by 100 people from JobsDialog and their supporting partners. The key people involved from TMI were JobsDialog Core and extended team; Summer Rain advertisement and communication team, Interns from Vishwa Vishwani, TMI internal software team, TMI hardware and networking team, TMI Sourcing Yes center team, TMI administrative and support team apart from TMI leadership.

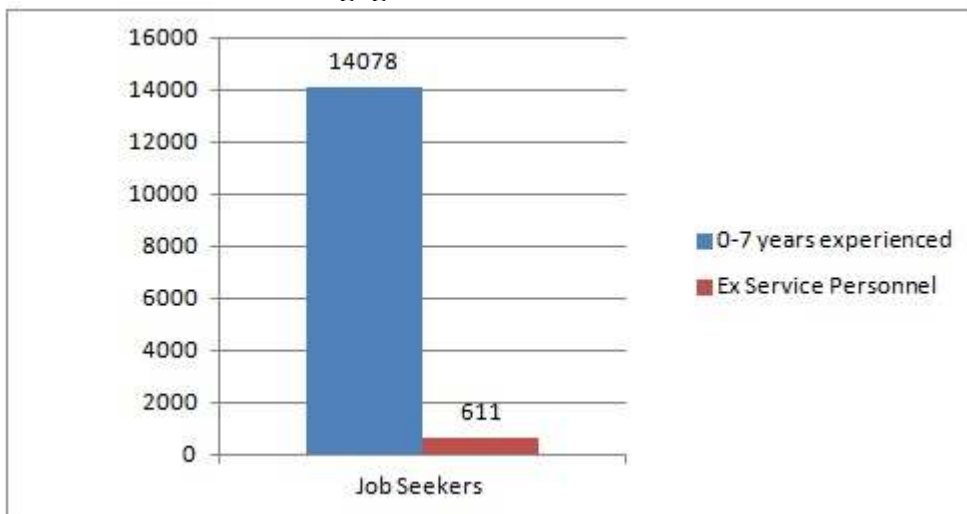
The MSME Talent Mela saw 46 MSME Employers engaging with over 3000 candidates and providing 1,120 provisional offer letters to aspiring job seekers.

### Key Outcomes

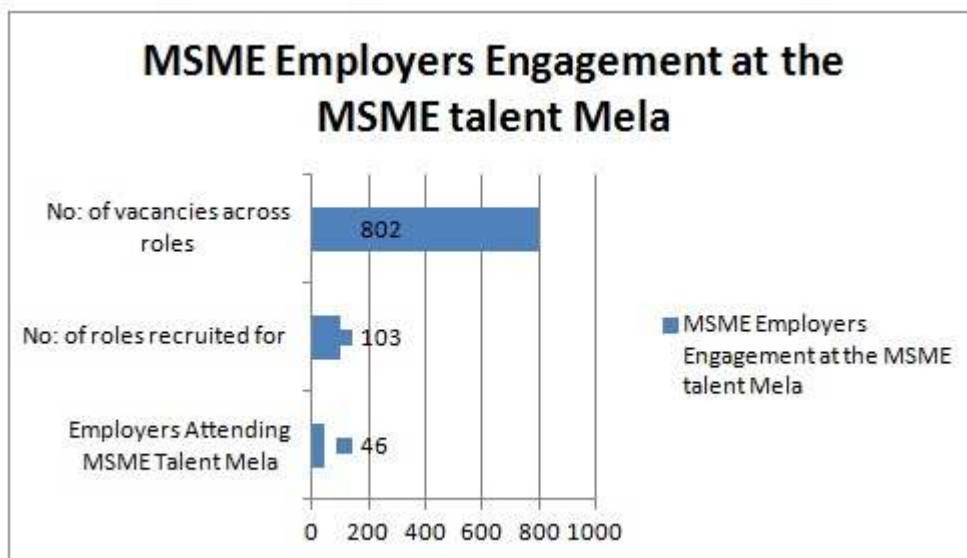
The MSME Talent Mela has met with aspirations of many job seekers and MSMEs. There were total of 46 Employers (Details in Annexure I) who had over 800 vacancies across 103 roles.

The MSME Talent Mela saw an unprecedented 14,078 job seekers with 0-7 years experience attend along with 611 Ex Service Men.

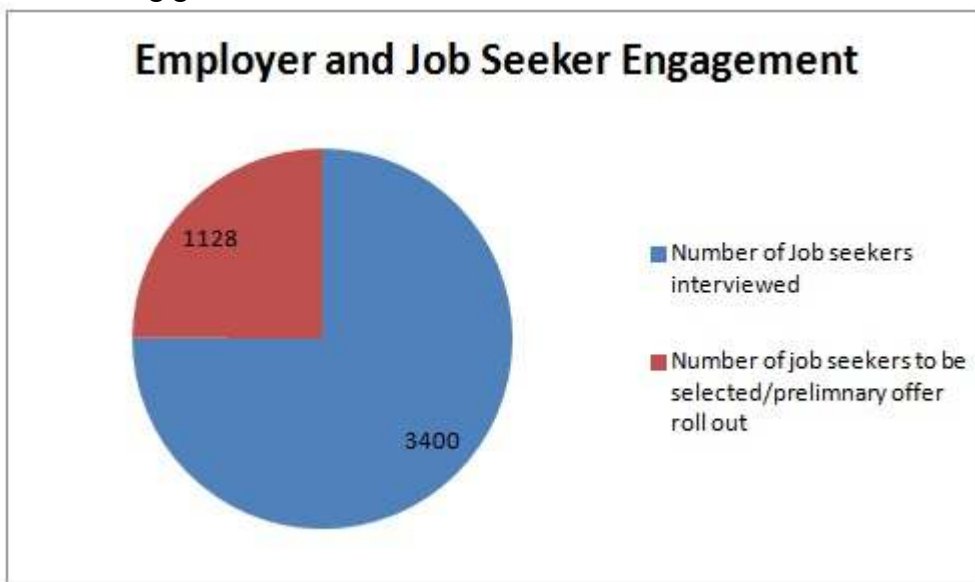
**Job Seeker Engagement at the MSME Talent Mela**



**MSME Employers Engagement at the MSME Talent Mela**



The MSME saw very positive employer engagement with 3,400 candidates being interviewed and 1,128 preliminary offers being given.



**The Industry bifurcation of the MSME employer is as follows:**

Industry Bifurcation	Count
Automotive / Auto Components / Tyres	2
Banking & Financial Services / Stock Broking	3
Bio Technology & Life Sciences	1
Building Hardware(Sanitaryware / Glass / Tiles)	1
Consumer Durables(TV / Fridge) / Electronics	1
Consumer FMCG	1
Defence / Aviation	1
Education / Skill Development / Training	9
Electronics & Electrical Hardware	1
Hospitals / Health Care / Diagnostic	1
Human Resources / Recruitment	3
IT - Software / Software Services	3
ITES / BPO / KPO / Medical Transcription	5
Machinery & Equipment Manufacturing	7
Market Research / Consulting	2
Others	1
Paints	1
Plastic / Rubber	1
Telecom / Telecom Service Provider / ISP	1
Travel / Tourism	1
<b>Grand Total</b>	<b>46</b>

Overall the Talent Mela has been successful in meeting its objectives of providing talent to MSMEs and job seekers jobs.

As Champions Industry, Mr. Surana said at the closure ceremony, " I am very impressed with the professional way in the way the MSME Talent Mela was conducted. From the very first emailer from JobsDialog about the Mela to the Employer Orientation program to the complete event, it has been managed extremely well."

## **Chronology of Events**

- October 1st week** - MOU signed with ni-msme
- October 1st 2014** - MSME Talent Mela Portal development initiation at TMI
- October 5th 2014** - Go ahead to start planning on the Job Fair
- October 5th 2014** - Initiation of core MSME Talent Mela Committee, MSME Talent Mela Communication Committee and Software /Portal supervisory committee
- October 6th 2014 – 10th October** - Coordination with DGR and Army placement node to prepare for ESM forms
- October 1st – 9th** - Development of the portal by 3 TMI software engineer presided by TMI software application manager. This included periodic reviews, landing page design and testing.
- October 5th – 10th** - Communication and promotion strategy freezing. Promotions for SME finalized.  
- Press Advertisement design and content; email design and content, social media design and content.
- October 9th, 10th** - Training for SME Support Center, Job Seeker support center, internal teams.
- October 11th** - MSME Talent Mela Portal Live
- October 11th** - Press Advertisements for MSME Talent Appear
- October 12th** - Email Campaign for MSMEs initiated  
- SMS campaign for MSMEs initiated/Social Media Campaign initiated
- October 12th – 17th** - SME Call Center engagement with MSMEs for registration and vacancy requirement gathering ; JobsDialog Sales Team engages with MSMEs provides information and supports process.
- October 17th** - Press Meet at ni-msme  
- Employer Orientation Program at ni-msme
- October 18th** - Last round up and training and heads up for all volunteers, stakeholders  
- Venue readiness
- October 19th, 20th** - MSME Talent Mela

**The break up of TMI Manpower is as follows:**

<b>Team</b>	<b>Number</b>
On spot Registration	15
Assessment Support	11
Supervision and Coordination	7
Summer Rain Communication, Advertisement and Design	6
Volunteers associated with MSME	50
Back End Software team	5
Administration, Office boys and Additional support	6
Total	100

**Annexure I**

<b>MSME Employers who attended MSME Talent Mela</b>
SmartTrak Solar Systems (Pvt) Ltd
Future In Australia
PLNS Enterprises
E people Solutions
Dhanush enggservices india private limited
Mekins Industries Limited
Nirav Services
Learn Pedia Edutech Private Ltd
TATA AIA Life Insurance
Apoorva I.T. Solutions
Badamikar & Co



Global E Adventure Holidays
n-Dimensional GIS Solutions
Champion Industries Corporation
Adroit Infoactive Services Pvt Ltd
Sriven Marketing
Grip strapping Technologies Private Limited
Redan Group (RACC).in
Mahavir Motors
Ruchi Biscuit Industry
Hinduja Global Solutions
Electro Circuit Systems
Pelican Rubber Pvt.Ltd
TransDyne IT Services Pvt Ltd
Lokesh Machines
ING VYSYA Bank
Husys Consulting
Business Centre
Lead CMC
Sri Venkateshwara agencies(scoops)
APARNA ENTERPRISES LTD
VIJAYA ENTERPRISES

Global Edcom Pvt. Ltd.
HARTEX RUBBER PRIVATE LIMITED
Novateur Softech Solutions Pvt Ltd
Corpone Outsourcing Pvt Ltd
Polmon Instruments Pvt Ltd
Exide Life Insurance
Accura Marketing Network
Smaat India Pvt ltd
Gem Motors India Pvt Ltd
Career Heights
Appolo Pharmacy
Future Retail
Sierra Software System
Zawata Global Consultants
Tata Business Support Services