



ABSTRACT

Announcement – Hon'ble Minister's (Municipal Administration, Rural Development, Law, Courts and Prisons) Announcement made in the floor of Tamil Nadu Legislative Assembly - Organising of 100 Job Melas to facilitate placement for rural youths during 2015-16 – Proposals approved – Orders Issued.

Rural Development and Panchayat Raj (CGS.3) Dept.

G.O.(Ms) No.149

Dated: 23.11.2015

Read:

1. Announcement made by Hon'ble Minister's (Municipal Administration, Rural Development, Law, Courts and Prisons) on 18.09.2015.
2. From the Managing Director, Tamil Nadu Corporation for Development of Women Limited, D.O. Letter No.1769/E1/2015, dated 19.10.2015.

ORDER:-

Hon'ble Minister (Municipal Administration, Rural Development, Law, Courts and Prisons) has made the following Announcement on the floor of Tamil Nadu Legislative Assembly on 18.09.2015 :-

“மாண்புமிகு தமிழ்நாடு முதலமைச்சர் இதயதெய்வம் புரட்சித் தலைவி அம்மா அவர்களின் ஆணைப்படி, கிராமப்புற இளைஞர்களை ஒன்றிணைத்து அவர்களின் திறமைக்கேற்ற வேலை வாய்ப்பினை வழங்கிட 2015-16-ம் ஆண்டில், 20 இலட்சம் ரூபாய் செலவில், ஒவ்வொரு மாவட்டத்திலும் 3 முகாம்கள் வீதம் 100 வேலை வாய்ப்பு முகாம்கள் நடத்தப்படும்”

2. The Managing Director, Tamil Nadu Corporation for Development of Women Limited in her D.O. Letter second read above has sent proposal to Government in which she has stated that to bring both aspiring talent and scouting employers under one roof, the State Government has decided to organize Job melas in all districts and blocks. These melas will have an array of employers spread across industries looking for talent, thus providing a great opportunity for Job-seekers. The booming investment in India and rapid growth in various sectors have created a huge demand for quality talent but

there is lack of supply of quality manpower. The Job Melas will bridge the gap between recruiters and candidates. Having this as an agenda, Tamil Nadu State Rural Livelihoods Mission (TNSRLM) has been undertaking Skill and Placement Training Programme for the youth in the age group of 18 to 35 years in various trades. A total of 1,59,551 youth have been trained so far, of whom, 1,00,829 were placed. However, the opportunities continue to be elusive to the rural youth and the unemployment and under employment continue to plague them, particularly due to lack of knowledge of opportunities and the skill set in demand. Hence it is imperative that regional job melas are conducted as an employment strategy to fast track the meeting of job seekers and employers to maximize the opportunities. The job melas can also throw up valuable information on skill set on demand so as to design suitable training for the youth. The exercise will provide beneficial exposure to rural youth and improve regional economic and employment climate.

3. The Managing Director, Tamil Nadu Corporation for Development of Women Limited also stated that as per the announcement of Hon'ble Minister (Municipal Administration, Rural Development, Law, Courts and Prisons) made on the floor of Tamil Nadu Legislative Assembly on 18.09.2015, it has been now proposed to conduct 100 Job melas during the year 2015-16 at a cost of Rs.20 lakhs in the State covering all the 265 TNSRLM Blocks. The Mela will be open for participation of any rural poor youth, Efforts will be made for more participation of the youth from the local area through wide publicity and mobilization through Village Poverty Reduction Committees and Panchayat Level Federations so as to reduce the unemployment prevailing in remote and inaccessible area. While the local industries will be encouraged to participate in the Mela, Industries with vast potentiality for employment from other districts and urban areas will also be invited. Wherever possible the mela will be organized in a public premise and the allotted amount will be used for mobilization of the youth. The total requirement of funds for organizing 100 job melas will be Rs.20.00 lakh, which will cover all blocks of Tamil Nadu State Rural Livelihoods Mission.

4. The Managing Director, Tamil Nadu Corporation for Development of Women Limited has therefore requested the Government to issue necessary orders permitting to organize 100 Job Melas i.e., 3 Job Melas in each District during the year 2015-16 to facilitate placement for rural youth at a cost of Rs.20.00 lakhs to be met from Tamil Nadu State Rural Livelihoods Mission funds.

5. The Government after careful examination has decided to accept the proposal of Managing Director, Tamil Nadu Corporation for Development of Women Limited and accordingly permit the Managing Director, Tamil Nadu Corporation for Development of Women Limited to organize 100 Job Melas i.e., 3 job melas in each District during the year 2015-16 to facilitate placement for rural youth by utilizing Rs.20.00 lakhs from Tamil Nadu State Rural Livelihoods Mission funds.

6. This order issues with the concurrence of Finance vide its U.O.No.362/Secy (E)/2015, dated 29.10.2015.

(BY ORDER OF THE GOVERNOR)

**GAGANDEEP SINGH BEDI,
SECRETARY TO GOVERNMENT.**

To

The Managing Director,
Tamil Nadu Corporation for Development of Women Limited, Chennai – 600 034.
All District Collectors. (through Managing Director, Tamil Nadu Corporation for
Development of Women Limited)
All Project Officers (Mahalir Thittam), (through Managing Director, Tamil Nadu
Corporation for Development of Women Limited).

Copy to:

The Senior Personal Assistant to Hon'ble Minister (MA, RD, Law,
Courts and Prisons), Chennai-600 009.
The Principal Private Secretary to the Secretary to Government,
Rural Development and Panchayat Raj Department, Chennai - 600 009.
Rural Development and Panchayat Raj (OP2/B&C) Department, Chennai – 600 009.
National Informatics Centre, Chennai – 600 009.
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//Forwarded / By Order//

SECTION OFFICER