



Kaushal Mahotsav - Lucknow – Uttar Pradesh

A celebration of skills, training, jobs, and apprenticeship opportunities



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1. Background

National Skill Development Corporation (NSDC) under the guidance of Ministry of Skill Development and Entrepreneurship (MSDE) and, Honorable Minister of Defence, Shri Rajnath Singh organized Lucknow Kaushal Mahotsav on March 4th and 5th 2023, in Lucknow, bringing innumerable apprenticeship and job opportunities for the youth of Uttar Pradesh. This initiative is a step towards fulfilling the government's commitment of providing various employment opportunities to the youth of our country.

The two-day event also witnessed participation of several skill exhibitors where they showcase their

offerings through Skill Exhibition creating awareness about skill development for the youth. Candidates got the opportunity to take a free psychometric test at the Kaushal Mahotsav and participated in group counselling that enabled candidates in making informed decisions for planning their career.

The event not only aimed at providing a glimpse into potential employment opportunities locally, but also focused on connecting the youth with recruiters and corporates for opportunities outside Lucknow.

The event witnessed a showcase of modern technology, smart-training set-up, and newer formats of skillingsuch as, drones, AR/VR, smart classrooms, and labs with live demonstrations and sector-specific exhibits (live- food and beverage set-up, hospital bed, CPR, First-aid etc.). The recruitment drive bridged the demand and supply gap between industry and talent by providinga platform for skilled youth to connect with the industry and gain on-the-spot employment offers/Letter of Intent.

2. Summary of The Kaushal Mahotsav

Sr. no.	Particulars	Details
1	<i>Date of the Kaushal Mahotsav</i>	4 th and 5 th March 2023
2	<i>Venue of the Kaushal Mahotsav</i>	Colvin Taluqdars’ College, Lucknow
3	<i>District of the Kaushal Mahotsav</i>	Lucknow
4	<i>State of the Kaushal Mahotsav</i>	Uttar Pradesh
5	<i>Kaushal Mahotsav Conducted by</i>	NSDC

6	No. of Employers participated	95
8	No. of candidates registered Online prior to the event	33,670
9	No. of candidates attended physically	8,295
11	No. of shortlisting Offers	3,372
12	No. Of offer Letters	1,148
13	Chief Guest of the event	<ul style="list-style-type: none"> Day 1: Shri. Bhupendra Singh Chaudhary, Honorable Minister of Panchayati Raj, Government of Uttar Pradesh and Shri. Brajesh Pathak Deputy Chief Minister and Cabinet Minister of Medical Education, Medical and Health and Family Welfare in the Government of Uttar Pradesh Day 2: Shri Yogi Adityanath, Chief Minister of Uttar Pradesh

**The team is in the process of collating final selection details from employers and shall update accordingly*

3. Snapshot of Kaushal Mahotsav





4. Pre-Mela Activities

4.1 Press Conference

The press conference was held on 27th February 2023 in Lucknow. The event was covered on all media platforms with news being published by 15 print media houses including **Amar Ujala**, **Times of India**, **Danik Jagran**, **Lucknow news** etc. followed by media coverage being broadcasted on 7 channels including **News24**, **Farak India**, **Amrit Vichar** etc. and digital media coverage by **Times of India**, **Amar Ujala**, **Live Hindustan**, and **Telescope India**.

Snapshot of the event below:



100 कंपनियां देंगी 30 हजार युवाओं को नौकरी

मिशन इंडिया की ओर से 4 व 5 मार्च को कोविन तालुकदारों में होगा करील महोत्सव का आयोजन, 20 सेक्टर की कंपनियों आंगी

संसार पुर एवम्

संसार पुर एवम् को 4 व 5 मार्च को कोविन तालुकदारों में होगा करील महोत्सव का आयोजन, 20 सेक्टर की कंपनियों आंगी

पदकों को ऐसे करे अवेदन

पदकों को ऐसे करे अवेदन... कोविन तालुकदारों में होगा करील महोत्सव का आयोजन, 20 सेक्टर की कंपनियों आंगी

मिशन इंडिया

मिशन इंडिया कोविन तालुकदारों में होगा करील महोत्सव का आयोजन, 20 सेक्टर की कंपनियों आंगी

मेगा भर्ती अभियान कौशल महोत्सव में तीस हजार लोगों को मिलेगा रोजगार

चार व पांच मार्च को होगा महोत्सव, सौ से अधिक कम्पनियां लेंगी हिस्सा

लखनऊ। कौशल विकास और उद्यमशीलता मंत्रालय ने अपने स्ट्रेटिजिक इम्प्लीमेंटेशन और नॉलेज पार्टनर, राष्ट्रीय कौशल विकास निगम के साथ श्रम और रोजगार मंत्रालय के सहयोग से और उत्तर प्रदेश सरकार के सपोर्ट से स्थानीय युवाओं को सशक्त बनाने के लिए सभी सेक्टरों में रोजगार और अप्रेंटिसशिप के अवसरों को बढ़ावा देने के लिए लखनऊ में चार और पांच मार्च को आयोजित होने वाले आगामी मेगा भर्ती अभियान कौशल महोत्सव का आयोजन किया जा रहा है। कोविन तालुकदारों कोलेज में हो रहे इस महोत्सव में बीस सेक्टरों की सौ से अधिक कम्पनियों हिस्सा ले रही हैं, जो लगभग तीस हजार लोगों को रोजगार मिलाने की संभावना है।



रक्षामंत्री व स्थानीय सांसद राजनाथ सिंह की प्रेरणा से हो रहे इस महोत्सव की जानकारी आज यहाँ भाजपा नेता नीरज सिंह ने दी। इस मौके पर सांसद प्रतिनिधि दिवाकर त्रिपाठी, राष्ट्रीय कौशल विकास निगम के एक्जीक्यूटिव वाइस प्रेसिडेंट स्टेटेजो डॉ. मनीष मिश्रा, पीके पुर्धीर डिप्टी डायरेक्टर, डिपार्टमेंट ऑफ लेबर एंड एंजलॉयमेंट, उत्तर प्रदेश सरकार और पंखुरी चोगोहाई, जनरल मैनेजर राष्ट्रीय कौशल विकास निगम सहित कई लोग मौजूद थे। इस मौके पर डॉ. मनीष मिश्रा ने कहा कि 4 और 5 मार्च को आयोजित होने वाले कौशल महोत्सव में जिस प्रकार की कंपनियां आ रही हैं और जिस प्रकार के अवसर हम लेकर आ रहे हैं, इससे इंफ्रास्ट्रक्चर को एक मजबूती मिलेगी। इस कौशल महोत्सव में युवाओं को सिर्फ रोजगार ही नहीं मिल रहा है बल्कि उनके पास अप्रेंटिस का भी एक बहुत बड़ा अवसर होगा। अभी तक 18 हजार से अधिक उम्मीदवार कौशल महोत्सव के लिए रजिस्टर कर चुके हैं। मेगा रिजुटमेंट ड्राइव में ऑटोमोटिव, लॉजिस्टिक्स, प्रॉडक्शन, इलेक्ट्रॉनिक्स, अपरेटर और टूरिज्म जैसे सेक्टरों की धागीदारी होगी और इसमें 108 इमरजेंसी सर्विसेज, कंस्ट्रक्शन, पॉइंटियाहील एट होम, अपोलो होम केयर ए जेबीएम, एचडीबी फाइनेंशियल, एचडीएफसी लाइफ इन्श्योरेंस, वेलस्पन, चारवेक्यू नेशन जैसे कम्पनियों शामिल होंगी। उम्मीदवारों के लिए लगभग 30 हजार वैकेन्सी हैं।

युवाओं के सपनों को पूरा करेगा लखनऊ कौशल महोत्सव



18 वर्ष से अधिक युवा कर सकेंगे प्रतिभा

कौशल महोत्सव में 18 साल से अधिक आयु के युवाओं और युवाओं सहित युवाओं को रोजगार मिलेगा। उम्मीदवारों को कोलेज में ही रजिस्ट्रेशन, मोटीवेशनल सेव का अंशगत बरतते करियर के चिन्तन में भी मदद मिलेगी। छात्रों, कृषि, परियोजना, आर्टिफिशियल इंटेलिजेंस क्षेत्र से निम्नोत्सव आये। यहां कौशल विकास को लेकर धरतीनी भी लगेगी जगगी। एडवोकट युवा निराश्रित रोजगार के साथ शिरकत कर सकेंगे। अर्थव्यवस्था में कठोरता कि आकार लेते युवाओं को भी अतिरिक्त मदद मिलेगी।

रोजगार के अभाव अप्रेंटिस का भी मौक मिलेगा। अभी तक 18 हजार से अधिक युवाओं ने इसके लिए रजिस्ट्रेशन किया है। यहाँ में राष्ट्रीय कौशल विकास निगम की उपाध्यक्ष पंखुरी चोगोहाई, श्रम व रोजगार के डिप्टी सचिव के पीके सिंह सहित अन्य रहे। रोजगार के लिए अप्रेंटिस निगम के एक्जीक्यूटिव वाइस प्रेसिडेंट डॉ. मनीष मिश्रा ने बताया कि इस महोत्सव में युवाओं को

4.2 Pre-screening of Candidates

Pre-screening Interview Drive was conducted prior to the day of the event.

- The prescreening activity was carried out at PMKK Lucknow, Mahindra Skills Training Institute on 28th Feb and 1st March 2023.
- Employers were asked to share detailed job descriptions for various job roles (specific requirements like location, salary, and educational qualifications).
- Candidates were mapped by the NSDC Team as per the requirements provided by the employers.

- Post completing the mapping exercise, employers were provided with the most relevant profiles of the mapped candidates for further shortlisting.
- On completion of prescreening exercise, NSDC team compiled the final list of prescreened candidates and invited them for the final interview at Kaushal Mahotsav.
- The activity was carried out at PMKK Lucknow, Mahindra Skills Training Institute on 28th Feb and 1st March 2023.
- A total of **929 candidates attended** the prescreening event out of which **348 candidates were shortlisted/selected** by the employers.

Some of the key employers who actively participated in pre-screening event were **Apollo Homecare, Welspun, Barbeque Nation and 2Coms**.

5. During- Mahotsav activities

5.1. Registration of Candidates

- **33,670 candidates** had registered on Kaushal Mahotsav platform for participating in the event
- **8,295 participated** on the day of the event



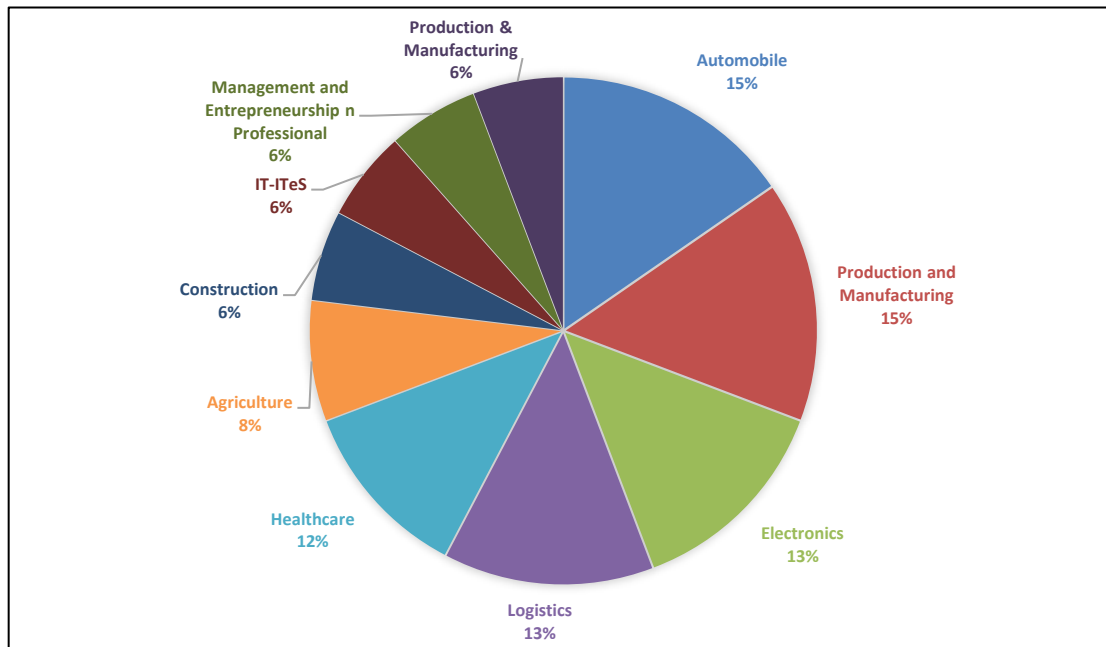
Glimpses of Candidate registration during the event

5.2 Registration of Employers

112 employers had registered and posted vacancies for the Lucknow Kaushal Mahotsav event. A total of **95 employers participated** on the day of the event. A brief snapshot of these employers is captured below:



Top 10 Sectors Based on Count of Participating Employers



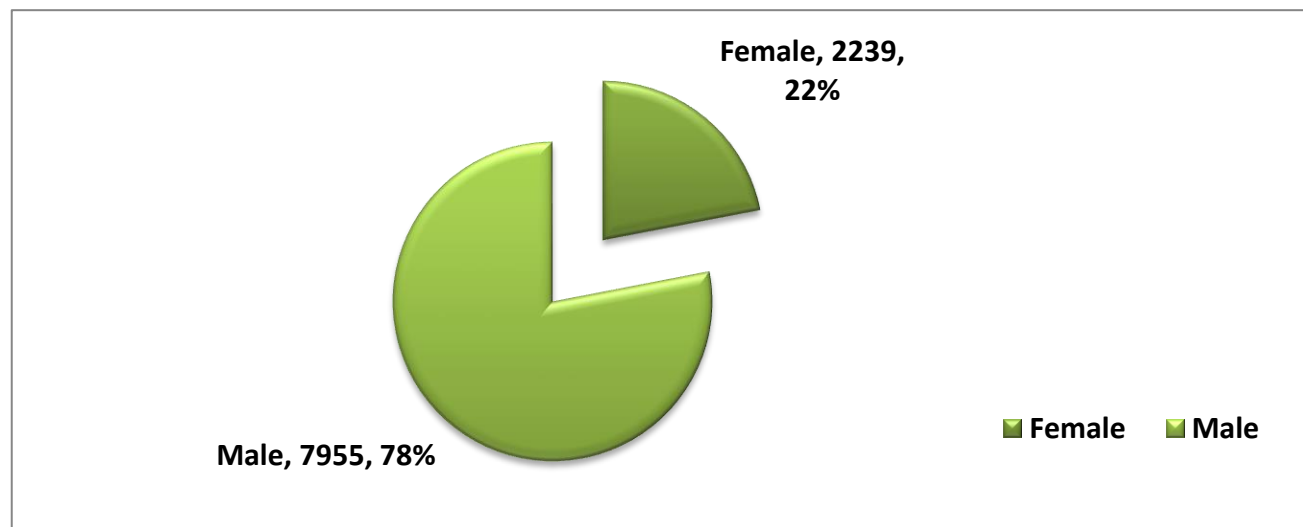
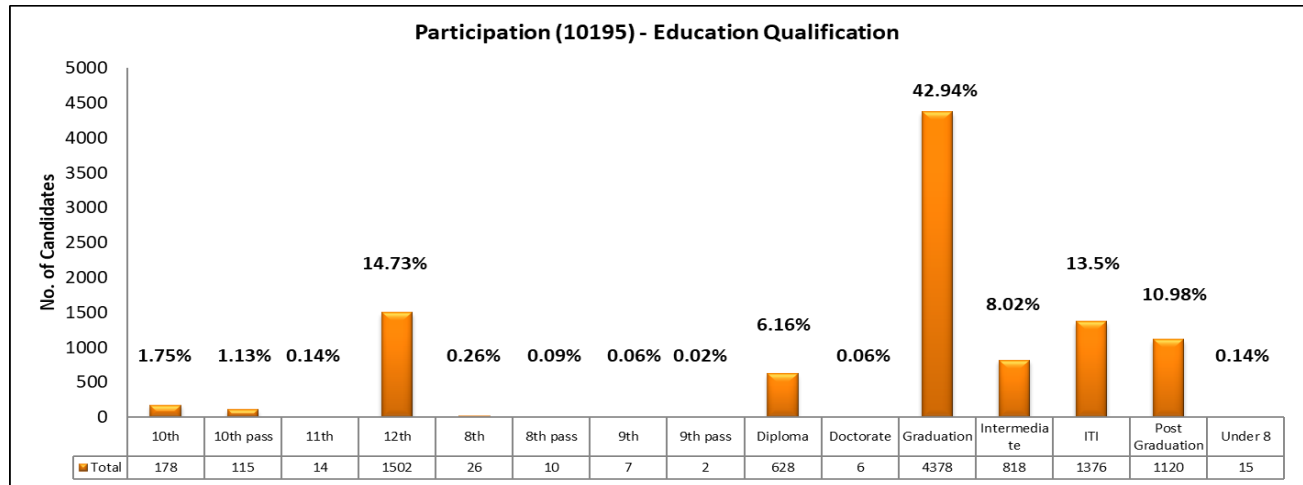
5.3 Psychometric Test and Counselling

A psychometric test followed by group counselling was organized for candidates on the day of the event. The underline objective was to enable, empower, and accelerate participants to become more aware about their

personalities and build the capacity to make informed career choices. Group counselling was also extended to candidates to motivate them.

A total of 10,195 candidates had undergone psychometric tests and counselling both prior and during the Kaushal Mahotsav. Most of the aspirants (~43%) were graduates and above followed by 12th pass (15%) and ITI (14%).

2239 Females participated in the career counseling against 7955 Male participants.



5.4 Exhibition

Thematic Exhibition was introduced for the first time at Lucknow Kaushal Mahotsav, the broad theme of the exhibition was as follow:

1. Digital and Industry 4.0
2. Financial Services
3. Green economy & sustainability
4. Healthcare
5. Infrastructure
6. Tourism & Hospitality

Details of thematic exhibition:

Digital and Industry 4.0	Green economy & Sustainability	Healthcare	Infrastructure	Tourism & Hospitality
AR-VR devices were set-up to showcase latest online learning modules. Candidates got hands on experience of various AR-VR based training.	Agricultural drones were also a part of the event. These drones are equipped with latest technologies including fertilizer/pesticide spray mechanism	FIRST AID, CPR and AED training was provided to the participating candidates. Small hospital like set-up was done at the stall to encourage candidates to perform various task undertaken by General duty Assistants/Healthcare Assistants	Cutting-edge technologies in the furniture assembly and installation sector were showcased at the exhibition.	The stall witnessed a hotel like set-up for food and beverage. Candidates got to experience different task and duties performed by F&B executives.



Highlights from exhibition

In addition to above below is the list of other exhibitors who participated in the Lucknow Kaushal Mahotsav:

1. BridgeLabz Solutions
2. CareerLabs Technologies Pvt. Ltd.
3. DeakinCo

4. HopingMinds
5. Jain University
6. MentoKart
7. Pearson BTEC
8. Rooman Technologies
9. Sewa Mitra
10. Wisdom College for Creative Design

Glimpses from the Exhibition



5.5 Employment Opportunities

A total of 3,372 shortlisting offers were provided to candidates; this effort was majorly supported by pre- screening effort undertaken by the ground team through the support of mobilization partners and respective employers.



6. Post Event Media Coverage

6.1 Print Media

Day 1 (5th March 2023): Coverage by **17 media houses** including Times of India, Hindustan Times, Navbharat Times, Dainik Bhaskar etc.

Day 2 (6th March 2023): Coverage by **18 media houses** including Times of India, Hindustan Times, Navbharat Times, Dainik Bhaskar etc.

6.2 Broadcasting

Event was broadcasted by 18 media houses including Zee News (U.P.), News18, Bharat Samachar, Republic Bharat etc.

6.3 Online Coverage

The event was also cover online by 74 media houses including The print, Live Mint, Times of India, Hindustan Times, Danik Bhaskar, Indian Express, Aaj-Tak, Republic world etc.

6.4 Other Post Event Activities

- WhatsApp messages to all candidates registered on NSDC platform for capturing their participation details along with other required information i.e., location, qualification, job preference etc. while ensuring candidates have access to apply for preferred jobs
- Follow up with all employers (calls and email) for sharing the details of selected candidates along with job locations and feedback for the event
- A total of 1,148 Offer letters were collected from the employer's

Glimpses of Post Event Media Coverage

देश को युवाओं को एक नई उड़ान मिली: योगी

तोहफा

- 11 प्रमोटीयों को ऑनर गेटर टेकर लीकव सोनी में प्रस्तुत किया
- वो करोड़ युवाओं को नौकरी और उन्नत से जोड़े- लीकव

अवधनामा चन्द्रदास



पूर्व प्रधानमंत्री ने देश को दिया था विजन

युवाओं को नौकरी के लिए ही पूर्व प्रधानमंत्री ने देश को नया दिशा दिया। प्रत्येक वर्ष लाखों युवाओं को नौकरी देना ही देश को उन्नत करने का ही उद्देश्य है। पूर्व प्रधानमंत्री ने देश को नया दिशा दिया। प्रत्येक वर्ष लाखों युवाओं को नौकरी देना ही देश को उन्नत करने का ही उद्देश्य है। पूर्व प्रधानमंत्री ने देश को नया दिशा दिया। प्रत्येक वर्ष लाखों युवाओं को नौकरी देना ही देश को उन्नत करने का ही उद्देश्य है।


युवाओं को नौकरी देना ही देश को उन्नत करने का ही उद्देश्य है।

युवाओं को नौकरी देना ही देश को उन्नत करने का ही उद्देश्य है।

UP youth will get jobs in villages and districts: CM

Continued from P 1

Yogi said that it was only recently that his government entered into an agreement with Tata Technology to connect the youth of Uttar Pradesh with skill development.



CM Yogi Adityanath at Lucknow Kaushal Mahotsav on Sunday

Through this, 35,000 youth will be given on-job and apprenticeship training. "We have told every industry coming to the state to associate one or the other institution with them," he said, adding that the youth "will not have to migrate" and will get employment in his village and his district.

Yogi invoked former PM Atal Bihari Vajpayee saying that the stalwart leader had given a vision to India. The CM said that the idea of the Golden Quadrilateral was given to the country by Vajpayee. "Better connectivity was given to the villages through the Pradhan Mantri Gramin Sadak Yojana," he said.

The CM said that due to good infrastructure and a robust law and order, the possibility of employment for more than one crore youth in Uttar Pradesh in the next three to four years is being created by the investment in UP. He said that the state government is going to start 'one family one ID card'. Through this, the state would be able to map every family in the state.

BJP leader Neeraj Singh, who played an important role in organizing the event, said, "As many as 112 renowned companies of the country have come to interview the candidates. This Kaushal Mahotsav will be written in golden letters in the history of Lucknow." He also thanked CM Yogi for his leadership.

Former deputy CM Dinesh Sharma, UP minister Anil Rajbhar, MLC Mukesh Sharma, former ministers Ashutosh Tandon, Dr Mahendra Singh, MLA Dr Neeraj Bora, Rajeshwar Singh, Yogesh Shukla, MLC Pawan Singh Chauhan, Ramchandra Pradhan, Diwakar were mainly present in the programme.

Raghavendra Shukla, Trilok Singh Adhikari, Anand Dhivedi and Praveen Garg were also present.

[DAY 1]

Lko Kaushal Mahotsav begins, 3,500 candidates interviewed

HT Correspondent
latterday@ht.com

Lucknow | More than 26,000 youths got registered for the two-day Lucknow Kaushal Mahotsav that began at Colvin Talabghars College on Saturday. On day one, 3,500 candidates were interviewed. A total of 112 companies have more than 50,000 vacancies in 20 different sectors.



Students gathered during Lucknow Kaushal Mahotsav at Colvin Talabghars College. DEEPA GOSWAMI

State BJP chief Bhupendra Singh Chaudhary inaugurated the Mahotsav with several other dignitaries, including deputy chief minister Brijesh Pathak and BJP MLC Mukesh Kumar. BJP leader Neeraj Singh said the event was organized on the inspiration of defence minister Rajnath Singh.

Chaudhary said, "There is no dearth of talent in our youths. All they need is the right opportunity. For the development of the state, participation of youths is a must." He wished good luck to those who turned up to take part in the event.

Pathak said, "Youths look for job opportunities after completing their education. This event will help them in a big way to get the right kind of job." Vocational education minister Kapil Dev Agarwal said his department was trying to connect with youths. Labour minister Anil Rajbhar also addressed the gathering.

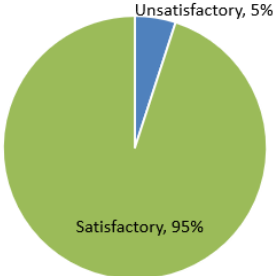
To empower the local youths with employability in all sectors and to promote opportunities for apprenticeship, the Ministry of Skill Development and Entrepreneurship (MSDE) had organised the event along with its strategic partner, the National Skill Development Corporation (NSDC) and Uttar Pradesh government. ACTU's Innovation Hub is also actively participating in the programme.

7. Feedback

7.1 Employer Feedback

Our team captured the feedback of 91 employers who attended the Lucknow Kaushal Mahotsav

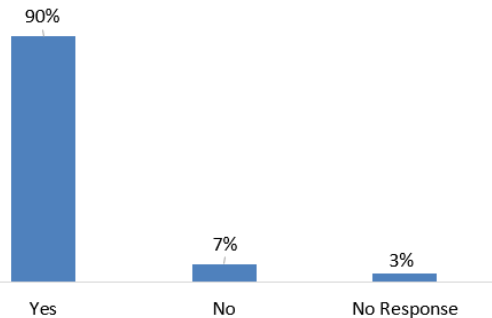
How would you rate your experience in the job mela ?



Experience Rating	Percentage
Satisfactory	95%
Unsatisfactory	5%

95% of the respondents had a "Satisfactory" experience at Kaushal Mahotsav and **5%** had an "Unsatisfactory" experience at the Kaushal Mahotsav

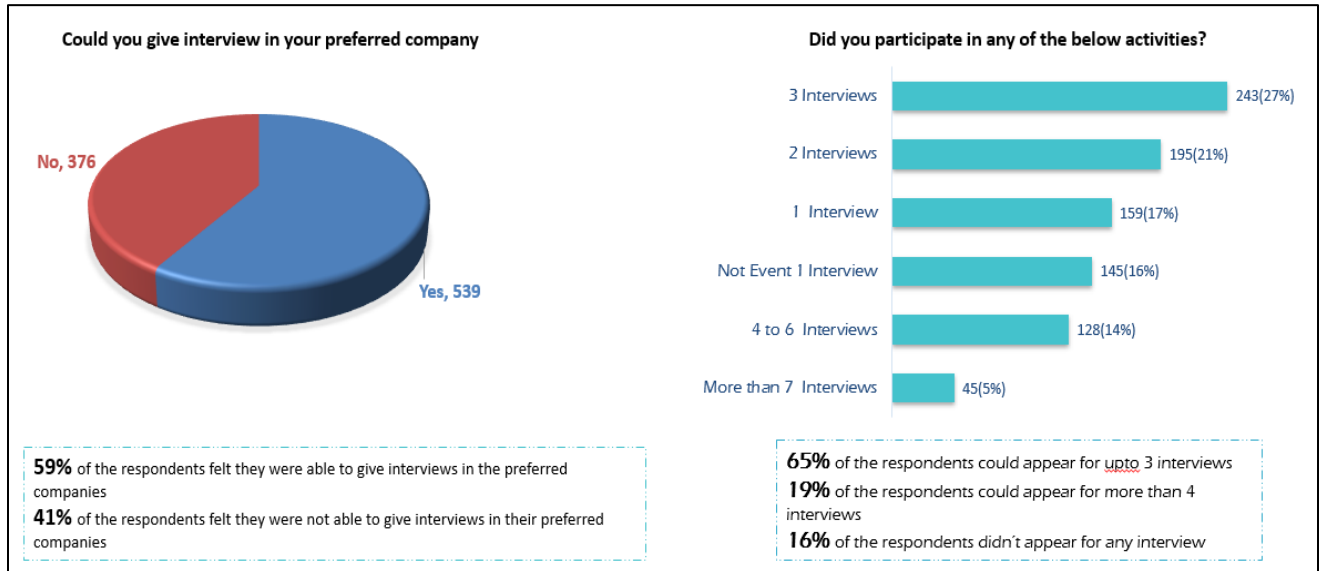
Would you be interested in participating in job melas being planned in other location in future.



Response	Percentage
Yes	90%
No	7%
No Response	3%

According to **90%** of the response received, employers will be interested to participate in future KMs

7.2 Candidate Feedback



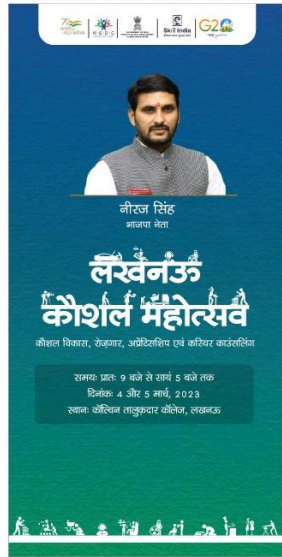
8. Branding

Pole Bunting

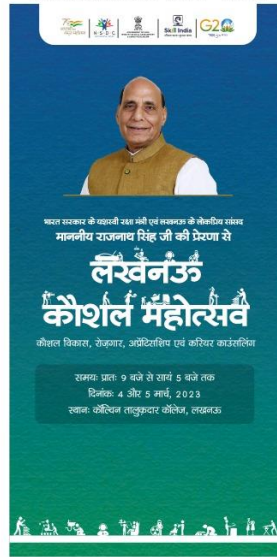


Standeeds:

Normal Black back Flex
Standee Size- 3'x6' -3nos

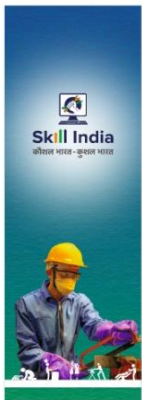


Normal Black back Flex
Standee Size- 3'x6' -3nos



Stage Backdrops

Stage side wing
Size - 4'x12'



Size - 30'x12'

STAGE BACKDROP

STAR MATT BLACK BACK FLEX



Stage side wing
Size - 4'x12'



STAGE SKIRTING Size - 60'x6'

STAR MATT BLACK BACK FLEX





Thank You