



Kaushal Mahotsav – Kamakhyanagar - Dhenkanal, Odisha

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



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1. Background

National Skill Development Corporation (NSDC) under the aegis of Ministry of skill development and Entrepreneurship (MSDE) organized Kaushal Mahotsav on Sunday, November 6th, 2022, in Dhenkanal bringing innumerable apprenticeship and job opportunities for the youth of Odisha. Under the guidance of Shri Dharmendra Pradhan, Minister for Education and Skill Development and Entrepreneurship, this initiative was a step towards fulfilling the government's commitment of providing employment opportunities.

The day-long event witnessed several exhibitor and companies exhibit 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. The event witnessed participation from established industry experts, motivational speakers, and career advisors, who assisted 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 Odisha and internationally through NSDC International, which offers growth avenues for India's skilled workforce.

The event witnessed a showcase of modern technology, smart-training set-up, and newer formats of skillingsuch as simulators, drones, AR/VR, smart classrooms, and labs with live demonstrations and sector-specific exhibits. 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 Rozgar Mela

Sr. no.	Particulars	Details
1	<i>Date of the Rozgar Mela</i>	6 th November 2022
2	<i>Venue of the Rozgar Mela</i>	Sarangdhar Stadium, Kamakhya Nagar
3	<i>District of the Rozgar Mela</i>	Dhenkanal
4	<i>State of the Rozgar Mela</i>	Odisha
5	<i>Rozgar Mela Conducted by</i>	NSDC
6	<i>No. of Employers participated</i>	111
8	<i>No. of candidates registered in the Rozgar Mela</i>	26,521
10	<i>No. of Job Offerings</i>	840
11	<i>No. of candidates shortlisted/selected</i>	1,903 Unique candidates (Total 2,406 shortlisting done by employers)
12	<i>Mention the Sectors in which jobs offered to the candidates</i>	Attached as annexure 3
13	<i>Name of the Chief Guest who attended the event</i>	Shri. Dharmendra Pradha Minister for Education and Skill Development and Entrepreneurship. Government of India.
15	<i>Job Locations (Mention the name of the States in which employers offered the job during the Rozgar Mela)</i>	Annexure 3

3. Snapshot of Rozgar Mela



4. Pre-Mela Activities

4.1 Media & Promotion

The event was promoted in multiple stages. This included:

- Outdoor **hoardings/billboards at 15 locations** (Bhuban, Kamakhyanagar, Kankadahad, Parajang, and Sasan Chhaka)
- **Canopy at 9 locations** for candidate registration (Dhenkanal, Gondia, Hindol, Kamakhyanagar, Bhuban, Parjang, Kankadahad, Bhuban & Mathakaranala)
- Local announcement and branding through auto rickshaws
- Mobilization drives with 41 colleges, 12 polytechnics, 41 ITI, 49 vocational school, 1 PMKK etc.
- **4,80,775 bulk SMS** to candidates followed by **1,65,602 E-mails** and **98,695 calls** through NSDC call center
- **Press conference** on 26th October 2022 in Dhenkanal
- **Curtain raiser press release** on 5th October 2022



Glimpses of event branding and promotion

4.2 Pre-screening of Candidates

Pre-screening Interview Drive was conducted prior to the day of the event. This was done to ensure effective use of the available tbye of both employers as well as candidates.

- Employers were asked to share detailed job descripti for various job roles (specific requirements like location, salary, and educational qualifications).
- Candidates were mapped by NSDC Team as per the requirements provided.
- Post completing the mapping exercise, employers were given the candidate profiles 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 multiple location simultaneously (Govt. Polytechnic Dhenkanal, O.P. Jindal school Angul, OSDA center Dhenkanal, Synergy institute Dhenkanal etc.)

Some of the employers who actively conducted pre-screening of candidates were **Urban Company, Grant Thornton (for Shahi Exports, Vardman Fabrics), Vision India (for Maruti) and Creative Engineers (for Honda, Wistron), Jindal Steels Works, Etc.**



Glimpses of candidates getting pre-screened

5. During- Mahotsav activities

5.1. Registration of Candidates

In total:

- **26,521 candidates** had registered on NSDC digital for participating in the event
- **10,000+ participated** on the day of the event



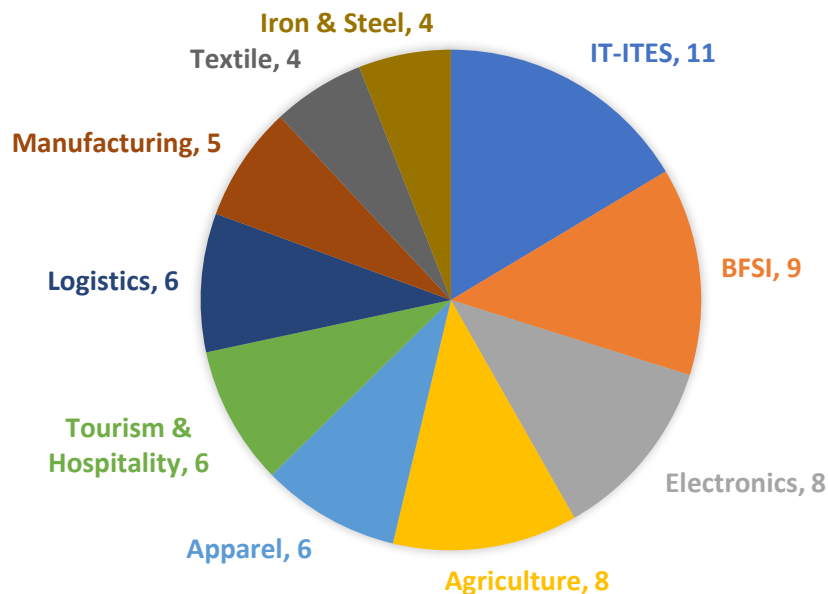
Glimpses of Candidate registration during the event

5.2 Registration of Employers

130 employers had registered for the event. A total of **111 employers participated** on the day of the event (list of participating employers is attached as **Annexure 1**). A brief snapshot of these employers is captured below:



TOP 10 SECTOR BASED ON NUMBER OF PARTICIPATING EMPLOYERS



The event witnessed **participation from international employer – EFS**. EFS is a global provider of facility management services across 21 countries. The employer attended the recruitment drive for domestic and international placements.

5.3 Skill Exhibition

A total of **23 exhibitors participated** in the skill exhibition and showcased various upcoming innovation/opportunities in their respective sectors. 1,700+ candidates registered for up-skilling in 9 sectors. *Details of the exhibition are attached as Annexure 2.*

Plumbing Stall	Construction Stall	Handicraft Stall	Tourism Stall	Hydrocarbon Stall	Sports & Fitness Stall	Furniture Stall	PwD Stall	Domestic Workers
Registered 250 candidates for upskilling	35 fresh application for fresh training in construction sector	253 Artisans and weavers have shown interest in upskilling programmes	Total of 600 candidates counselled and registered for upskilling	200 fresh application for training in construction sector	Total of 107 candidates counselled and registered for upskilling	Registered 160 candidates for upskilling	24 candidates counselled and registered for upskilling	80 Fresh application for upskilling in the sector

Highlights from exhibition



Glimpses of skill exhibition

5.4 AR-VR-XR & Drones

During the exhibition candidates got a chance to experience the magic of welding using AR-VR and XR. Industrial Training Institutes in Odisha have adopted the advanced AR-VR and XR multi-skills lab developed indigenously by Skillveri, an IIT Madras company to impart skills to their learners. In addition to the real-life simulation and scoring / analytics, the additional benefit is that the entire classroom of 20 students can be taught simultaneously using this equipment. The drone show attracted all in attendance. They were enabled to hoist flags while capturing glimpses of the entire venue. These drones which are otherwise used on agricultural lands, were reconfigured to spray rose water on arriving dignitaries and participants.

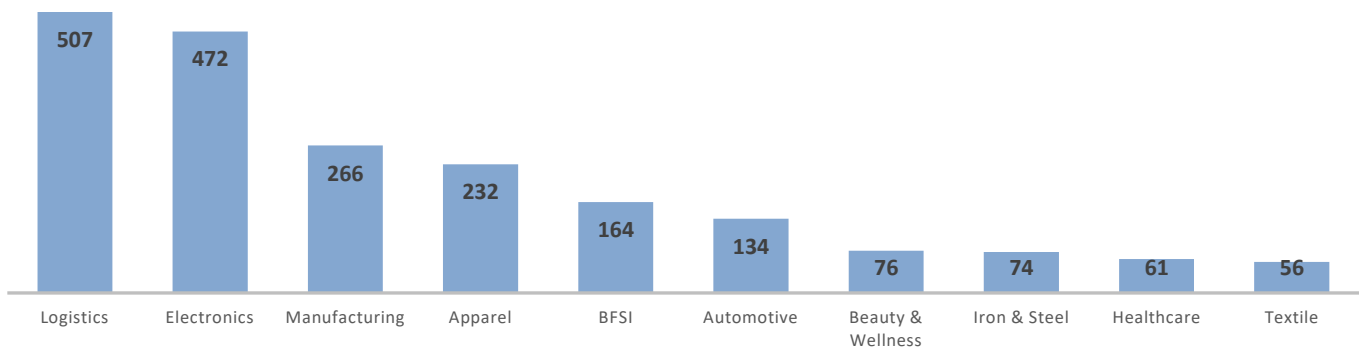


Glimpses of Drone and AR-VR

5.5 Employment Opportunities

2,406 offers were given to 1,903 candidates (*List of employer-wise breakup of shortlisted candidate number attached as **Annexure 3***); this effort was majorly supported by pre- screening effort undertaken by the ground team through the support of mobilization partners and respective employers.

Top Sector Wise Shortlisted Candidates



Please Note: The following breakup is based on data provided in Annexure 3

6. Post-Mahotsav activities

Multiple activities are being undertaken by team NSDC post event, which includes:

- 6.1 Press release & video bytes of employees and employers on social media
- 6.2 WhatsApp messages to 12,389 candidates registered on NSDC digital 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
- 6.3 Mapping of all 7000+ candidates who participated in the event online for ready access of the employers and staffing companies
- 6.4 Following up with all employers (calls and email) for sharing the details of shortlisted candidates along with updated demand and feedback for the event
- 6.5 Close to 300 forms were collected from candidates who were shortlisted on the day of the event, this data has been mapped online and the team through the effort of NSDC call center, will reach out to the candidates for obtaining updates in line to the job offer/Lol secured
- 6.6 Soft skills courses (30 hours) shall be offered to all candidates who attended the event on e-skill India. Further, blended courses will be made available offline through existing institutions (PMKK/PMKVY/ITI's etc.)



7. Annexures

Annexure 1		
List of Employers in NSDC Kaushal Mahotsav at Kamakhya Nagar, Dhenkanal, Odisha on 06.11.2022		
S. No.	Name of the Employer	Sector New
1	Indian Texpreneurs Federation	Textile
2	Vardhman Fabrics	Textile
3	Sri Karthikeya Spinning (Coimbatore)	Textile
4	Portea Medical	Healthcare
5	CIBI International/Gugan Knitweares	Apparel
6	Quantum Knits - U3	Apparel
7	Urban Company	Beauty & Wellness
8	O2 Spa	Beauty & Wellness
9	L&T Financial Services	BFSI
10	Shriram Transport Finance Co. Ltd.	BFSI
11	Suryoday Small Finance Bank	BFSI
12	JBM Group	BFSI
13	Evoria Infotech Pvt Ltd	Capital Goods
14	Sprint India Services	Electronics
15	Arzapath Solutions Pvt. Ltd.	Construction
16	Career Bridge Skills Solution	Electronics
17	DSETS/Dusky Stallion	Multiple Sector
18	Rebel foods Pvt Ltd	Food Processing
19	Installco Wify Technologies (Furniture & Fittings SSC)	Furniture & Fittings
20	Senco Gold	Gems & Jewellery
21	Healthcare At Home India Pvt. Ltd.	Healthcare
22	Deevine Nursing Care solutions pvt.ltd	Healthcare
23	MR Engineers	Hydrocarbon
24	EFS Facility Management	Facility Management
25	JSW Steel	Iron & Steel
26	Arcelor Mittal Nippon Steel India	Iron & Steel
27	JSW - BPSL Jharsuguda	Iron & Steel
28	BPO Convergence	IT-ITES
29	Concentrix	IT-ITES
30	Conneqt Business Solutions	IT-ITES
31	Gramtarang	Logistics
32	Med Plus	Healthcare
33	Saleskoot	Multiple Sector
34	Property Brands Realty Services	Real Estate

35	R J Enterprises	Services
36	Mosahay	Retail
37	Awign Enterprises	Multiple Sector
38	Innodust Marketing Pvt Ltd	Green Jobs
39	Qess Corp	Electronics
40	PSIPL	Tourism & Hospitality
41	Pacesetter Bussiness Solution Pvt Ltd	IT-ITES
42	Biryani By Kilo	Tourism & Hospitality
43	Kapston Services	Tourism & Hospitality
44	Paradise Food Court Pvt Ltd	Tourism & Hospitality
45	L & T Construction	Construction
46	2 Coms Group	Manufacturing
47	Vision India Services Pvt Ltd	Automotive
48	Yashaswi Academy For Skills	Manufacturing
49	Logskim	Logistics
50	Aurora Management Services	Electronics
51	DMCFS, Pune (Deccan Management)	Manufacturing
52	Creative Engineers	Iron & Steel
53	Ecom Express Ltd	Logistics
54	Naukri in Japan.com	Multiple Sector
55	Thinkzy HR Services, Amravati MH	Multiple Sector
56	Maruti Suzuki	Staffing Firm
57	Qess Corp Ltd	Electronics
58	Ramakrishna Multiservices Pvt Ltd	Logistics
59	Reliable First	Multiple Sector
60	Redex Enterprise Pvt Ltd	Multiple Sector
61	Shahi Exports Pvt Ltd	Apparel
62	Shree Krishna Recruitment	Multiple Sector
63	Talentcorp Solutions Pvt Ltd	Multiple Sector
64	Fusion Microfinance Ltd	BFSI
65	Teamlease	Multiple Sector
66	Jetsmart It Services	IT-ITES
67	Mansoon	IT-ITES
68	Geonxt Info Solutions Pvt.Ltd	IT-ITES
69	Mahindra Finance Ltd	BFSI
70	AVSAR HR Services	Logistics
71	Max Fashion	Retail
72	HCL Training & Staffing	IT-ITeS
73	Skillitude	Multiple Sector
74	Rojgar Labs	Multiple Sector
75	Theological manpower Services Private Limited	Multiple Sector
76	Epitome	Electronics
77	BSA Corporation	Electronics

78	Yazaki India Pvt Ltd.	Electronics
79	HR Sevices N Skill Development	Multiple Sector
80	Iserveu Technology Private Limited	IT-ITES
81	Eduvantage	Multiple Sector
82	Ruboff Business Solutions Pvt Ltd	Multiple Sector
83	Patchy Future Success Facilitating Pvt Ltd	Multiple Sector
84	Swabalambi Odra Gren Farmers producer Co Ltd	Agriculture
85	LIC	BFSI
86	Funfirst Global Skillers Pvt. Ltd.	Manufacturing
87	Lohia Corporation	Textile
88	Capacita Connect	IT-ITES
89	Barbeque Nation	Tourism & Hospitality
90	Abeja Labs Pvt Ltd	Agriculture
91	Centres for Horticulture and Farmers Development (Agri Clinic and Agribusiness Centre)	Agriculture
92	The Trust for Retailers and Retail Associates of India	Agriculture
93	Aditya Birla Fashion and Retail Ltd.	Apparel
94	Writer Business Services	BFSI
95	Shri Ram Life Insurance	BFSI
96	Asirbadh Hospitality Private Limited	Agriculture
97	KampaBhai Vocational Training Institute Ltd	Agriculture
98	Social Action for Community Alternative Learning (SACAL)	Agriculture
99	Shristi	Agriculture
100	Care Security & Allied Services	Security
101	Vaishnavi Paints	Paints and Coatings
102	Prabhodita Services	Paints and Coatings
103	Laxmi Logistics	Logistics
104	C V Raman College of Engineering	Tourism & Hospitality
105	Brahmanet IT Solutions Pvt Ltd	IT-ITES
106	Skillhat Solution	Construction
107	LabourNet by Sahi	Manufacturing
108	GK Associates	Services
109	Tell Solutions	Multiple Sector
110	Torom Exports	Apparel
111	RAGAM Exports Pvt. Ltd	Apparel

Annexure 2

List of SSC Participation in Skill Exhibition - Kaushal Mahotsav at Kamakhya Nagar, Dhenkanal, Odisha on 06.11.2022

S.No	Name of SS	Activities planned in the Skill Exhibition
1	Water Management & Plumbing Skill Council	-
2	Furniture & Fittings Skill Council	-
3	Media and Entertainment Skills Council	Live Sketching
4	Paints and Coatings Skill Council	Showcasing the simulation technology, job roles information to create interest among youth
5	Skill council for Persons with Disability	Explaining various skill development courses and career opportunities available for Persons with Disability.
6	Telecom Sector Skill Council	Career Counselling, IoT Case Study
7	Tourism & Hospitality Skill Council	To Show the Placement Opportunities, Career in Tourism & Hospitality Sector
8	Handicrafts and Carpet Sector Skill Council	Exhibiting traditional handicrafts of Odisha
9	Domestic Workers Sector Skill Council	Display of DWSSC Skill Training Activities and Counselling for Career Prospects in Housekeeping & Caregiving Sector
10	Skill Council for Mining Sector	<ol style="list-style-type: none"> 1. Handholding of Employers to participate in the Career Fair with number of job openings. 2. Handholding of candidates trained & certified under various schemes/programs who are willing to be placed locally or outside state 3. Setting-up of Stalls for the advocacy of our initiatives
11	FICSI (Food Processing SSC)	Running Video, Oil Extraction, Food Processing Equipment's
12	Automotive Skills Development Council	Courses details, road safety awareness, etc.
13	Sports & Fitness sector skill council	Marketing about Sports sector
14	Rubber, Chemical & Petrochemical Skill Development Council	Career prospects in rubber, chemical & petrochemical sector
15	Agriculture Skill Council of India	Work Done, Apprenticeship, Future Prospectus
16	Gem & Jewelry Skill Council of India	Disseminate information on our of Skilling Programmes

17	Hydrocarbon Sector Skill Council	Showcasing the type of skill training in hydrocarbon sector specifically in City Gas Distribution (CGD) segment, will showcase the job work of trainees etc.
18	Healthcare Sector Skill Council	<ol style="list-style-type: none"> 1. Awareness about the opportunities available in the Healthcare sector AYUSH sectors 2. Awareness about the opportunities available in the AYUSH sector 3. Counselling sessions for the interested candidates 4. Career progression informative sessions for the candidates
19	BFSI Sector Skill Council of India	Counselling
20	Indian Iron and Steel Sector Skill Council	Electrical circuit diagram, Standee, Banner & Handbook
21	IT-ITeS SSC, NASSCOM	FutureSkills PRIME Platform, Apprenticeship and SSC Initiatives
22	Construction Skill Development Council of India	VR demonstration, QP and career progression display, 'Kaushal se safal' campaign, Future endeavors by CDSCI, skill competition initiatives, demand mapping of construction sector
23	B&WSSC	Demonstrating skills
24	Apparel Made ups & Home Furnishing Sector Skill Council (AMHSSC)	Display, Brochures & Video presentation

Annexure 3			
Name of the Employer's Organization	Sector	State New	Total
Career bridge skill solution	Electronics	Gujarat	247
REDEX ENTERPRISE PVT LTD	Multiple Sectors	Odisha	165
		Gujarat and Telangana	42
		PAN India	4
		Yet to be finalized	2
		Rebel Foods Pvt. Ltd	Logistics
West Bengal	27		
Telangana	11		
Maharashtra	7		
Delhi NCR	4		
Gujarat	3		
Andhra Pradesh	3		
Uttar Pradesh	2		
Chhattisgarh	2		
Karnataka	2		

		Chandigarh	1
Shahi Exports	Apparel	Yet to be finalized	165
Creative Engineer HONDA	Manufacturing	Karnataka	157
Reliable First	Automotive	Gujarat	45
	IT-ITeS	Karnataka	2
	Logistics	Odisha	76
	To be finalized	Odisha / Gujarat.	2
Gramtarang Technical Vocational Education & Training Pvt Ltd.	Logistics	Delhi NCR	31
		Gujarat	30
		Odisha	23
		Maharashtra	9
		Karnataka	6
		Telangana	6
		West Bengal	5
Ecom Express	Logistics	Yet to be finalized	97
JSW Steel Ltd.	Iron & Steel	Karnataka	74
BSA Corporation	Electronics	Maharashtra	73
L&T Financial Services	BFSI	Yet to be finalized	71
Creative Engineer JAPAN	To be finalized	Yet to be finalized	60
2 Coms Group for Exide	Manufacturing	Maharashtra	55
Suryoday Small Finance Bank Ltd	BFSI	Yet to be finalized	47
CIBI International/Gugan Knitwears	Apparel	Tamil Nadu	42
Urban Company	Beauty & Wellness	Odisha	39
Deevine	Healthcare	Odisha	37
O2 Spa	Beauty & Wellness	Yet to be finalized	29
		Odisha	8
Indian Texpreneurs Federation	Textile	Tamil Nadu	36
Arzapath Solutions Pvt. Ltd.	Electronics	Gujarat	33
SHREE KRISHNA INDUSTRIAL RECRUITMENT (P) LTD	Automotive	Rajasthan	32
JBM Group	Automotive	Delhi NCR	14
		Gujarat	10
		Karnataka	6
		Maharashtra	2
Kampa Bhai Vocational Training Institute Ltd	Agriculture	Odisha	30
Logskim	Manufacturing	Yet to be finalized	26
Quess Corp	Electronics	Gujarat	25
Vision India Services Pvt Ltd	Automotive	Gujarat	25
ISERVEU Technologies Services PVT LMT.	BFSI	Odisha	25
Teamlease	Electronics	Telangana	14
		Andhra Pradesh	7
		Delhi NCR	3
SPRINT INDIA SERVICESS	Electronics	Rajasthan	21

SKILLHAT SOLLUTION	Electronics	Haryana	21
Aditya Birla	Apparel	Yet to be finalized	20
Tell Solutions	Logistics	Tamil Nadu	5
	Retail	Odisha	14
Creative Engineer WISTRON	Manufacturing	Karnataka	18
Aurora Management Services	Electronics	Gujarat	17
		Haryana	1
Shriram Transport Finance Co. Ltd.	BFSI	Yet to be finalized	15
Biryani By Kilo	Tourism & Hospitality	Telangana	7
		Karnataka	3
		Andhra Pradesh / Karnataka	1
		West Bengal / Telangana	1
		Yet to be finalized	1
		Maharashtra	1
		Maharashtra / Telangana	1
Medplus	Healthcare	Odisha	13
Capacita Connect	IT-ITeS	Telangana	12
Rama Krishna Multiservices Pvt Ltd	Logistics	Uttarakhand	12
Karamtara Engineering Pvt.Ltd	Manufacturing	Maharashtra	10
Theological Manpower	Electronics	Yet to be finalized	10
Portea Medical	Healthcare	Yet to be finalized	10
Vardhman Fabrics, Budni Dist. Sehore (MP)	Textile	Madhya Pradesh	10
At Customers of Lohia Corp Ltd	Textile	Gujarat	4
		West Bengal	3
		Odisha	3
Mosahay (Staffing Firm)	Retail	Odisha	8
SENCO GOLD LIMITED	Gems & Jewelry	Odisha	7
		Yet to be finalized	1
Mahindra Finance Ltd	BFSI	Odisha	6
Avsar HR Services (Amazon Hiring Partner)	Logistics	Odisha	4
RAGAM Exports Pvt. Ltd	Apparel	Tamil Nadu	4
TOROM Exports Pvt.Ltd	Apparel	Tamil Nadu	1
	Domestic Worker	Tamil Nadu	1
	Retail	Tamil Nadu	1
Healthcare At Home India Pvt. Ltd.	Healthcare	West Bengal	1
Grand Total			2406*