



# Kaushal Mahotsav – Koderma, Jharkhand

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, January 12th, 2023, in Koderma bringing innumerable apprenticeship and job opportunities for the youth of Jharkhand. Under the guidance of Honorable Minister of State for Education, Smt. Annapurna Devi, 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 Jharkhand.

The recruitment drive bridged the demand and supply gap between industry and talent by providing a 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

<b>Sr. no.</b>	<b>Particulars</b>	<b>Details</b>
1	<b><i>Date of the Kaushal Mahotsav</i></b>	12 <sup>th</sup> January 2023
2	<b><i>Venue of the Kaushal Mahotsav</i></b>	Baghitand Stadium, Koderma, Jharkhand
3	<b><i>District of the Kaushal Mahotsav</i></b>	Koderma
4	<b><i>State of the Kaushal Mahotsav</i></b>	Jharkhand
5	<b><i>Kaushal Mahotsav Conducted by</i></b>	NSDC
6	<b><i>No. of Employers participated</i></b>	40
8	<b><i>No. of candidates registered Online prior to the event</i></b>	9,874
9	<b><i>No. of candidates attended physically</i></b>	3,178
10	<b><i>No. Of Candidates Counselling (pre-event and on the day of event)</i></b>	3,246
11	<b><i>No. of candidates shortlisted</i></b>	2,029
12	<b><i>No. of Job Offerings/selected</i></b>	490
13	<b><i>Mention the Sectors in which jobs offered to the candidates</i></b>	Attached as annexure 3
14	<b><i>Chief Guest of the event</i></b>	Honorable Minister of State for Education, Smt. Annapurna Devi

### 3. Snapshot of Kaushal Mahotsav





## 4. Pre-Mela Activities

### 4.1 Press conference

Two separate press conference were organized for promoting the Koderma Kaushal Mahotsav

1. Koderma press conference held on 6<sup>th</sup> January 2023 at DC office Koderma.
2. Giridih press conference held on the 10<sup>th</sup> of January 2023 at DC office Giridih



*Glimpses of press conference and media coverage*

### 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 time of both employers as well as candidates.

- Employers were asked to share detailed job description for various job roles (specific requirements like location, salary, and educational qualifications) and candidates were mapped by NSDC Team as per the requirements provided.
- 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 on 22<sup>nd</sup>, 23<sup>rd</sup> and 24<sup>th</sup> of December 2022, at multiple locations simultaneously (Mahindra Skills, JITM, Excel Data Services and Grant Thornton Office, Jhumri Telaiya).
- A total of 298 candidates attended the pre-screening drive of which 75 got shortlisted by participating employers
- Employers who actively conducted pre-screening of candidates were Mindlabz, CSDC, 2Coms and Aamdhane.



Glimpses from Pre-Screening Drive

## 5. During- Mahotsav activities

### 5.1. Registration of Candidates

**9,874 candidates** had registered on NSDC digital for participating in the event

**3,178 participated** on the day of the event



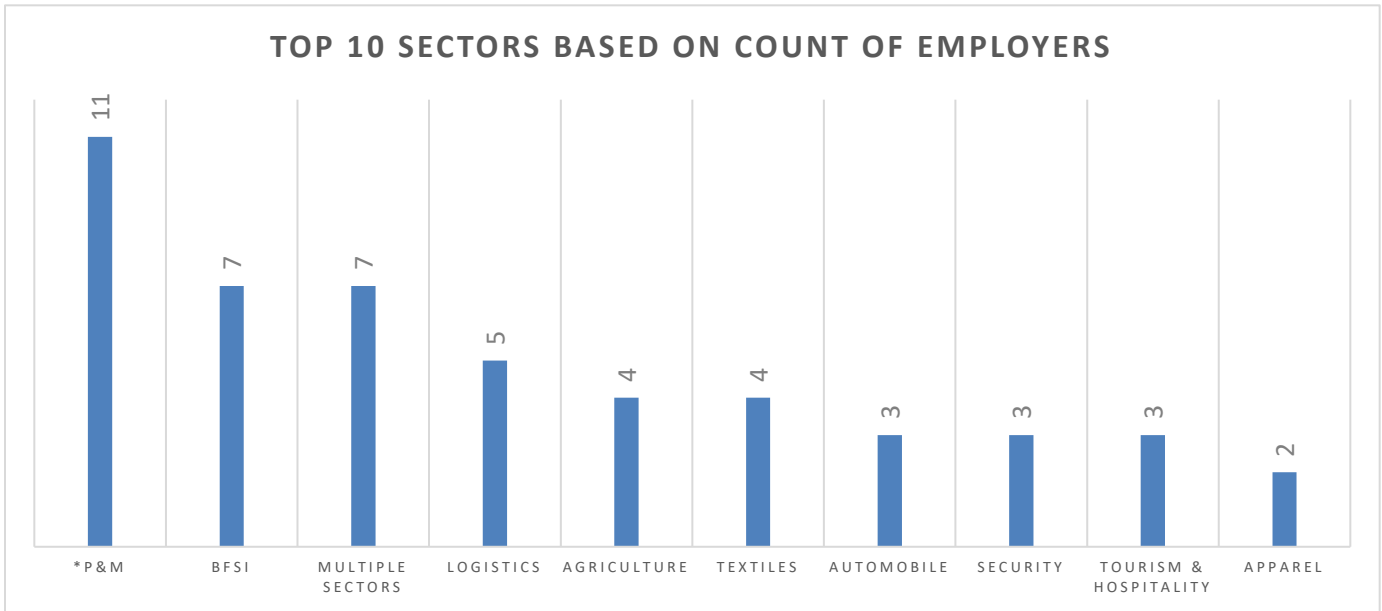
### 5.2 Registration of Employers

87 employers had registered for the event. A total of **40 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

Snapshot of Employers



### TOP 10 SECTORS BASED ON COUNT OF EMPLOYERS



\*Production and Manufacturing

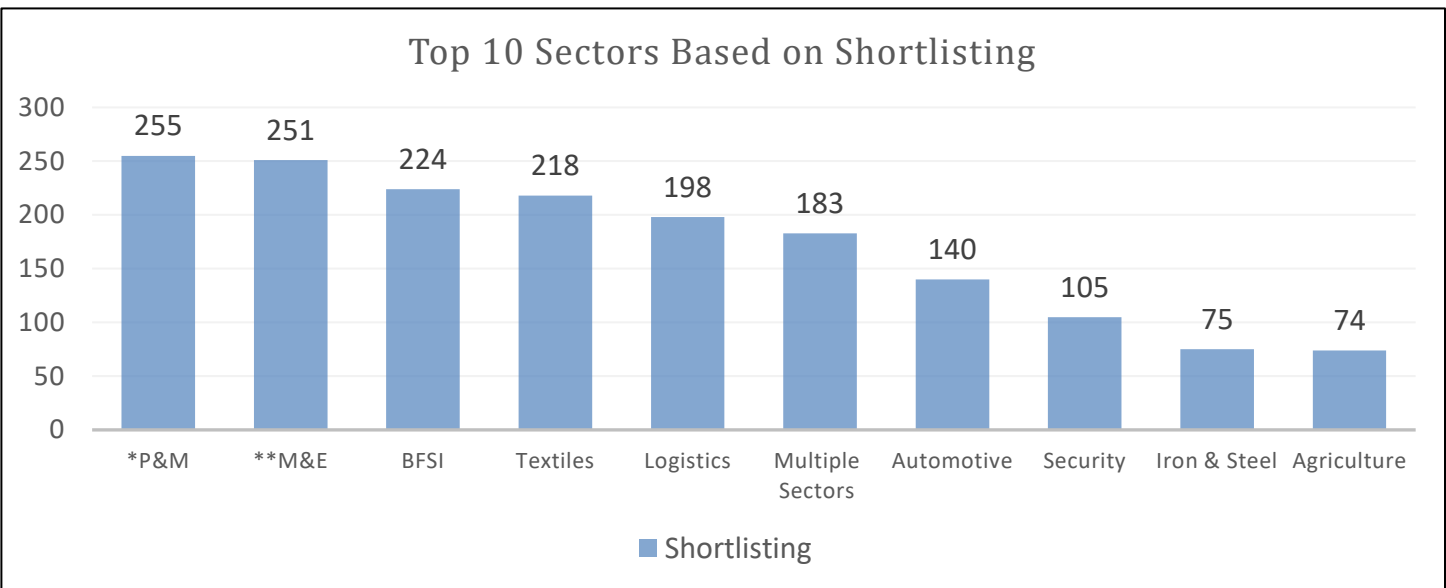
### 5.3 Skill Exhibition

A total of **14 exhibitors participated** in the skill exhibition and showcased various upcoming innovation/opportunities in their respective sectors. 1,008 candidates registered for up-skilling with the respective exhibitors. Details of exhibitor attached as **Annexure 2**.

### 5.4 Employment Opportunities

**2,029 shortlisting offers were given to 1,627 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 10 Sectors Based on Shortlisting



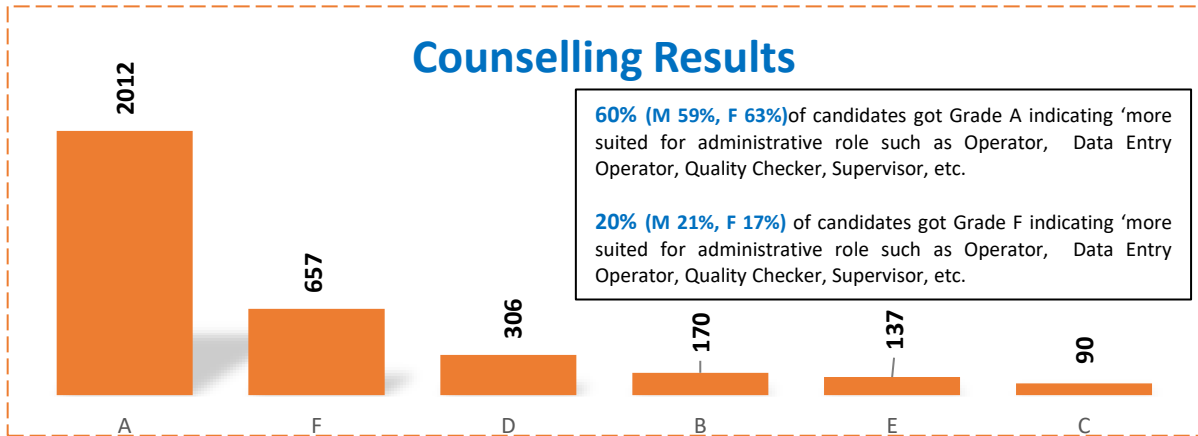
\*Management and Entrepreneurship & \*\*Production and Manufacturing



## 5.5 Counselling

A total of 3,246 candidates were counselled on the day of the event of which 2,240 were Male candidates and 1,006 were female candidates. Details of Sector and Job role mapping based on the counselling result is attached as **Annexure 4**.

Summary of the counselling below:



## 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 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
- 6.3 **Follow up with all employers** (calls and email) for sharing the details of selected candidates along with job locations and feedback for the event
- 6.4 **Follow up with Candidates** (Calls and email) for sharing feedback and assistance in final selection
- 6.5 A total of 490\* Offer letters has been received/uploaded from the employer's as of 24-03-2023, details attached as **Annexure 5**



## 7. Annexures

<b>Annexure 1</b>		
<b>List of all Active Employers for Koderma Kaushal Mahotsav</b>		
<b>S. No.</b>	<b>Name of the Employer</b>	<b>Sector Name</b>
1	Asirbadh Hospitality Private Limited	Agriculture
2	NAVA Bharath Fertilisers Ltd.	Agriculture
3	SHIVASHAKTHI AGRITEC LIMITED	Agriculture
4	SHIVASHAKTHI AGRITEC LIMITED	Agriculture
5	ARVIND LIMITED	Apparel
6	ARZAPATH ALL SOLUTIONS PRIVATE LIMITED	Apparel
7	DSETS/Dusky Stallion	Multiple Sectors
8	Aadhya HR Solutions PRIVATE LIMITED	Automobile
9	AAMDHANE PRIVATE LIMITED	Automobile
10	PRERNA ENGINEERING	Automobile
11	REDEX ENTERPRISE	Multiple Sectors
12	REDEX ENTERPRISE	Multiple Sectors
13	Mindlabz Media Tech PRIVATE LIMITED	Multiple Sectors
14	Dzire Edutech & Management PRIVATE LIMITED	Multiple Sectors
15	PATCHY FUTURE SUCCESS FACILITATING PRIVATE LIMITED	BFSI
16	Fusion Microfinance LIMITED	BFSI
17	HDFC Life	BFSI
18	IIFL Samasta Limited	BFSI
19	SAVE MICROFINANCE	BFSI
20	SAVE MICROFINANCE	BFSI
21	TATA CAPITAL FINANCIAL SERVICES LIMITED	BFSI
22	Water Management and Plumbing Skill Council	Multiple Sectors
23	HCAH (Healthcare at Home)	Healthcare
24	PSPL STEEL PROCESSORS PRIVATE LIMITED	Iron & Steel
25	PSPL STEEL PROCESSORS PRIVATE LIMITED	Iron & Steel
26	Moto Skills	IT ITES
27	Ecom Express Limited	Logistics
28	Instakart Services PRIVATE LIMITED	Logistics
29	Safe Express Private Limited	Logistics
30	Reliable First	Logistics
31	Safe Express Private Limited	Logistics
32	Skill and skilled Employment Jaipur	Management & Entrepreneurship
33	Skill and skilled Employment Jaipur	Management & Entrepreneurship
34	INODAYA PRECEPTORS PRIVATE LIMITED	Production & Manufacturing
35	MOSAIC WORKSKILLS PRIVATE LIMITED	Production & Manufacturing
36	TALENTCORP SOLUTIONS PRIVATE LIMITED	Production & Manufacturing
37	TEAM PLUS HR SERVICES PRIVATE LIMITED	Production & Manufacturing
38	VISION INDIA SERVICES PRIVATE LIMITED	Production & Manufacturing
39	YUVA SHAKTI FOUNDATION	Production & Manufacturing
40	TEAM PLUS HR SERVICES PRIVATE LIMITED	Production & Manufacturing

41	VISION INDIA SERVICES PRIVATE LIMITED	Production & Manufacturing
42	YUVA SHAKTI FOUNDATION	Production & Manufacturing
43	Qess Corp	Production & Manufacturing
44	Qess Corp	Production & Manufacturing
45	Creative Engineers	Multiple Sectors
46	INNOVISION LIMITED	Security
47	TERRIER SECURITY SERVICES INDIA PRIVATE LIMITED	Security
48	TERRIER SECURITY SERVICES INDIA PRIVATE LIMITED	Security
49	Samarpan, Jharkhand	Social Services
50	Samarpan, Jharkhand	Social Services
51	M Placement	Textiles
52	WELSPUN INDIA LIMITED	Textiles
53	SINTEX INDUSTRIES LIMITED	Textiles
54	WELSPUN INDIA LIMITED	Textiles
55	Barbeque Nation	Tourism & Hospitality
56	REBEL FOODS PRIVATE LIMITED	Tourism & Hospitality
57	2COMS Consulting Pvt. Ltd.	Tourism & Hospitality

\*Following is the list of active employers who posted vacancies and shortlisted candidates and may or may not have attended the event physically.

## Annexure 2

S. No	SSC Name	Stall No	Theme
1	WOW Factor	1	Drone Technology
2	Medhavi Foundation	2	Career Counselling/ Orientation on Upskilling
3	Water Management and Plumbing skill council	3,4,5	Past present and future technology display
4	Media and Entertainment Skills Council	6	Dance /Music performnace
5	Domestic Workers sector skill council	7	Skill activity and counseling for career prospects in housekeeping & caregiving sector
6	Power sector skill council of India	8	Career Counseling
7	Tourism & Hospitality Skill Council	9	To enhance the skills of candidates, tell them about job roles, NAP5
8	Agriculture Skill Council of India	10	Skill exhibition and updated work on agrified
9	Telecom Sector Skill Council	11	Career Counselling/ Orientation on Upskilling
10	Rubber, Chemical & Petrochemical Skill Development Council	12	Career Counselling/ Orientation on Upskilling
11	Logistics sector skill council	13	Career Counselling/ Orientation on Upskilling
12	IT-TeS SSC, NASSCOM	14	Career Counselling/ Orientation on Upskilling
13	Textile sector skill council	15	Career Counselling/ Orientation on Upskilling
14	Capital Goods Skill Council	16	Career Counselling/ Orientation on Upskilling
15	Construction Skill development SSC	17	VR demonstration, Kaushal se safal, Research report, employer support, Job role counseling
16	Automotive skill development council	18	Career Counselling/ Orientation on Upskilling
17	Indian Iron and Steel Sector Council	19	Career Counselling/ Orientation on Upskilling
18	ITI Giridih	20	Career Counselling/ Orientation on Upskilling
19	Jharkhand State Livelihood Promotion society	21	Career Counselling/ Orientation on Upskilling
20	JITM Skill - PMKK	22	Career Counselling/ Orientation on Upskilling
21	Jan Sikshan Sansthan	23	Career Counselling/ Orientation on Upskilling
22	Regional Directorate of Skill Development and Entrepreneurship	24	Career Counselling/ Orientation on Upskilling

<b>Annexure 3</b>			
<b>Count of Shortlisted Candidates – Employer Wise</b>			
1	Asirbadh Hospitality Private Limited	Agriculture	4
2	NAVA Bharath Fertilisers Ltd.	Agriculture	31
3	SHIVASHAKTHI AGRITEC LIMITED	Agriculture	39
4	ARVIND LIMITED	Apparel	8
5	ARZAPATH ALL SOLUTIONS PRIVATE LIMITED	Apparel	37
6	Aadhya HR Solutions PRIVATE LIMITED	Automotive	26
7	AAMDHANE PRIVATE LIMITED	Automotive	77
8	PRERNA ENGINEERING	Automotive	37
9	Fusion Microfinance LIMITED	BFSI	46
10	HDFC Life	BFSI	63
11	IIFL Samasta Limited	BFSI	27
12	PATCHY FUTURE SUCCESS FACILITATING PRIVATE LIMITED	BFSI	64
13	SAVE MICROFINANCE	BFSI	24
14	L & T Construction	Construction	62
15	HCAH (Healthcare at Home)	Healthcare	37
16	PSPL STEEL PROCESSORS PRIVATE LIMITED	Iron & Steel	75
17	Moto Skills	IT ITES	65
18	Ecom Express Limited	Logistics	29
19	Instakart Services PRIVATE LIMITED	Logistics	153
20	Safe Express Private Limited	Logistics	16
21	Skill and skilled Employment Jaipur	Management & Entrepreneurship	251
22	DSETS/Dusky Stallion	Multiple Sectors	2
23	Dzire Edutech & Management PRIVATE LIMITED	Multiple Sectors	15
24	Mindlabz Media Tech PRIVATE LIMITED	Multiple Sectors	45
25	REDEX ENTERPRISE	Multiple Sectors	121
26	Creative Engineers	Production & Manufacturing	42
27	INODAYA PRECEPTORS PRIVATE LIMITED	Production & Manufacturing	55
28	MOSAIC WORKSKILLS PRIVATE LIMITED	Production & Manufacturing	6
29	Qess Corp	Production & Manufacturing	16
30	TEAM PLUS HR SERVICES PRIVATE LIMITED	Production & Manufacturing	23
31	VISION INDIA SERVICES PRIVATE LIMITED	Production & Manufacturing	64
32	YUVA SHAKTI FOUNDATION	Production & Manufacturing	49
33	Calibehr	Retail	15
34	INNOVISION LIMITED	Security	74
35	TERRIER SECURITY SERVICES INDIA PRIVATE LIMITED	Security	31
36	Samarpan, Jharkhand	Social Services	14
37	M Placement	Textiles	75
38	WELSPUN INDIA LIMITED	Textiles	143

39	2COMS Consulting Pvt. Ltd.	Tourism & Hospitality	58
40	Barbeque Nation	Tourism & Hospitality	10
<b>Total</b>			<b>2,029</b>

<b>Annexure 5</b>			
<b>Counselling – Grade Mapping Master</b>			
Sl. No.	Job Role	Sector	
<b>Grade A</b>			
1	Machine Operator	Hardware & Manufacturing	
2	Assembler	Hardware & Manufacturing	
3	Swing Machine Operator	Apparel	
4	ATM Custodian	Accounts & Finance	
5	Operator	Hardware & Manufacturing	
6	Micro Loan Officer	Accounts & Finance	
7	Billing Executive	Accounts & Finance	
8	Unarmed Security Guard	Security	
9	Production Trainee	Hardware & Manufacturing	
10	Plumber	Construction	
<b>Grade B</b>			
1	Cabinete Maker	Hardware & Manufacturing	
2	Beauty Therapist	Beauty & Wellness	
3	Beauty or Spa Therapist	Beauty & Wellness	
4	Agriculture Extension Service Officer	Agriculture	
5	Animal Husbandry & Dairy	Agriculture	
6	Relationship Officer	Sales & Marketing	
7	Food & Beverage Assistant	Hospitality	
8	Food Production Chef	Hospitality	
9	Commis Chef	Hospitality	
10	Multi Cuisine Cook	Hospitality	
<b>Grade C</b>			
1	Cabinete Maker	Hardware & Manufacturing	
2	Beauty Therapist	Beauty & Wellness	
3	Beauty or Spa Therapist	Beauty & Wellness	
4	Agriculture Extension Service Officer	Agriculture	
5	Engineer	Hardware & Manufacturing	
6	Chinese Chef,	Hospitality	
7	Food & Beverage Assistant	Hospitality	
8	Food Production Chef	Hospitality	
9	RO Water Technician	Plumbing	
10	Multi Cuisine Cook	Hospitality	
<b>Grade D</b>			
1	Elderly Care Taker	Healthcare	
2	Packhouse Worker	Logistics	
3	Relationship Officer	Sales & Marketing	
4	Housekeeping	Hospitality	



5	F&B Service Stewards	Hospitality
6	Care Giver	Healthcare
7	Bed side Patient Attendant	Healthcare
8	Customer Care	IT/ITeS
9	Beauty Therapist	Beauty & Wellness
10	Processing Staff	Hospitality
<b>Grade E</b>		
1	Field Sales Executive	Sales & Marketing
2	Agriculture Field Officer	Agriculture
3	Relationship Manager	Sales & Marketing
4	Sales & Marketing	Sales & Marketing
5	Field Sales	Sales & Marketing
6	Customer Care	IT/ITeS
7	Front Office Associates	Office Management
8	Auditor	Accounts & Finance
<b>Grade F</b>		
1	Installer	Hardware & Manufacturing
2	Assembler	Hardware & Manufacturing
3	Beauty Therapist	Beauty & Wellness
4	Beauty or Spa Therapist	Beauty & Wellness
5	Hair Stylist	Beauty & Wellness
6	Extension Service Officer	Agriculture
7	Animal Husbandry & Diary	Agriculture
8	Food & Beverage Assistant	Hospitality
9	Food Production Chef	Hospitality
10	Commis Chef	Hospitality

<b>Annexure 5</b>			
<b>Count of Offer Letters Employer Wise</b>			
<b>Sl. No.</b>	<b>Name of the Employer</b>	<b>Count of Offers Letters</b>	<b>Sector</b>
1	2COMS Consulting Pvt. Ltd.	55	Tourism and Hospitality, Retail
2	Aadhya HR Solutions PRIVATE LIMITED	14	Automobile
3	AAMDHANE PRIVATE LIMITED	20	Automobile
4	ARVIND LIMITED	7	Apparel
5	ARZAPATH ALL SOLUTIONS PRIVATE LIMITED	40	Apparel
6	Barbeque Nation	6	Tourism & Hospitality
7	Creative Engineers	98	Production and Manufacturing n Automobile
8	INNOVISION LIMITED	42	Security
9	M Placement	50	Textiles
10	PATCHY FUTURE SUCCESS FACILITATING PRIVATE LIMITED	13	Banking Financial Services and Insurance (BFSI)
11	SAVE MICROFINANCE	4	BFSI
12	WELSPUN INDIA LIMITED	141	Textiles
<b>Total</b>		<b>490</b>	



Thank You