

Kaushal Mahotsav in Lucknow to empower youth with employment and apprenticeship opportunities



Uttar Pradesh, March 06, 2024: Aimed at making the skilling ecosystem more youth-centric and holistic in its approach, National Skill Development Corporation (NSDC) under the aegis of Ministry of Skill Development and Entrepreneurship (MSDE) held a press conference today at Hazratganj in Lucknow on March 6th to announce its upcoming mega recruitment drive Kaushal Mahotsav scheduled for 9th & 10th March, 2024 in Lucknow, Uttar Pradesh. It will take place at the University of Lucknow in Lucknow, Uttar Pradesh. **Shri Rajnath Singh, Hon'ble Minister of Defence** is expected to grace the occasion on day two.

The Kaushal Mahotsav proves to be a game-changer in the landscape of skill development and will offer a range of employment opportunities in the Lucknow region and the nearby districts. By fostering public-private partnerships, promoting industry collaborations, and providing access to quality training programs, the Mahotsav helps students leverage their talents and build capabilities and knowledge across industry-relevant sectors, allowing them to excel in their chosen careers.

While addressing the event, **Shri Neeraj Singh, BJP Leader, Lucknow** said "Aligned with the commitment of our Hon'ble Prime Minister, Shri Narendra Modi to increase the employability of India's youth and to open a world of opportunities for them, Skill India will organize two-days Kaushal Mahotsav in the vibrant city of Lucknow. It celebrates the diverse skills of young talent, acting as a catalyst for empowering the next working generation with the capabilities needed for a successful career. Under the visionary leadership of the Hon'ble CM, the state is fostering improved connectivity, expediting strategic investments in infrastructure, and providing enriched job opportunities for the

youth. With this, the ministry had organized a very successful Kaushal Mahotsav in Lucknow last year and generated employment for 5000 youth across sectors”.

He further added, “ Our Hon’ble Minister of Defence envisions to transform Lucknow into a metropolitan city and this initiative will indeed bridge the gap between industry and academia and create equal opportunities for all”.

Shri Ved Mani Tiwari, CEO, NSDC and MD, NSDC International said, “We, under NSDC, is empowering the Yuva Shakti through skill training programmes and making them Aatamnirbhar. The Mahotsav stands as an excellent platform to engage youth and introduce them to job opportunities in various sectors. I am confident that the Kaushal Mahotsav will play a pivotal role in providing our youth with relevant job and career growth opportunities”.

Nitin Kapoor, General Manager, CEO Office & Strategy, NSDC also addressed the press conference.

The recruitment drive will witness participation from over 90 employers providing jobs across sectors. It will be attended by organizations like Hindustan Aeronautics Limited, Jio, Flipkart, Axis bank, HDB Financial Services, Jubilant Food Works, Max Life Insurance, Shri Ram Insurance and V Mart Retail.

Uttar Pradesh has become the largest labour market in the world and its qualified, and skilled youth are its identity; capitalizing on their potential aligning with their aspirations will help in fulfilling the vision of Hon’ble Prime Minister of ‘Viksit Bharat’ by 2047. The Kaushal Mahotsav organised in many states of the country under the Skill India Mission is taking forward the vision of 'Skilled India-Developed India' and continuously connecting the youth of the country with relevant employment opportunities.

Furthermore, interested candidates can apply for the job by registering on the NSDC job portal at <https://www.nsdjobx.com/>. It will be followed by the interview process and the selected candidates will receive a job letter which help them to boost their career prospects. The candidates can apply for different job roles listed on the portal in sectors like BFSI, IT/ITeS, Telecom, Retail, Automotive, and Electronics. There are approximately 20,000+ vacancies for participants.

In addition to job and apprenticeship opportunities, this event will offer a plethora of offerings aimed at holistic development. Counselling sessions will guide individuals towards charting their career paths, registrations for various schemes and programs will provide access to resources and support systems, apprenticeship opportunities will pave the way for hands-on learning, and awareness sessions on the Skill India Digital platform will equip participants with the tools needed to thrive in the digital age.

The eligibility criteria is 18+ years and minimum matriculation to apply for Kaushal Mahotsav. Youth from diverse educational qualifications have registered for the event, including MBAs, ITIs, diploma holders, graduates, intermediates, and matriculants. It will also be open for candidates belonging to schemes like PMKK, PMKVY, apprenticeship and several skill developments schemes.

About National Skill Development Corporation

National Skill Development Corporation (NSDC) is the principal architect of the skill ecosystem in the country. It is a unique Public Private Partnership (PPP) enterprise working under the Ministry of Skill Development & Entrepreneurship (MSDE), Government of India. NSDC was established with the objective to catalyze the skilling ecosystem for private sector participation and be the strategic implementation and knowledge partner to Skill India Mission to build efficient vocational training initiatives, empowering India's youth. NSDC provides support to enterprises, start-ups, companies, and organizations that are creating an impact by offering a world of opportunities in futuristic skills to the potential workforce. The organization develops appropriate models to enhance, support, and coordinate private sector initiatives in skilling by offering funding support to eligible entities, concessional loans to the candidates along with other innovative financial products, and builds strategic partnerships.