

**GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP**

RAJYASABHA

**UN-STARRED QUESTION NO: 2035
TO BE ANSWERED ON 03-08-2022**

PRADHAN MANTRI NATIONAL APPRENTICESHIP MELA

2035 SHRI DHANANJAY BHIMRAO MAHADIK

Will the Minister of SKILL DEVELOPMENT AND ENTREPRENEURSHIP be pleased to state:

- (a) whether Government proposes to organize the Pradhan Mantri National Apprenticeship Mela and if so, the details thereof and aims and objectives behind the move;
- (b) whether Government has shortlisted the locations where the Mela will be organized;
- (c) the number of companies across the sector that will be participating in the Mela;
- (d) whether organizing such Mela will help both candidates and companies and if so, the details thereof; and
- (e) the steps taken by Government to make the Mela a successful event?

ANSWER

**MINISTER OF STATE IN THE MINISTRY OF
SKILL DEVELOPMENT AND ENTREPRENEURSHIP
(SHRI RAJEEV CHANDRASEKHAR)**

(a) to (c) Yes, Sir. The Government has decided to organize Pradhan Mantri National Apprenticeship Mela (PMNAM) in various locations across the country on a monthly basis. States/UTs have been asked to organize PMNAM every 2nd Monday in 257 districts (1/3 of total districts) with the flexibility for choosing the district/location and the day of Mela based on local conditions/festivals, etc. So far two Melas have been organized in the month of June and July, 2022 during which number of establishments / companies registering was 1,485 and 1,466 with generation of 27,875 and 27,996 contracts respectively. The State-wise number of districts in which PMNAM is being conducted is enclosed at Annexure-1.

It is expected that around 1,000 companies across the sector would participate in the Apprentice Mela.

(d) to (e) PMNAM brings dynamic participation of establishments/companies and candidates and provides awareness to the youth on various opportunities existing across the participating companies. The thrust given by the Ministry towards apprenticeship training through reforms (facilitation and process simplifications), awareness workshops, continuous engagement with establishments / employers, apprenticeship Mela, and public reach out to create awareness about apprenticeship

training among the students and the establishments are making positive impact. All these initiatives have led to increase in the number of apprentices from 2.90 lakh in 2020-21 to 5.8 lakh in 2021-22 and expenditure from Rs. 120 crore to Rs. 217 crore during the same period, and it is expected that it will lead to number of apprentices engaged to reach 10 lakh in the current year.

To make the Mela successful, wide publicity is given through Government Media Channels like Press Information Bureau (PIB), Doordarshan, Community Radios, All India Radio, social media platforms like MyGov, print media, digital media (SMS), active State/district participation through Industrial Training Institutes (ITIs) at the local level, through leaflets, mobilizing schools and colleges, publicity drive by Sector Skill Councils (SSCs), Third Party Aggregators (TPAs) and Regional Directorates of Skill Development & Entrepreneurship (RDSDEs) and Local Industry Associations. The Government is also organising 250 apprenticeship awareness workshops throughout the country to create awareness about apprenticeship among the students and the establishments / industries and to create opportunities for apprenticeship for youth. This will lead to greater participation of establishments and candidates converting candidate's applications / registrations into apprenticeship contracts.

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Pradhan Mantri National Apprenticeship Mela (PMNAM) locations.

SI No	State / UT	Number of Districts/ location
1	Andhra Pradesh	9
2	Arunachal Pradesh	8
3	Assam	11
4	Bihar	13
5	Chhattisgarh	11
6	Goa	1
7	Gujarat	11
8	Haryana	7
9	Himachal Pradesh	4
10	Jharkhand	8
11	Karnataka	10
12	Kerala	5
13	Madhya Pradesh	18
14	Maharashtra	12
15	Manipur	5
16	Meghalaya	4
17	Mizoram	4
18	Nagaland	5
19	Odisha	10
20	Punjab	8
21	Rajasthan	11
22	Sikkim	2
23	Tamil Nadu	13
24	Telangana	11
25	Tripura	3
26	Uttar Pradesh	25
27	Uttarakhand	4
28	West Bengal	8
29	Andaman and Nicobar	1
30	Chandigarh	1
31	Dadra and Nagar Haveli and Daman and Diu	1
32	Delhi	4
33	Jammu and Kashmir	6
34	Lakshadweep	1
35	Ladakh	1
36	Puducherry	1
Total		257
