

**IMPACT OF NAAN MUDHALVAN SCHEMES IN ARTS AND SCIENCE COLLEGE
STUDENTS PLACEMENTS IN TAMILNADU- AN DESCRIPTIVE STUDY**

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Abstract:

Tamil Nadu Chief Minister M.K. Stalin has launched the Naan Mudhalvan scheme, aimed at providing free skill development training to 1 lakh unemployed youth in the state. The scheme has seen significant progress since its launch on May 8, 2023. Registration began on the official website and through common service centers, with the first batch of candidates starting their training on May 10, 2023. To adapt to the changing job market, new courses in emerging fields like artificial intelligence and digital marketing were introduced on May 15, 2023. The scheme has partnered with leading companies to offer internships and job opportunities to successful trainees. With over 2 lakh registrations within 18 days, the response has been overwhelming. The scheme has also introduced a mentorship program for candidates, and a job fair in Chennai attracted over 50 companies offering employment opportunities to trained candidates. Overall, the Naan Mudhalvan scheme is making notable strides in equipping unemployed youth with skills and employment prospects.

Keywords:

Naan Mudhalvan scheme, job opportunities, artificial intelligence, digital marketing.

INTRODUCTION OF THE STUDY

This present scheme focuses on providing academic and career guidance to students in government-run institutions, offering courses and industry-specific skill training. Under the direct supervision of the Chief Minister, the program aims to empower one million young individuals each year by imparting knowledge in subjects, languages, and technology. The Tamil Nadu Skill Development Corporation (TNSDC), established in 2009, plays a crucial role in meeting industry skill demands and positioning the state as a skill hub. The Naan Mudhalvan platform enables students to develop soft skills like personality development, entrepreneurship, and foreign language proficiency, as well as gain industry-relevant core skills in emerging technologies. The scheme also provides psychometric tests for students and employers to assess talents and match them with suitable job opportunities. Through this flagship program, students will be equipped to enter the workforce immediately after graduation and career and academic counseling services are also offered in state educational institutions. The TNSDC provides training in various sectors such as automobile, healthcare, textiles, IT-ITES, agriculture, and more, contributing to the overall skill development of the state.

HIGHLIGHTS OF NAAN MUDHALVAN SCHEMES IN TAMILNADU

NAME OF THE SCHEME	TAMILNADU MDUHALVAN SCHEME
LAUNCHED BY	GOVERNMENT OF TAMILNADU
BENEFICIARY	CITIZENS OF TAMILNADU
OBJECTIVE	TO PROVIDE SKILL DEVELOPMENT TRAINING
YEAR	2024

Source: <https://naanmudhalvan.tnschools.gov.in/home>

CONTENTS OF THE SCHEME'S PORTAL

The Naan Mudhalvan platform provides training in various fields including block chain, banking, language improvement, competitive assessments, IT skills, and programming, along with psychometric exams and both free and affordable courses on cutting-edge technology. The portal offers psychometric exams, no-cost skill development courses, and inexpensive skill upgrading courses on cutting-edge technology. Interested students can go to the website at <https://www.naanmudhalvan.tn.gov.in/>.

CURRICULUM DEVELOPMENT FOR STUDENTS UNDER THE TAMIL NADU NAAN MUDHALVAN SCHEME

The curriculum development for students under the Tamil Nadu Naan Mudhalvan scheme focuses on providing a comprehensive education that aligns with industry requirements and emerging trends. It incorporates core academic subjects alongside vocational training in various fields, ensuring students acquire industry-specific skills. The curriculum emphasizes practical skills development through hands-on learning experiences, projects, and internships, fostering critical thinking and problem-solving abilities. Additionally, it promotes holistic development by nurturing students' personality, entrepreneurship, and communication skills. Collaboration with experts and stakeholders ensures the curriculum's relevance and regular updates to meet changing industry demands. Overall, the curriculum aims to equip students with the knowledge, skills, and values necessary for success in their careers and to contribute to the development of Tamil Nadu.

AIMS OF THE TAMIL NADU NAAN MUDHALVAN PROGRAM

The aims of the Tamil Nadu Naan Mudhalvan program are to empower and upskill the youth of Tamil Nadu through industry-relevant training and opportunities for personal and professional growth. It focuses on enhancing employability, bridging the skills gap, fostering entrepreneurship, promoting personal growth, facilitating international opportunities, collaborating with stakeholders, and ensuring accessibility. By achieving these aims, the program aims to create a skilled workforce, empower individuals, and contribute to the overall development of Tamil Nadu.

FEATURES & BENEFITS OF THE TAMIL NADU NAAN MUDHALVAN PROGRAM

This initiative aims to provide necessary skills to 10 lakh children in the state each year, helping them reach their full potential for the country's welfare. The scheme includes academic counseling for talented students at state and government schools, focusing on identifying their skills and providing relevant training for better job opportunities. It also offers spoken English education, coding, and robotics training. Medical experts and counselors will guide students on diet, fitness, and overall personality development. The scheme will provide both on-site and online training, and each school will establish a guidance office to support its implementation.

ELIGIBILITY FOR THE APPLICATION OF THE NAAN MUDHALVAN SCHEME

The Nan Mudhalvan scheme introduced by the Tamil Nadu government aims to assist young professionals in securing government and private sector jobs. To be eligible for this scheme, applicants must meet certain criteria. Firstly, they must be permanent residents of Tamil Nadu. Additionally, their age should fall within the range of 21 to 30 years. Moreover, applicants must have completed their graduation or post-graduation from a recognized university or institution, regardless of the field of study. Finally, they need to have achieved a minimum of 60% marks in their graduation or post-graduation. Meeting these eligibility requirements will allow individuals to apply for the Nan Mudhalvan scheme and avail its benefits.

DOCUMENTS REQUIRED UNDER TN NAAN MUDHALVAN SCHEME

To apply for the Tamil Nadu Naan Mudhalvan scheme, applicants need to submit certain documents, including a copy of their graduation or post-graduation degree, a copy of their birth certificate or passport, a copy of their Aadhaar card, a copy of their community certificate (if applicable), and a passport-size photograph. The application process involves visiting the official website of the Tamil Nadu government, clicking on the "Naan Mudhalvan Scheme" link, carefully reading the eligibility criteria and other details, filling out the application form with the necessary information, uploading the required documents, and finally submitting the application form.

STATEMENT OF THE PROBLEM

The Naan Mudhalvan scheme has had a significant impact on the placement opportunities for arts and science college students. Prior to the implementation of the scheme, many students from these disciplines faced challenges in securing suitable job placements. The problem lied in the gap between the skills acquired through their academic studies and the demands of the job market. Employers often sought candidates with specialized skills and practical knowledge that went beyond the theoretical education provided in arts and science colleges. As a result, placement rates for arts and science

students were relatively low. However, with the introduction of the Naan Mudhalvan scheme, the scenario has undergone a positive transformation. The scheme focuses on providing industry-relevant training and skill development to students, including those pursuing arts and science degrees. It bridges the gap between academic knowledge and practical skills required in various sectors. By offering training in areas such as technology, language improvement, and competitive assessments, the scheme equips arts and science students with the necessary skills to enhance their employability. The impact of the Naan Mudhalvan scheme is evident in the increased placement opportunities for arts and science college students. They are now better prepared to meet the demands of the job market, and employers are recognizing the value of their diverse skill sets. The scheme's emphasis on holistic development, including personality development and communication skills, further enhances the employability of arts and science students. Therefore this present study is going to examine addressed the impact of Naan Mudhalvan schemes in among arts and science college students by providing them with the necessary skills and training to excel in various industries. It has opened doors to a wider range of job opportunities, empowering students to secure fulfilling careers aligned with their academic backgrounds.

OBJECTIVE OF THE STUDY

The researcher has framed the objectives of the study as Impact of Naan Mudhalvan Schemes in Arts and Science College Students Placements in Tamilnadu.

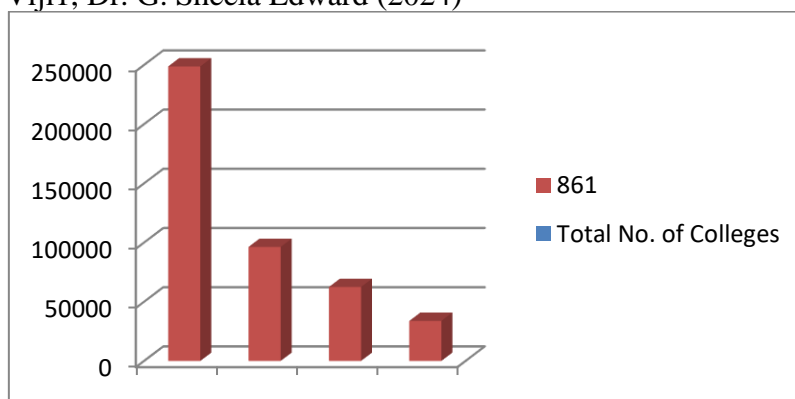
THE USAGE OF NAAN MUDHALVAN SCHEME IN ARTS AND SCIENCE COLLEGES

The Naan Mudhalvan Scheme is a comprehensive initiative by the Tamil Nadu government aimed at enhancing the employability of students in the state. Through free courses addressing skill gaps and providing industry-relevant skill sets, the scheme fills a crucial need in today's job market. Language proficiency, particularly in English, is emphasized as a valuable skill for global communication and professional advancement. Digital skills, including proficiency with digital devices and networks, are highlighted as essential for success in both personal and professional domains. Emerging technologies courses equip students with knowledge in areas like AI and data analytics, preparing them for the evolving job market. The scheme organizes various placement drives, including micro, regional, sectoral, and virtual fairs, to connect students with employment opportunities. Partnerships with over 40 enterprises, including notable companies like Cognizant and Accenture, further enhance students' access to reputable employers across different sectors. Overall, the Naan Mudhalvan Scheme plays a vital role in creating a skilled workforce, fostering industry partnerships, and contributing to the long-term economic growth of Tamil Nadu.

TABLE NO.01 PLACEMENTS ARTS & SCIENCE STUDENT UNDER THE NAAN MUDHALVAN SCHEMES IN TAMILNADU IN APRIL 2024

Total No. of Colleges	Total No. of. Final Year Students	Students Opted for Placements	Students Placed via Institutional Drives	Students Yet to Be Placed
861	248734	96260	62434	33826

Source: Dr. N.R. Viji1, Dr. G. Sheela Edward (2024)



MAJOR OBSERVATIONS OF THE STUDY

From the perspective of arts and science college students seeking placement opportunities, this Naan Mudhalvan scheme will create the following positive impact. They are as follows.

Enhanced Employability: The scheme appears to have significantly enhanced the employability of arts and science college students by offering free courses aimed at addressing skill gaps and providing industry-relevant skill sets. This likely makes students more competitive in the job market.

Industry Partnerships: The scheme's partnerships with over 40 enterprises, including well-known companies such as Cognizant and Accenture, provide students with access to reputable employers across various sectors. This increases the chances of students securing job offers from established companies.

Placement Drives: The organization of various placement drives, including micro, regional, sectoral, and virtual fairs, demonstrates a proactive approach to connecting students with employment opportunities. These drives likely facilitate students' interactions with potential employers and increase their chances of securing placements.

Skill Development Focus: The emphasis on skill development, particularly in areas like language proficiency, digital skills, and emerging technologies, indicates a holistic approach to preparing students for the job market. This focus on skill enhancement likely equips students with the capabilities needed to succeed in diverse roles and industries.

Job Placement Success: The successful placement of thousands of final-year arts and science college students through the Naan Mudhalvan placement program is a testament to the effectiveness of the scheme in facilitating job placements. This indicates that the scheme has achieved tangible results in terms of connecting students with job opportunities. Overall, from the perspective of arts and science college students seeking placement opportunities, the Naan Mudhalvan Scheme appears to have positively impacted their employability by offering relevant courses, facilitating industry connections, and organizing placement drives to help students secure job offers.

RECOMMENDATIONS OF THE STUDY

There are areas where improvements and recommendations can be made to further enhance its effectiveness of Naan Mudhalvan Schemes. The Tamilnadu Government and Officials should take to monitor this scheme through.

Continuous Skill Assessment: Implement a system for continuous skill assessment to identify evolving industry needs and tailor course offerings accordingly. Regular feedback from employers can help align course content with industry requirements, ensuring that students are equipped with the most relevant skills.

Diversification of Course Offerings: Expand the range of courses offered under the scheme to cover a wider array of industries and emerging fields. This could include courses in areas such as sustainability, renewable energy, healthcare technology, and data science, reflecting the evolving job market trends.

Soft Skills Development: While technical skills are crucial, soft skills such as communication, teamwork, and problem-solving are equally important for career success. Integrate modules focusing on soft skills development into the curriculum to ensure that students are well-rounded and capable of thriving in diverse work environments.

Internship Opportunities: Facilitate internship opportunities for students to gain hands-on experience in their chosen fields. Partnering with companies to provide internships can offer students valuable practical insights and networking opportunities, enhancing their employability upon graduation.

Career Counseling and Mentorship: Offer comprehensive career counseling services and mentorship programs to guide students in exploring career options, setting goals, and navigating the job market. Engage alumni and industry professionals to serve as mentors, providing valuable insights and advice to students.

Enhanced Industry Collaboration: Strengthen partnerships with industries through collaborative initiatives such as joint research projects, guest lectures, and industry-academia forums. This

collaboration can provide students with exposure to real-world challenges and opportunities, bridging the gap between academic learning and industry requirements.

Promotion of Entrepreneurship: Encourage entrepreneurship among students by offering support for startup initiatives, incubation programs, and access to funding opportunities. Fostering an entrepreneurial mindset can empower students to create their own job opportunities and contribute to economic growth.

Monitoring and Evaluation: Establish mechanisms for monitoring and evaluating the effectiveness of the Naan Mudhalvan Scheme in achieving its objectives. Regular assessment of student outcomes, employment rates, and feedback from stakeholders can help identify areas for improvement and refine the implementation strategy accordingly. If Tamilnadu Government takes initiative for enhancing in among arts and science college students, the result will lead to empowering them with the skills, knowledge, and opportunities needed to succeed in the dynamic job market landscape.

CONCLUSION OF THE STUDY

The Naan Mudhalvan Scheme has emerged as a transformative initiative for arts and science college students seeking placement opportunities in Tamil Nadu. By offering free courses to address skill gaps and provide industry-relevant training, the scheme has significantly enhanced the employability of students, paving the way for promising career prospects. Through strategic partnerships with over 40 enterprises and the organization of various placement drives, including micro, regional, sector and virtual fairs, the scheme has effectively connected students with employment opportunities across diverse sectors.

Moreover, its focus on continuous skill assessment, soft skills development, and career counseling has ensured that students are well-equipped to thrive in today's competitive job market. With a commitment to fostering entrepreneurship and enhancing industry collaboration, the Naan Mudhalvan Scheme continues to empower arts and science college students, shaping a future where they can contribute meaningfully to the economic growth and development of Tamil Nadu.

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WEBSITE

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