

N. MURUGANANDAM
Chief Secretary



Secretariat,
Chennai - 600 009.

SPECIAL PROGRAMME IMPLEMENTATION DEPARTMENT

D.O Letter No. 2313/SDC-NM/2023 Dated: 28.08.2024

Dear Collector,

Sub: Tamil Nadu Skill Development Corporation – Naan Mudhalvan organising Uyarvukku Padi event 2024 - Regarding

Naan Mudhalvan Uyarvukku Padi is proposed to be organized for class 12 students who have failed, been absent, or passed and have not applied for higher education. In the Academic year 2022-23, out of 3,97,809 class 12 students, 2,39,270 students have enrolled in Higher Education. 45,440 students have applied for Higher Education, while 1,13,099 students have either not applied or not provided sufficient details of enrolment.

In the academic year 2023-2024, out of 3,31,540 class 12 students, 1,97,510 students have applied for Higher Education, while 1,34,030 students have either not applied or not provided sufficient details of application. To ensure the enrolment of these 2,47,129 students from 2023 and 2024, the Naan Mudhalvan Uyarvukku Padi program will be organized at the divisional level in all 94 divisions across all districts of our State.

This program aims to provide guidance, support, and resources to these students, enabling them to make informed decisions about their future educational pursuits. The District Collector is called upon to anchor the program and arrange for convergence of various Departments to facilitate the 100% enrolment of students in colleges or if reasons so warrant then for short-term skilling programs as a last resort.

The reasons for students not choosing to pursue a college education may be manifold some of which may be

1. Lack of information about higher education
2. Married / Planning to get married
3. Going for work / Planning to go to work
4. Parents not willing/ terminally ill parents
5. Students with Special Needs
6. Health Issues
7. Distance Constraint
8. Fear of going to College
9. No parents / No guardian
10. Not able to afford college fee

11. Not having the required documents
12. Did not get the preferred course

For all of the above reasons, options may be offered to students by way of showcasing various opportunities available to tide over the circumstances that are barriers in the way to education – Bank loans, Learn, Earn & Grow (LEG) courses, Admission in Polytechnics/ITIs, Scholarships, Pudhumai Penn and Tamizh Pudhalvan, Family counselling, Hostel admissions, Certificate camps and handholding by NGOs. The target nevertheless shall be 100% enrolment of the left-out students in meaningful education/skill programs.

Roles & Responsibilities for Officials:

The District Collector is responsible for the overall conduct of the program - planning, management and execution in all the divisions of the district.

The District Collector should convene a meeting with all the department heads for the successful implementation of the Naan Mudhalvan Uyarvukku Padi 2024 event.

1. District Collector:

- Oversee the planning and execution of the program.
- Nominate a nodal officer—Sub Collector or District Revenue Officer—to ensure the successful implementation of the “Naan Mudhalvan Uyarvukku Padi 2024” event in the district.
- Engage revenue officials, VHNs, Panchayat Secretaries, Anganwadi staff, and HMs for student mobilisation and ensure that all students on the list are made to participate in the camp. Ensure the mobilisation of all targeted dropout students to the designated venue. In areas where accessibility is challenging, arrange suitable logistics to facilitate this mobilisation
- Camps for issuing necessary certificates are to be organised. Taluk office staff, VAOs, and RIs should be available to issue community, income, and residence certificates in the camp itself
- Instruct newly recruited Civil Servants to mentor students on the importance of pursuing competitive exams during the event.
- Focus on data from the past three years concerning:
 - School dropout students,
 - College dropout students,
 - Students who passed but did not enrol in college.
- Identify unfilled vacancies, branch-wise, in Engineering, Arts & Science, Polytechnic, and ITI institutions within the district.
- Ensure 100% enrolment of the targeted dropout students from the last three years. In the first phase, all targeted students should participate. In the second phase, those who were absent or missed out in the first phase should participate. In the third phase, those who were absent or missed out in the first two phases should participate.

- After the Naan Mudhalvan Uyarvukku Padi 2024 event, identify students who were not admitted to educational institutions and ensure their mobilisation into short-term training programs, Finishing School, and the Earn While You Learn Program conducted by the Tamil Nadu Skill Development Corporation.
- The District Collectors should identify the most vulnerable blocks/ poor performance blocks where the students' fail percentage/ dropouts / absentees are high and socio-economic analysis, gender-wise and category-wise should be done to identify the reasons. A committee should be constituted with officials from the Revenue Department, School Education Department, Panchayat Presidents and to monitor those blocks and take necessary interventions to ensure all the students who have dropped out of education attend the camp and can pursue some higher education or career opportunity.
- Update the attendance and Higher Education Enrolment of the camp beneficiaries on the EMIS dashboard.
- Provide extra attention to students with special needs by offering free BC/MBC or SC/ST hostel facilities within the same district
- Support students who fall under categories such as no parents, single parents, or homeless by providing hostel facilities and livelihood support to help them enroll and continue their higher education.
- Additionally, assist students who are unable to enroll in higher education due to various socio-economic conditions by connecting their parents/guardians with appropriate welfare schemes
- Ensure that students from tribal communities are able to obtain community certificates in order to enroll in higher education.
- Ensure that all SC and ST students are enrolled in higher education and provided with their due scholarship and free accommodation.
- Intervene with colleges if there are hassles in the admission process of these students.
- Invite all Government and Government Aided Colleges to the camp.

2. Sub Collector / Revenue Divisional Officer:

- Oversee the planning and execution of the program.
- Identify a suitable venue and make arrangements to conduct the program.
- Ensure the interventions planned, reach the individual students.
- Maintain a register of students and monitor them till they get admitted to a HEI (Higher Educational Institution)
- Taluk office staff / VAOs / RIs, Rural Development department staff CSTs /PLFs should be available to mobilise students for the camp and also to sort out the issue of community/income/residence certificates.

3. Chief Educational Officer:

- Mobilize students who have not applied for higher education so far and bring them to the camp.
- Ensure 100% attendance of these students.
- Identify the reason for non-applying and share with the collectors for further actions
- Mobilize school teachers as volunteers for the program.
- Coordinate with ITI Principals, Polytechnic Principals and Principals of Engineering and Arts colleges to enrol students.
- Update the attendance and enrolment status of children in EMIS

4. District Employment Officer:

- Coordinate the overall event arrangements.
- Arrange stalls and necessary infrastructure.
- Coordinating with the Speakers for the event.
- Coordinate with various departments to ensure smooth conduct.
- Arrange for career counselling.

5. College Principals (Arts and Science, Engineering, ITI & Polytechnic):

- Set up stalls for spot admissions and facilitate the eligible scholarships for the students
- Provide information about various courses and vacant seats.
- Arrange successful past students to talk to the students to inspire them to study.

6. DSTOs / Program Managers:

- Short-term skill options, and LEG programs to be publicised.
- Enrol students in skill programs after counselling.
- Coordinate to enrol students in Earn while you Learn programs.
- Supply of brochures on 'Kalloori Kanavu' and annexures on local institutions available.

7. Social Welfare / Child Welfare Officer

- To address the schemes available for girl children
- To address the social security issues.
- To arrange for counselling of parent / student higher education options
- To facilitate scholarships and schemes available for students with no parents and single parents.
- The list of all students supposed to attend the camp which is made available in the district collectors log-in to be collected and the field staff to be engaged in mobilising these students for the camp and enroll in further courses.
- To address the barriers that are preventing enrolment in higher education, such as planning to get married, family issues, and parents not allowing to pursue education, etc.

8. Assistant Commissioner (LABOUR):

- To Identify children involved in Child Labour who can pursue higher education and to bring them to the camp district-wise.
- To address the barriers that are preventing enrolment in higher education, such as forcing students to go for work due to economic crises in families and ensure welfare schemes for those families.

9. District Backward Class Welfare Officer / District Adi Dravidar Welfare Officer:

- To enroll students for free hostel and scholarship provided by the State and Central Government schemes for SC, ST & OBC students in the Camp Stall.

10. Lead District Manager:

- Provide information on education loans, including required documents, maximum claim amount, and interest rates.
- Facilitate setting up of stalls of all banks offering Education loans.

11. Revenue / Rural Development Department:

- To mobilize the students who have yet to enroll in higher education for the camp

12. TNeGA:

- To set up certificate issue stalls in the campsite to facilitate the immediate issue of requisite certificates

13. NGOs:

- Act as mentors or volunteers to support attending students.
- Assist students in identifying preferred courses and guide them through the admission process.
- Follow up on financial assistance required
- To set up individual counselling centers to help students choose their preferred courses.

The above interventions from various departments will be delivered through stalls, pamphlets, video awareness & individual counselling.

The District Collector's role is crucial in bringing about synergy among the various Government Departments and working towards the goal of making the district dropout-free and achieving 100% enrolment of all students into higher education contributing to the mission of making every child aspire for a better future.

Data templates shared by Tamil Nadu Skill Development Corporation should be filled duly on time to ensure seamless sharing of information. The Collectors are called upon to use innovative methods to achieve the goal and document all the activities under the program for onward transmission to the TNSDC.

Schedule of Naan Mudhalvan Uyarvukku Padi event 2024

Phase 1 – 09/09/2024 Phase 2 – 19/09/2024 Phase 3 – 28/09/2024	
District	Division
Ariyalur	Ariyalur
Chengalpattu	Chengalpattu
Chennai	Chennai Central
Coimbatore	Coimbatore North
Cuddalore	Chidambaram
Dharmapuri	Dharmapuri
Dindigul	Dindigul
Erode	Erode
Kallakurichi	Kallakurichi
Kancheepuram	Kancheepuram
Kanniyakumari	Nagercoil
Karur	Karur
Phase 1 – 10/09/2024 Phase 2 – 20/09/2024 Phase 3 – 30/09/2024	
District	Division
Krishnagiri	Krishnagiri
Madurai	Melur
Mayiladuthurai	Mayiladuthurai
Nagapattinam	Nagapattinam
Namakkal	Namakkal
Nilgiris	Coonoor
Perambalur	Perambalur
Pudukkottai	Pudukkottai
Ramanathapuram	Ramanathapuram
Ranipet	Ranipet
Salem	Salem
Sivagangai	Sivagangai
Tenkasi	Tenkasi
Phase 1 – 11/09/2024 Phase 2 – 21/09/2024 Phase 3 – 01/10/2024	
District	Division
Thanjavur	Thanjavur
Theni	Periyakulam
Tiruchirappalli	Trichy
Thirupathur	Thirupathur
Thoothukudi	Thoothukudi

Tirunelveli	Tirunelveli
Tiruppur	Tiruppur
Tiruvallur	Tiruvallur
Tiruvannamalai	Tiruvannamalai
Vellore	Vellore
Villupuram	Villupuram
Virudhunagar	Aruppukottai
Phase 1 – 12/09/2024 Phase 2 – 23/09/2024 Phase 3 – 03/10/2024	
District	Division
Ariyalur	Udayarpalayam
Chengalpattu	Madurandagam
Chennai	Chennai North
Coimbatore	Coimbatore South
Cuddalore	Cuddalore
Dharmapuri	Harur
Dindigul	Kodaikanal
Erode	Gobichettipalayam
Kallakurichi	Tirukoilur
Kancheepuram	Sriperumbudur
Phase 1 – 13/09/2024 Phase 2 – 24/09/2024 Phase 3 – 04/10/2024	
District	Division
Kanniyakumari	Padmanabapuram
Karur	Kulithalai
Krishnagiri	Hosur
Madurai	Madurai
Mayiladuthurai	Sirkazhi
Nagapattinam	Vedaranyam
Namakkal	Thiruchengodu
Nilgiris	Gudalur
Pudukkottai	Aranthangi
Ramanathapuram	Paramakudi
Ranipet	Arakkonam
Salem	Mettur
Sivagangai	Devekottai
Tenkasi	Sankarankoil
Phase 1 – 14/09/2024 Phase 2 – 25/09/2024 Phase 3 – 05/10/2024	
District	Division
Thanjavur	Kumbakonam
Theni	Uthamapalayam

Tiruchirappalli	Srirangam
Thirupathur	Vaniyampadi
Thoothukudi	Kovilpatti
Tirunelveli	Cheranmahadevi
Tiruppur	Dharapuram
Tiruvallur	Ponneri
Tiruvannamalai	Cheyyar
Vellore	Gudiyatham
Virudhunagar	Sivakasi
Villupuram	Tindivanam
Phase 1 – 17/09/2024 Phase 2 – 26/09/2024 Phase 3 – 07/10/2024	
District	Division
Madurai	Usilampatti
Salem	Sankari
Thiruchirappalli	Lalgudi
Thiruvarur	Thiruvarur
Chengalpattu	Tambaram
Chennai	Chennai South
Coimbatore	Pollachi
Cuddalore	Viruddachalam
Dindigul	Palani
The Nilgiris	Udhagamandalam
Phase 1 – 18/09/2024 Phase 2 – 27/09/2024 Phase 3 – 08/10/2024	
District	Division
Pudukkottai	Illuppur
Salem	Attur
Thanjavur	Pattukottai
Thiruchirappalli	Musiri
Thiruvarur	Mannargudi
Thoothukudi	Tiruchendur
Tiruppur	Udumalpet
Tiruvannamalai	Arni
Virudhunagar	Sattur
Madurai	Thirumangalam
Tiruvallur	Tiruttani

The District Collector shall instruct the District Chief Educational Officer to maintain the data of all students participating in the program in the below format and ensure to complete the details once the admissions are closed and to share this information with the District Collector and TNSDC.

Student Name	EMIS Number	School Name	Contact Number	Course	Institution Joined

The district collector should ensure that no student is left behind. To achieve this, camps can be conducted multiple times in order to ensure that every student is successfully placed in either an educational institution or a skill training course. Absentees are to be individually followed up to ensure the enrolment of all students in any of the institution's skill training courses. The progress in this programme will be reviewed in the meeting of District Collectors.

The agenda of the program is as follows:

Naan Mudhalvan உயர்வுக்கு படி PROGRAM AGENDA		
Timing	Event	Lead
09.00 AM - 09.30 AM	Registration	CEO
09.30 AM - 10.00 AM	Inauguration	District Collector
10.00 AM - 10.15 AM	Importance of Higher Education (Motivation)	Sub-collector / RDOs / IRS / IFS Officers
10.15 AM - 10.30 AM	How to choose your Career path	Career Education Expert
10.30 AM -10.45 AM	Bank Loans & Scholarships	Bank Officials / Resources.
10.45 AM - 11.00 AM	Schemes & Assistance	PO Mahalir Thittam / District Social Welfare Officer / DBCWO/DADWO/DDAWO/ DCPO.
11.00 AM - 11.15 AM	Break and Group Formation and allocation of students for Mentors	CEO
11.15 AM to 5.00 PM - Faculties & Mentoring team will take care of the activities for rest of the day.		

Regards,

Yours sincerely,


29.8.2024
(N.MURUGANANDAM)

To
The District Collector,
All Districts