

To

1. Regional Central Apprenticeship Advisers of all RDSDEs
2. Executive Director, National Instructional Media Institute (NIMI), Chennai
3. State Apprenticeship Advisers of all States/ UTs

Subject: Pradhan Mantri National Apprenticeship Mela (PM-NAM)- Regarding

Sir/ Madam,

The government is striving to train 4.6 million youth from 2022-23 to 2025-26 through apprenticeship training under Pradhan Mantri National Apprenticeship Promotion Scheme (PM-NAPS). The scheme is one of the three key components of the composite Central Sector Scheme of "Skill India Programme". The other two components are Pradhan Mantri Kaushal Vikas Yojana 4.0 (PMKVY 4.0) and the Jan Shikshan Sansthan (JSS) Scheme.

(2) PM-NAPS encourages apprenticeship opportunities in prevailing manufacturing and service sectors. The scheme further promotes apprenticeship training in emerging fields such as AI, robotics, blockchain, green energy, and Industry 4.0 technologies aligning the skilling initiatives with futuristic job markets and industry trend. The scheme also stress for enrolment of apprentices in small establishments especially Micro, Small and Medium Enterprises (MSMEs), and those located in the underserved areas such as aspirational districts and North-East Region.

(3) Accordingly, to encourage individuals, the Ministry is organizing PMNAM all over the country since June 2022 for an active participation of establishments and candidates and to provide awareness to the youth on various opportunities existing across the participating companies. States/UTs were also requested to organize the Mela every 2nd Monday in 1/3 of total district) with the flexibility for choosing the district/location and the day of Mela based on local conditions/ festivals, etc. To make the Mela successful, active State / district participation through Industrial Training Institutes (ITIs) at the local level has been envisaged. Further, PMNAM acts as a platform to mobilize students from schools and colleges and invites active participation of Sector Skill Councils (SSCs), Third Party Aggregators (TPAs) and local Industry Associations.

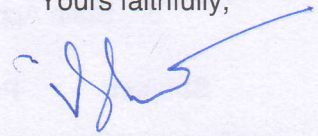
(4) To encourage the conduct of PMNAM, Government of India has decided to provide financial support upto Rs 32,000/- per Mela per month. PMNAM centre(s) identified by the concerned State/ UT Government will be only eligible for this. The eligible amount as per the guidelines will be reimbursed through National Instructional Media Institute (NIMI), Chennai. This initiative is effective from the Month of June 2025. A detailed guideline approved by competent authority is enclosed for reference.

(5) All Regional Central Apprenticeship Advisers / Regional Directors of Regional Directorates of Skill Development & Entrepreneurship (RDSDEs) and State Apprenticeship Advisers are, therefore, requested to kindly ensure the guideline is circulated to all Assistant Apprenticeship Advisers for effective conduct of PMNAM.

(6) This guideline supersedes the previous office order on the subject issued vide No: MSDE-39/16/2022-AP-Monthly dated 19.05.2022 for all purpose.

Enclosure: As stated above.

Yours faithfully,



(V.S. Arvind)
Director (AT)

Copy for information:

1. Sr PPS to Secretary, MSDE, New Delhi.
2. Director General, DGT, Kaushal Bhawan, New Delhi – for kind information and needful support please.
3. PPS to Joint Secretary (AT), MSDE, New Delhi
4. Joint Secretary dealing with BoAT/ BoPT, Dept of HE, Ministry of Education, New Delhi
5. DDG (Hqrs) / DDG (SR), DGT
6. Director dealing with BoAT/ BoPT, Dept of HE, Ministry of Education, New Delhi – With a request to instruct BoAT/ BoPT to actively participate in PMNAMs.
7. Director, All BoAT/ BoPT.
8. Deputy Secretary (IFD), MSDE, New Delhi.
9. Sr.PAO, MSDE, New Delhi
10. PAO – Delhi, Chennai and Mumbai
11. CEO, NSDC
12. Exec VP (AT) / Exec VP (IT) / Exec VP dealing with PMKK and Skill training centres.
13. GM (AT) / GM (IT) – with a request to implement functionalities of PMNAM for ensuring monitoring
14. Guard File 2025.
