

TAMIL NADU SKILL DEVELOPMENT CORPORATION

From
The Managing Director,
Tamilnadu Skill Development Corporation,
Department of Employment and Training
Guindy, Chennai
Tamilnadu-600 032.

To
The Vice Chancellor,
Anna University,
Alagappa University,
Annamalai University,
Bharathidasan University,
Bharathiyar University,
Madurai Kamarajar University,
Manonmaniam Sundaranar
University,
Mother Teresa University,
Periyar University,
Thiruvalluvar University,
University of Madras,
Director DOTE,
Commissioner DET,
Director DCE,
TANCHE.

R.C.No. 2310/SDC-NM/2023, Dated. /08/2023

Sub: TNSDC – Naan Mudhalvan – LinkedIn Career Kick Starter
program by FACE Prep & LinkedIn for all the Engineering,
Arts & Science, Diploma & ITI students – Regarding.

Sir/Madam,

Greetings from Tamil Nadu Skill Development Corporation!

We are happy to inform you of an exciting new partnership that holds significant promise for the future career prospects of our students. **TNSDC - Naan Mudhalvan** is thrilled to announce its partnership with **FACE Prep and LinkedIn** to support the placement initiative by empowering our students to build compelling **LinkedIn profiles**. In today's dynamic job market, LinkedIn has become an indispensable resource for students seeking employment opportunities. Without a well-crafted LinkedIn profile, students may find it challenging to secure job opportunities, and Naan Mudhalvan may face difficulties in tracking their employment outcomes. Recognizing this, we have designed the "LinkedIn Career Kickstarter Program" as an essential component of the Naan Mudhalvan Placement Initiative.

The "**LinkedIn Career Kickstarter Program**" is a statewide workshop aimed at guiding our students on the creation of impactful LinkedIn profiles and the advanced utilization of LinkedIn for career advancement. We believe that a strong LinkedIn presence will play a pivotal role in enhancing Naan Mudhalvan's placement efforts and tracking mechanisms. As part of this partnership, **students will be offered a 6-month LinkedIn Premium Subscription, valued at Rs.**

9,000, free of cost to all Final Year and Pre-Final Year students pursuing Engineering, Diploma, Arts & Science, and ITI courses in Tamil Nadu.

We anticipate your cooperation & enthusiasm in making this workshop a success. It is mandatory for all Final Year and Pre-Final Year students to attend this **2-hour workshop**, which will be conducted amid their academic schedules. We request the College's Single Point of Contact (SPoC) for the Naan Mudhalvan Program to actively support and coordinate with the FACE Prep and LinkedIn teams to ensure the seamless execution of this initiative. We believe that this partnership will significantly benefit our students by equipping them with the skills and tools necessary for a successful transition into the professional world. We look forward to your cooperation and active participation in making the "LinkedIn Career Kickstarter Program" a resounding success.

"NM Super 100" Campaign:

The **top 100 Students will be provided a laptop** along with a Google PMP certification course access from Naan Mudhalvan TNSDC, based on the high number of skill badges received by the students and the maximum number of courses learned through LinkedIn Learnings.

In light of this, we request the Vice-Chancellors of all State Universities to instruct all their respective colleges to provide the following support to the training partner for the smooth Conduct of the program.

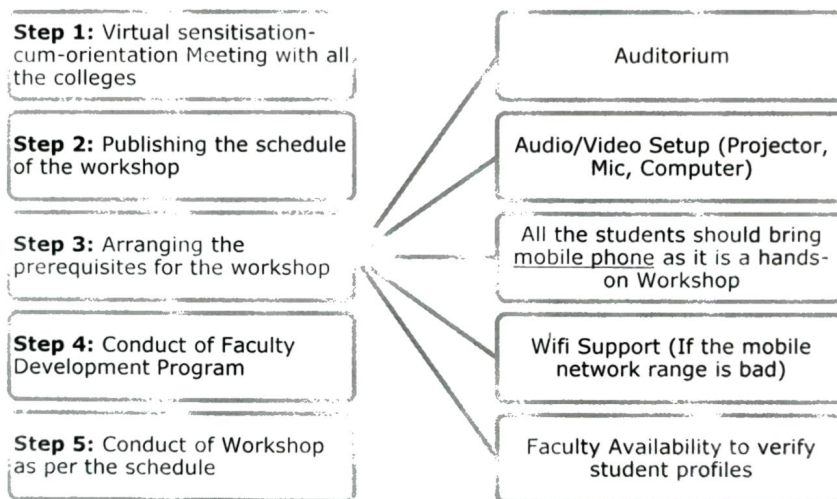
- ❖ 2 Hrs of time slot for conducting workshops for all final year and pre-final year students (2024 & 2025 passing out) of your respective colleges. The program will be completed in the timeline 11/09/2023 to 29/12/2023.
- ❖ Hashtag to be used (#NMSuper100).
- ❖ Placement portal profile filing by all the students of the respective colleges.
- ❖ Top 10 best Performing colleges for this "NM LinkedIn learnings" will be felicitated by Naan Mudhalvan, TNSDC.

Benefits for the Students through this Partnership

- ❖ Students will be offered a 6-month LinkedIn Premium Subscription, valued at Rs. 9,000, free of cost to all Final Year and Pre-Final Year students pursuing Engineering, Diploma, Arts & Science, and ITI courses in Tamil Nadu
- ❖ Students will participate in the hands-on profile building workshop led by LinkedIn certified trainers and the session will also cover the Advanced use of LinkedIn.
- ❖ Students will gain exclusive access to a comprehensive library of over 19,000 expert-led courses through LinkedIn Learning.
- ❖ Upon completing courses, students will be awarded course completion certificates and Skill Batches, enhancing their professional credentials.
- ❖ Students will also enjoy the valuable capability to send InMail's, enabling direct communication with recruiters for job opportunities and internships.
- ❖ Additionally, students will have the opportunity to showcase their profiles to the potential employers, increasing their visibility and networking potential.

- ❖ By having access to LinkedIn premium, students can send large number of connection request which will help them to build the stronger connection.
- ❖ Students will be tagging themselves as a student of Naan Mudhalvan in the LinkedIn Profiles. Recruiters coming through Naan Mudhalvan will be able to access the students' profiles directly.
- ❖ Students profiles will be featured to the prominent recruiters from the industry.
- ❖ Placement related communication will happen through Naan Mudhalvan LinkedIn Page.
- ❖ Students will access various LinkedIn Premium features, including the ability to track profile views, Job insights and many more.
- ❖ Stand a chance to win exciting prizes by participating in a contest run by Naan Mudhalvan. The students who complete the highest number of certification programs & skill batches will be eligible for these prizes.

Execution Flow of the Program



-Sd-
Managing Director


For MD

Copy to,

1. Registrar, All Universities
2. Dean, CDC, All Universities
3. Operational Cell Head, All Universities
4. Dinesh Raja, FACE Prep