

**File No. DGT-MIS011/1/2018-O/o DIR (TC)**  
**Government of India**  
**Ministry of Skill Development and Entrepreneurship**  
**Directorate General of Training**

Employment Exchange Building IARI Campus,  
Near Pusa ITI , New Delhi ,  
**Dated 5<sup>th</sup> August, 2020**

To,

The Additional Chief Secretary  
(Dealing with the Craftsmen Training Scheme in Industrial Training Institute)

**Subject:** Promotional activities for admission in ITIs -reg

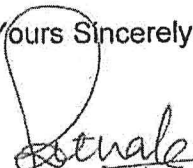
Sir's/Madam,

Directorate General of Training (DGT) has issued Training Schedule for one year courses (session 2020-21) and Two year Course (session 2020-22) vide letter dated 3<sup>rd</sup> August, 2020 (copy enclosed). In order to promote skilling and make skilling aspiration among students from school, your kind attention is required by instructing the Principals of all ITIs to initiate the Campaign activates for encouraging these students to take admission in ITI courses, they can also promote with the help of following actives :

1. Placing banner/hording to create awareness on the courses run by ITIs and employment opportunities available .
2. Organize campaign in schools to create awareness among students on courses run by ITIs.
3. Organize meeting with villagers/Gram Panchayat President and other Members to create awareness on the courses run in ITIs and encourage their children to take admission in ITIs
4. Advertisement in local newspaper/ to cable T.V/DTH to promote courses in ITIs.

The above activities will further boost the admission in ITIs.

Yours Sincerely

  
(R.K.Pathak) 5/8/2020

Deputy Director General  
Email: rajkumar.pathak@gov.in

Copy to:

1. Sr PPS to DG/AS, DGT New Delhi.