



P1/29996/2022/DCE

DIRECTORATE OF COLLEGIATE  
EDUCATION  
Thiruvananthapuram  
Dated: 29.07.2022

**CIRCULAR**

Sub:- Collegiate Education Department - ASAP Kerala K-Skill Campaigns - Skill Development among the youths of the country Reg.

Ref :- Letter from the ASAP CMD No.387/2021 dated 21.06.2022

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As per the the Future of Jobs 2020 report 94% business leaders report that they expect employees to pick up new skills and 40% of workers will require reskilling for six months or less. As per the Periodic Labour Force Survey (October- December 2021) report, Kerala has the highest number of unemployed citizens in the country in the 15-29 age bracket at 37.7%. For a state with a literacy rate of above 95% there is an ever-growing need to skill the youth for Industry 4.0 to find jobs and to be empowered.

In order to address this, the State Government has launched the Kerala Knowledge Economy Mission(KKEM). Skill training is provided in the state through multiple agencies like ASAP Kerala, CCEK, KASE etc.

ASAP kerala provides higher order skill programmes to students in colleges and the general community. These programmes aim to equip the students and job aspirants for the jobs arising in the industry. They launched the year long K-Skill Campaign in March 2022 and currently they provide a skill bouquet of over 130 courses and skill loans for students. Beside scholarships are made available through KKEM for courses under the IT/ITES domain.

The principals of all the colleges are requested to make it aware to faculties and students in your institution about the skilling and placement opportunities. The details of the courses offered by ASAP Kerala can be found at [www.asapkerala.gov.in](http://www.asapkerala.gov.in)

## Approval Valid

Digitally Approved By  
VIGNESHWARI V I.A.S  
Date: 29.07.2022  
Reason: Approved

Copy to:-

Principals  
Government/Aided /Self Financing Colleges

Sd/-  
**VIGNESHWARI V I.A.S**  
DIRECTOR OF COLLEGIATE  
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