

Press Release
Ministry of Skill Development and Entrepreneurship

Mega Job Fair in Muzaffarnagar: Union Minister Jayant Chaudhary Leads ‘Employment Maha Kumbh’, Opening Doors to 100+ Companies for Local Youth

- *Partnership between National Skill Development Corporation and the WEP of NITI Aayog: An initiative to promote women’s entrepreneurship and support women associated with SHGs in transitioning towards scalable enterprises.*
- *Release of the “AI Sentiment and Readiness” report: Highlights the growing awareness of AI and the rising aspirations for innovation among youth and educators.*

Muzaffarnagar, April 13, 2026: A grand and large-scale job fair was organized today at the Numaish Ground in Muzaffarnagar, Uttar Pradesh, by the Uttar Pradesh Skill Development Mission (UPSDM). The event was graced by the Hon’ble Chief Minister of Uttar Pradesh, Shri Yogi Adityanath, and Shri Jayant Chaudhary, Hon’ble Minister of State (Independent Charge) for Skill Development and Entrepreneurship and Minister of State for Education, Government of India. The job fair took on the scale of a “Maha Kumbh of Employment.”

On this occasion, Shri Kapil Dev Aggarwal, Hon’ble Minister of State (Independent Charge) for Vocational Education, Skill Development and Entrepreneurship, Government of Uttar Pradesh, was also present. He encouraged the youth and described this initiative as an important step towards the state’s development.

During the programme, two important announcements were also made to promote skill development, innovation, and inclusive entrepreneurship. A Statement of Intent (SOI) was exchanged between the National Skill Development Corporation (NSDC) and the Women Entrepreneurship Platform (WEP) of NITI Aayog. The objective of this initiative is to empower women-led enterprises in Uttar Pradesh and enable their transition from traditional, low-income activities to formal, sustainable, and scalable businesses. Under this initiative, women associated with Self-Help Groups (SHGs) will be provided with entrepreneurship-based skill training, access to formal financial support (credit linking), shared and standards-compliant infrastructure, and access to both domestic and global markets. Additionally, the programme will align with various government schemes to enhance their overall impact. This initiative is expected not only to increase women’s incomes but also to strengthen the rural economy, promote local employment generation, and provide a new direction to women’s economic and social participation.

At the event, an important report titled “AI Sentiment and Readiness” was also released. The report has been prepared through a collaboration between the Ministry of Skill Development and Entrepreneurship (MSDE), Chaudhary Charan Singh University, and Google Cloud. It highlights the growing awareness, acceptance, and aspirations related to artificial intelligence among the country’s youth and educators.

According to the report, more than 85 percent of students and 73 percent of teachers view AI as a positive and transformative force for the future. Additionally, 76 percent of young people aspire to develop AI-based solutions themselves, indicating India's shift from being a 'consumer' to a 'creator.' Meanwhile, 81 percent of teachers are ready to adopt AI in education, and 90 percent of students feel the need for AI to be available in their native languages to ensure that the benefits of technology reach the last mile. This initiative marks an important step towards implementing advanced concepts such as "personalized AI tutors" in the education sector. The programme was also attended by Shri Rajat Arora, Country Manager – Government Affairs and Public Policy at Google; Dr. Pradeep Chaudhary from Chaudhary Charan Singh University, Meerut; and Prof. Mardul Kumar Gupta, Senior Professor at Chaudhary Charan Singh University, Meerut.

The Hon'ble Chief Minister of Uttar Pradesh, Shri Yogi Adityanath, said that Chaudhary Charan Singh strongly and consistently represented the concerns of farmers before governments. He stated that it was his good fortune to have the opportunity today, on the sacred land associated with Chaudhary Ajit Singh, to unveil the statue of Ahilyabai Holkar. He added that the contributions of Lokmata Ahilyabai Holkar and Chaudhary Charan Singh have been invaluable to the nation, and it is because of their contributions that we are here today. Chaudhary Charan Singh always spoke about villages, youth, agriculture, and farmers, and it is the inspiration from such great personalities that will guide us forward. He paid his heartfelt tributes to Chaudhary Charan Singh, former Prime Minister of India and a Bharat Ratna awardee, who is revered as a champion of the country's farmers.

He expressed confidence that such initiatives will not only provide employment to the youth but also reduce migration by offering them world-class opportunities within their own state. The enthusiasm visible on the faces of the young participants at the Skill Festival reflected that they have found better opportunities. He emphasized that every young person should be skilled so that everyone can access employment opportunities.

On this occasion, Shri Jayant Chaudhary, Hon'ble Minister of State (Independent Charge) for Skill Development and Entrepreneurship and Minister of State for Education, Government of India, said in his address, "This Employment Maha Kumbh is not just a platform for providing jobs, but a powerful medium to turn the dreams of our youth into reality. Today is a special occasion. Young people and students from remote areas have gained access to significant opportunities. Our government is committed to ensuring equal opportunities for all, and in this direction, the Skill Festival is proving to be a milestone. Innovation is continuously growing in fields such as agriculture, drones, and AI. New avenues of opportunity have opened up for the youth today. Universities are now actively filing patents, with a 27 percent increase in patents in just one year. Our goal is to ensure that young people do not remain merely job seekers, but become job creators through skills, innovation, and technology. Through AI and skilling, we are rapidly moving towards making India the skill capital of the world."

Shri Kapil Dev Aggarwal, Hon'ble Minister of State (Independent Charge) for Vocational Education, Skill Development and Entrepreneurship, Government of Uttar Pradesh, also

appreciated the initiative, stating that this event will open new avenues of opportunity for both youth and women and will provide fresh momentum to the local economy. He added that several reputed national and international companies participated in this historic event, offering numerous employment opportunities at a single platform.

A large number of young people participated enthusiastically in the event and applied for jobs across various sectors such as manufacturing, retail, IT, healthcare, logistics, and the service sector. The process of on-the-spot selection of many candidates made the event even more impactful. The fair emerged as a strong bridge between industry and the youth, making the employment process simpler, more transparent, and accessible.

During the programme, MSDE also showcased its key programmes and initiatives, including Pradhan Mantri Kaushal Vikas Yojana, Pradhan Mantri Vishwakarma Yojana, the AI-focused skilling initiative SOAR (Skilling for AI Readiness), and the Skill India Digital Hub. In addition, the Directorate General of Training's PM-SETU (Pradhan Mantri Skilling and Employability Transformation through Upgraded ITIs) scheme, along with the notable work and achievements of National Institute for Entrepreneurship and Small Business Development (NIESBUD), Jan Shikshan Sansthan (JSS), and NSDC were also highlighted.

This large-scale job fair, along with the initiatives to empower women's entrepreneurship and the steps taken towards AI-based education, will prove to be a significant milestone in making Uttar Pradesh a leader in the fields of skills, employment, and innovation. This event will not only provide new opportunities to the youth of the state but will also play a crucial role in preparing them for the future economy. In the coming years, such initiatives will further strengthen the state economically, socially, and technologically, and will make a meaningful contribution towards building an "Atmanirbhar Bharat".

At the event, Shri Arunkumar Pillai, CEO of the National Skill Development Corporation, and Ms. Anna Roy, Principal Economic Advisor at NITI Aayog and Mission Director of the Women Entrepreneurship Platform, were also present.
