



JobUtsav
India's Hiring Festival

@jobutsav

NATIONAL EMPLOYMENT & SKILL CONNECT INITIATIVE

Sponsorship/ Partnership



Powered By:



Introduction

JobUtsav – India’s Hiring Festival is a large-scale, multi-city employment initiative designed to bridge the gap between job seekers and employers through a structured, high-impact recruitment ecosystem.

The initiative enables:

- Direct employment access for youth
- Mass hiring in a structured environment
- Industry-ready talent pipelines
- Scalable employment infrastructure across India

With 10,000+ candidates and 100+ companies per event, JobUtsav is positioned as a national employment movement aligned with CSR mandates and government priorities.



JobUtsav drives inclusive employment, connecting youth to opportunities and strengthening India’s economy.



Need

Problem Statement

India faces a critical employment challenge characterized by high youth unemployment, rising educated joblessness, and a significant skill mismatch between academia and industry. Despite economic growth and technological advancement, the lack of structured and scalable hiring platforms limits access to employment opportunities, particularly for youth in Tier 2 and Tier 3 regions. There is an urgent need for a national-level intervention that directly connects talent with employers, enables mass hiring, and generates measurable employment outcomes.

Market Reality

- ✓ Millions enter the workforce annually, but lack structured hiring access
- ✓ Employers struggle with quality hiring at scale

Solution Proposed

India does not just need more jobs—it needs:

- ✓ Better access to employment opportunities
- ✓ Faster and scalable hiring mechanisms
- ✓ Stronger industry-academia integration
- ✓ Nationwide employment infrastructure

👉 *This creates a systemic gap that JobUtsav directly addresses.*





About JobUtsav

Mission

- Enable structured mass hiring
- Provide direct employment access
- Support businesses with talent acquisition
- Create measurable social impact through employment



JobUtsav is a phygital (physical + digital) hiring ecosystem enabling real-time employment opportunities.

Vision

To build India's largest employment ecosystem connecting talent with opportunities nationwide.

1

JobUtsav enables structured employment access, connecting youth with verified opportunities across industries.



2

It strengthens the skill-to-job pipeline, reducing mismatch between education and industry demand.

3

It empowers Tier 2 & Tier 3 talent, ensuring inclusive and decentralized economic growth.



4

It supports government and CSR goals, driving measurable employment and livelihood generation.

5

It builds a scalable national workforce ecosystem, contributing to long-term economic stability and productivity.



CSR & Government Alignment

CSR Alignment

JobUtsav is strongly aligned with CSR mandates under Schedule VII of the Companies Act, 2013, making it an ideal vehicle for corporate social responsibility investment with measurable outcomes.

 Employment Enhancing Vocational Skills Direct skill-to-job pipeline for youth	 Livelihood Enhancement Projects Sustainable income generation at scale	 Education & Skill Development Bridging the education-employment gap	 Rural Development & Inclusive Growth Reaching Tier 2 & Tier 3 geographies
--	---	--	--

CSR Value Proposition

Measurable Impact Direct employment generation with transparent reporting	Youth Empowerment High-impact, visible social contribution	Geographic Scalability Replicable across multiple cities and states	Outcome-Driven ESG-aligned reporting and brand positioning
---	--	---	--

Government Alignment & Policy Integration

JobUtsav is designed to operate in seamless alignment with India's flagship national missions, enabling government bodies to amplify their employment mandates through a proven, scalable platform.

Aligned Government Missions

-  Skill India Mission
-  Digital India
-  Startup India
-  National Career Service (NCS)
-  State Skill Development Missions

Government Collaboration Opportunities

- District Administration / State Government partnership
- Integration with employment exchanges
- Participation from ITI / Polytechnic / Government Colleges
- Co-branded Rozgar Melas / Mega Job Drives

A ready-made framework for government-backed employment acceleration

IMPACT OUTCOMES

Key Impact Metrics Tracked

Candidates Mobilized

Total youth reached and registered

Interviews Conducted

Live interactions with hiring companies

Job Offers Generated

Confirmed placements per event

Female Participation Ratio

Gender-inclusive hiring tracked

Rural / Tier-2 Participation

Geographic inclusion measured

WHY JOBUTSAV WORKS

- Direct employer-candidate interaction
- Real-time hiring outcomes
- Multi-stakeholder ecosystem
- Scalable national model

Social Impact

- Large-scale youth employment
- Inclusion of Tier 2 & Tier 3 candidates
- Reduced unemployment gap

Economic Impact

- Workforce productivity growth
- Industry-ready talent pipeline
- Strengthened local economies

Employment Generation at Scale creating a systematic and managed ecosystem



Participation & Partnership Models

1. CSR PARTNERSHIP MODEL

- Sponsor full/partial event execution
- Fund candidate mobilization & logistics
- Support skilling + placement programs
- Branding + impact visibility

2. DONATION-BASED MODEL (NGOS / TRUSTS)

- Fund underprivileged candidate participation
- Sponsor:
 - Travel
 - Accommodation
 - Training kits
- Adopt district-level employment drives

3. GOVERNMENT CO-FUNDING MODEL

- Infrastructure & venue support
- Mobilization via govt institutions
- Policy-backed employment drives



Why This Initiative Matters (Strategic Impact)

1. For CSR Organizations

- Direct, visible, and measurable social impact
- Strong ESG & brand positioning
- Contribution to nation-building

2. For Government

- Scalable employment generation model
- Reduced unemployment pressure
- Strengthened skill-to-job pipeline

3. For Society

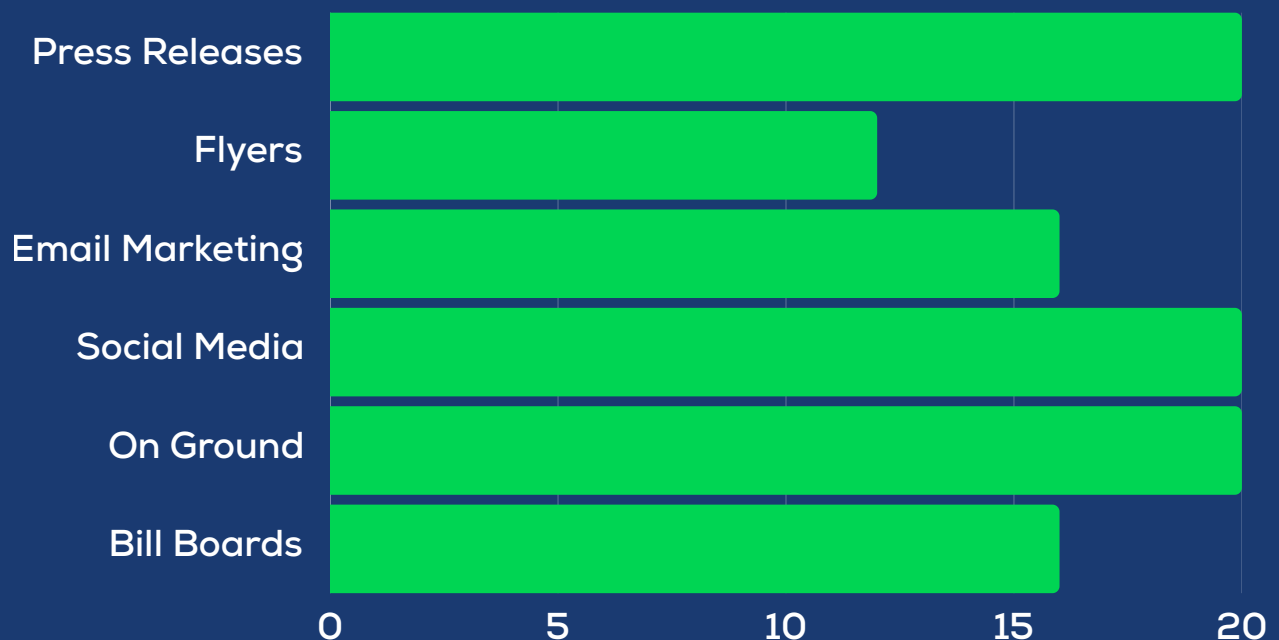
- Increased household income
- Reduced migration distress
- Empowered youth workforce



Event Promotion Plan



A comprehensive promotion strategy for JobUtsav is designed to ensure maximum reach, high-quality candidate turnout, and strong employer participation. The campaign will leverage a mix of digital, on-ground, and institutional outreach channels. Digital promotion will include targeted social media campaigns, performance marketing, WhatsApp and email outreach, and job platform integrations to reach a wide youth audience. On-ground mobilization will involve partnerships with colleges, ITIs, training institutes, and NGOs to directly engage candidates, especially from Tier 2 and Tier 3 regions. Additionally, strategic media engagement through press releases, local news coverage, and influencer collaborations will enhance visibility and credibility. Employer engagement will be driven through direct corporate outreach, industry networks, and curated hiring partnerships. Together, these efforts will create strong pre-event momentum, ensure high footfall, and position JobUtsav as a large-scale, credible employment platform.



Event Schedule

Event Snapshot (Greater Noida Edition)

- 📍 Location: Greater Noida
- 📅 Duration: 2 Days
- 👤 10,000+ candidates
- 🏢 100+ companies
- 🎯 Multi-sector hiring (IT, Manufacturing, Healthcare, Retail, BPO, etc.)

The participation of diverse recruiters across industries validates JobUtsav as a high-impact employment platform capable of delivering real hiring outcomes at scale, making it an ideal initiative for CSR investment and government collaboration.



1st & 2nd June 2026



10:00 AM – 06:00 PM



Greater Noida



Budget Estimates

Category	Expenses (INR)
Venue	50,00,000
Food	5,00,000
Hospitality	7,00,000
Travel	7,00,000
Goodies & Kits	8,00,000
Printing & Branding	10,00,000
Operations	5,00,000
Marketing	8,00,000
Total	1,00,00,000

✔ Direct Outcomes

- 👤 10,000+ Candidates Engaged
- 🤝 5,000–8,000 Interviews Conducted
- 📁 2,000–4,500 Job Opportunities Generated
- 🏢 100+ Companies Participating



🔄 MULTIPLIER EFFECT

Every job created leads to:

- Increased consumption
- Family-level financial stability
- Secondary job creation (indirect economy)

👉 1 job = 3–5x economic impact

📊 COST EFFICIENCY METRICS

- Cost per Candidate Reach: ~₹2,050
- Cost per Interview: ~₹256–₹410
- Cost per Job Created: ~₹4,555 – ₹10,250

👉 Highly competitive compared to traditional hiring & CSR programs

🏢 BRAND & CSR ROI

For CSR Partners

- Direct employment generation impact
- Strong ESG & SDG alignment
- High visibility among 10,000+ youth
- Measurable, reportable outcomes

For Corporates

- Access to pre-aggregated talent pool
- Reduced hiring cost & time
- Employer branding at scale

🇮🇳 ECONOMIC & SOCIAL RETURNS

- Increased household income generation
- Reduced youth unemployment
- Strengthened local economies
- Boost to productive workforce participation

💡 STRATEGIC VALUE

- Converts CSR spend into measurable employment outcomes
- Enables public-private collaboration at scale
- Builds long-term employment infrastructure



SPONSORSHIP PACKAGES

SPONSORSHIP PACKAGES

Offerings	Title Sponsor	Co-Sponsor	Associate Sponsor
Slots	Only Single Slot Available	Only 2 Slots Available	3-5 Slots Available
Customize Session	Roundtable or Lunch Hosting or High Tea or Exclusive Engagement	60 minutes Roundtable 8-10 Leaders	Exclusive Engagement 8-10 Leaders
Exhibition Space	30m x 6m	24m x 6m	18m x 6m
Speaking Session	Customise Session (2 Days)	Customise Session (1 Day)	Customise Session (Half Day)
Branding	<ul style="list-style-type: none"> • Logo listing across marketing platforms • Website, Communications, Social media • Event Collaterals, Post event Listing • Logo Back link on digital channels • Logo in Official Logo Unit • Logo on Session Podiums 	YES YES YES YES YES YES	YES YES YES YES YES YES
Exclusive Promotions	Banner Display (2 Days)	YES	YES
Post Event Engagement for Lead Gen	Virtual Panel Discussion	YES	YES
INVESTMENT (INR)	3,500,000	1,800,000	800,000

SPONSORSHIP PACKAGES

Details	Venue Partner	Food Partner	Hospitality Partner
Offerings	<ul style="list-style-type: none"> • Exclusive branding across entry gates, stage, and directional signage • Prominent logo placement across all marketing & promotional materials • Naming Rights Opportunity: “Powered by [Venue Name]” • Digital promotion via social media & email campaigns • Media visibility across press releases and coverage • Recognition as official host for VIP guests and key stakeholders • Extensive on-ground signage across the entire venue 	<ul style="list-style-type: none"> • Bannering & Branding Space • On-Ground Sales Opportunity • Dedicated Booth Space (100 sq. m.) • Half-Page Feature in Event Magazine • On-Stage Brand Announcements • Main Stage Speaking Opportunity (Podium Access) • Branded Lanyards Distribution • Coupon Distribution via Kits (10,000+ Candidates) 	<ul style="list-style-type: none"> • Exclusive hospitality partner for speakers, VIP guests, and key stakeholders • Accommodation branding across rooms, welcome kits, and guest touchpoints • Logo placement across event marketing materials and digital platforms • Brand visibility in VIP lounge and hospitality zones • Recognition through on-stage announcements and official communications • Digital promotion via social media and email campaigns • Opportunity to host and engage with premium audience segments • Media visibility across press releases and event coverage
INVESTMENT (INR)	5,000,000	500,000	700,000

SPONSORSHIP PACKAGES

Details	Travel Partner	KIT / Goodies Partner	Lanyard Partner
Offerings	<ul style="list-style-type: none"> • Exclusive travel partner for transportation of speakers, VIP guests, and delegates • Branding on all travel vehicles (cabs, buses, shuttle services) • Logo placement across event creatives and marketing materials • Visibility at pickup/drop points and transport help desks • On-ground announcements and digital promotions • Association with seamless event mobility and guest experience 	<ul style="list-style-type: none"> • Branding on 10,000+ attendee kits and giveaways • Opportunity to include product samples, brochures, or merchandise • Direct brand exposure to every registered candidate • Logo placement on kit bags and packaging materials • High recall through tangible brand interaction • Digital and on-ground brand promotion 	<ul style="list-style-type: none"> • Exclusive branding on all attendee, staff, and VIP lanyards • Continuous visibility throughout the event • Logo worn by 10,000+ candidates and participants • High-frequency brand recall across all event zones • Digital and on-ground promotion support
INVESTMENT (INR)	700000	800,000	400,000

SPONSORSHIP PACKAGES

Details	Printing & Branding Partner	Media Partner	Operations Partner
Offerings	<ul style="list-style-type: none"> • Branding across all printed materials (banners, standees, signage) • Logo visibility on event collaterals and venue branding assets • Association with complete visual identity of the event • Exposure across high-footfall branding zones • Recognition in official communications and promotions 	<ul style="list-style-type: none"> • Brand visibility across all media coverage and event promotions • Featured in press releases, interviews, and event announcements • Digital exposure through social media campaigns and email outreach • Opportunity for content collaboration and brand storytelling • On-ground branding and announcement mentions 	<ul style="list-style-type: none"> • Exclusive operations partner supporting event execution and management • Branding across volunteer teams, staff apparel, and operational touchpoints • Visibility at registration desks, help counters, and information zones • Logo placement across event communication and coordination materials • Association with seamless on-ground execution and attendee experience • Recognition in announcements, digital promotions, and official communications • Opportunity to integrate brand within core event workflows and processes
INVESTMENT (INR)	1,200,000	300,000	500,000

SPONSORSHIP PACKAGES

Booth Partner

- Access to 10000+ job seekers.
- Visibility among 100+ companies & institutes.
- Strong on-ground & digital branding.
- Opportunity to position as a youth focused brand.
- Direct engagement with target audience.

INVESTMENT (INR)

125,000



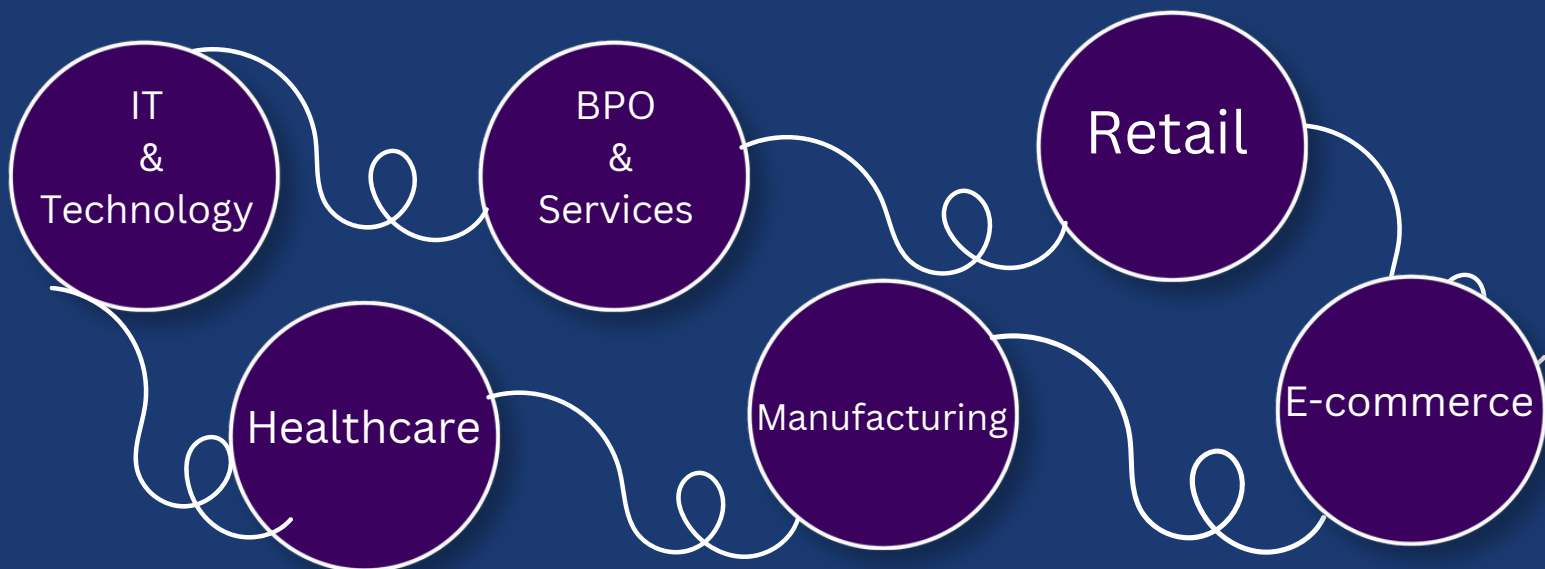
Partnership Opportunities



We offer multiple sponsorship categories designed to maximize **brand visibility, engagement, and ROI** for organizations committed to workforce development.

Industries Represented at JobUtsav

Diverse industry participation ensures wide hiring opportunities and brand reach across multiple sectors.



EXCLUSIVE PARTNERSHIPS

- Charging Station
- Lanyard
- Lapel Pins/Badges
- Pillar Branding (Flex)
- Stationary Kit Sponsor - (Pouch - Notepad, Pen, Phone Stand & Costers) Sustainability partner - Wellness Kit
- Hydration Partner/ Tea/Coffee Partner
- Volunteer Tshirts- Co-branded taglines with partner logo on the back and on the front



Sample Booth Partners



Category Sponsorships

Venue Partner
Branding across venue, entry gates & stage visibility

Food Partner
Branding at food zones, high footfall visibility

Hospitality Partner
VIP lounge branding, guest handling visibility

Travel Partner
Transport branding, travel partner recognition

Kit Partner Branding
on 10,000+ kits, direct user engagement

Lanyard Partner
Logo on all ID cards, continuous visibility

Printing Partner
Branding on all materials, maximum exposure

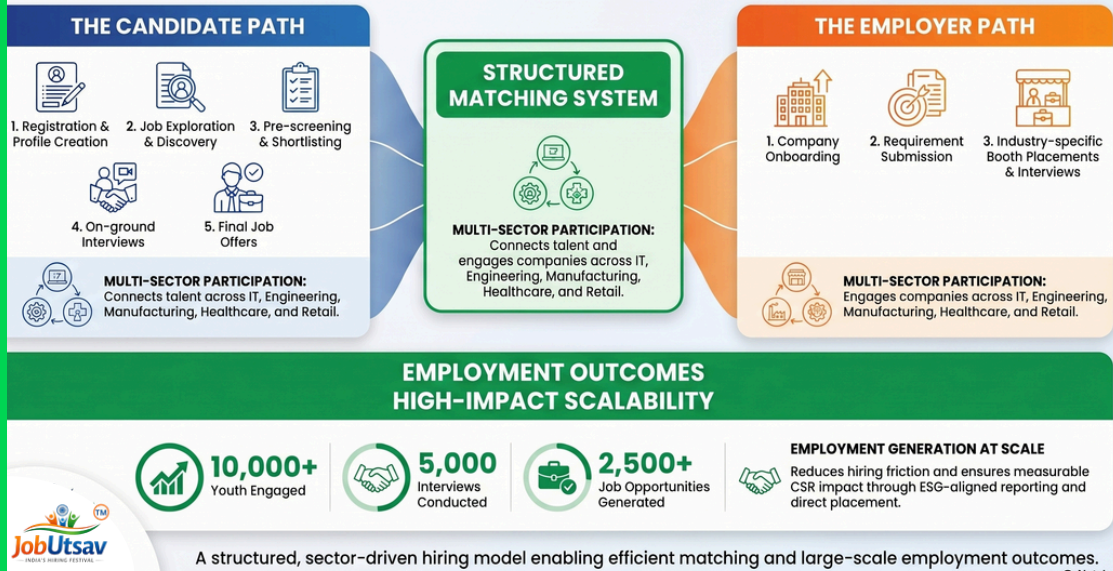
Media Partner
Campaign visibility, digital promotions, Social Cause

Operations Partner
Volunteer branding, on-ground visibility

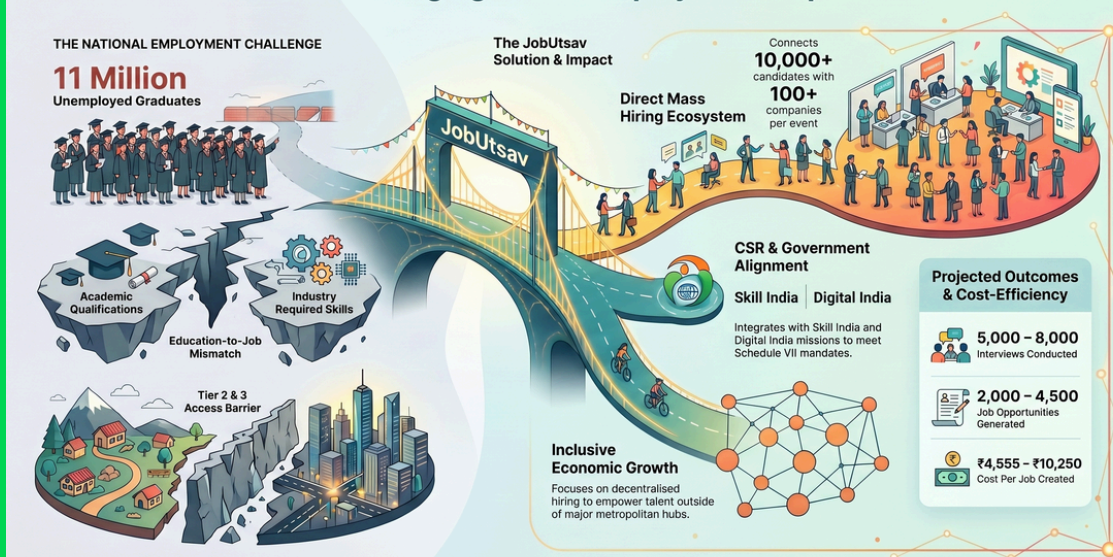


Structured Hiring Ecosystem

JobUtsav: India's Structured Hiring Ecosystem



JobUtsav: Bridging India's Employment Gap at Scale

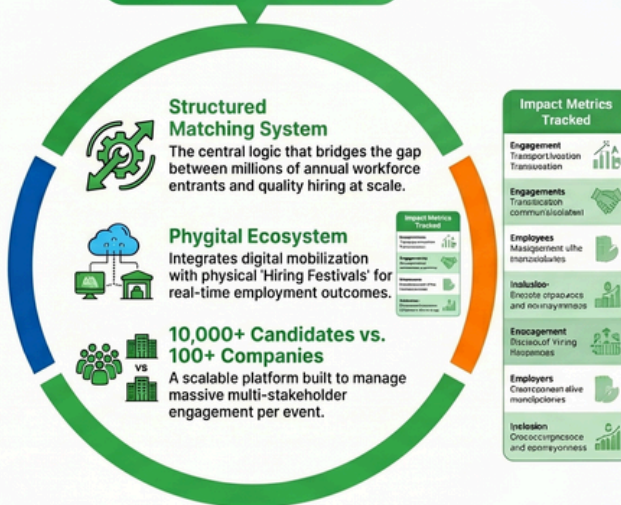


JobUtsav: India's Structured Hiring Ecosystem at Scale

THE CANDIDATE JOURNEY

- Register & Profile Creation**
Candidates sign up via the physical platform, providing details for ITI, diploma, graduate, or professional roles.
- Explore Opportunities**
Browse diverse roles across industries such as IT, Healthcare, BPO, and Manufacturing.
- Select Companies**
Identify and shortlist preferred employers from the 100+ corporate partners attending the event.
- Attend Live Interviews**
Participate in direct, on-ground interactions and networking at the event booths.
- Secure Job Offers**
Benefit from real-time shortlisting and on-the-spot hiring decisions to kickstart a career journey.

THE CORE ENGINE



THE EMPLOYER JOURNEY

- Partner Registration**
Corporates and startups register to access a pre-aggregated, verified talent pool.
- Submit Job Descriptions (JD)**
Define specific talent requirements, including job roles, qualifications, and hiring locations.
- Sector Allocation**
Employers are placed within dedicated industry zones to ensure high-visibility and targeted candidate flow.
- Conduct Mass Interviews**
Execute high-volume hiring through direct candidate interaction in a structured environment.
- Hire Top Talent**
Drastically reduce hiring cost and time while building a robust talent pipeline.

EMPLOYMENT GENERATION AT SCALE

Nation-Building Impact
Direct employment generation that reduces youth unemployment and strengthens local economies.



Government & CSR Alignment
Operates in seamless alignment with Skill India, Digital India, and ESG reporting mandates.



Inclusive Growth
Empowers talent from Tier 2 and Tier 3 geographies, ensuring decentralised economic stability.



Organising Committee

The JobUtsav Organizing Committee is led by two key organizations: Shikshit and Internboot, bringing together strong capabilities in social impact and workforce development.

Shikshit, a non-profit organization established in 2022, focuses on education, skill development, and youth empowerment initiatives, working closely with students and institutions to enhance employability.

Internboot is a platform dedicated to enabling peer-to-peer internships and career opportunities, helping candidates gain practical exposure and access to industry networks.

Together, these organizations have been actively involved in organizing recruitment drives, facilitating employer partnerships, and creating structured pathways from education to employment. Their combined expertise ensures efficient execution, strong candidate outreach, and meaningful employment outcomes at scale.



SHIKSHIT

AN EDU-NPO

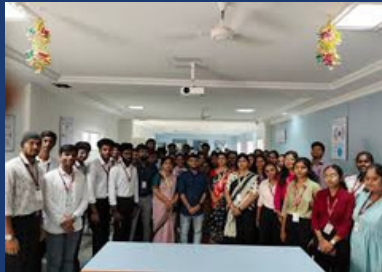


INTERBOOT

KNOWLEDGE PARTNER



Past Activities



Current Recruiters



Thank You

Together, Towards a Stronger Employment Ecosystem

We sincerely appreciate your time and consideration in reviewing the JobUtsav – National Employment & Skill Connect Initiative.

This initiative is more than an event—it is a step towards empowering India's youth, enabling livelihoods, and strengthening the nation's economic future.



79050 44451



sponsorship@jobutsav.com



www.jobutsav.com



Let's Collaborate

We invite you to partner with us in creating large-scale, measurable employment impact and building a more inclusive workforce ecosystem.