



सत्यमेव जयते  
GOVERNMENT OF INDIA  
MINISTRY OF SKILL DEVELOPMENT  
& ENTREPRENEURSHIP



**Skill India**  
कौशल भारत - कुशल भारत



N.S.D.C  
National  
Skill Development  
Corporation

Transforming the skill landscape

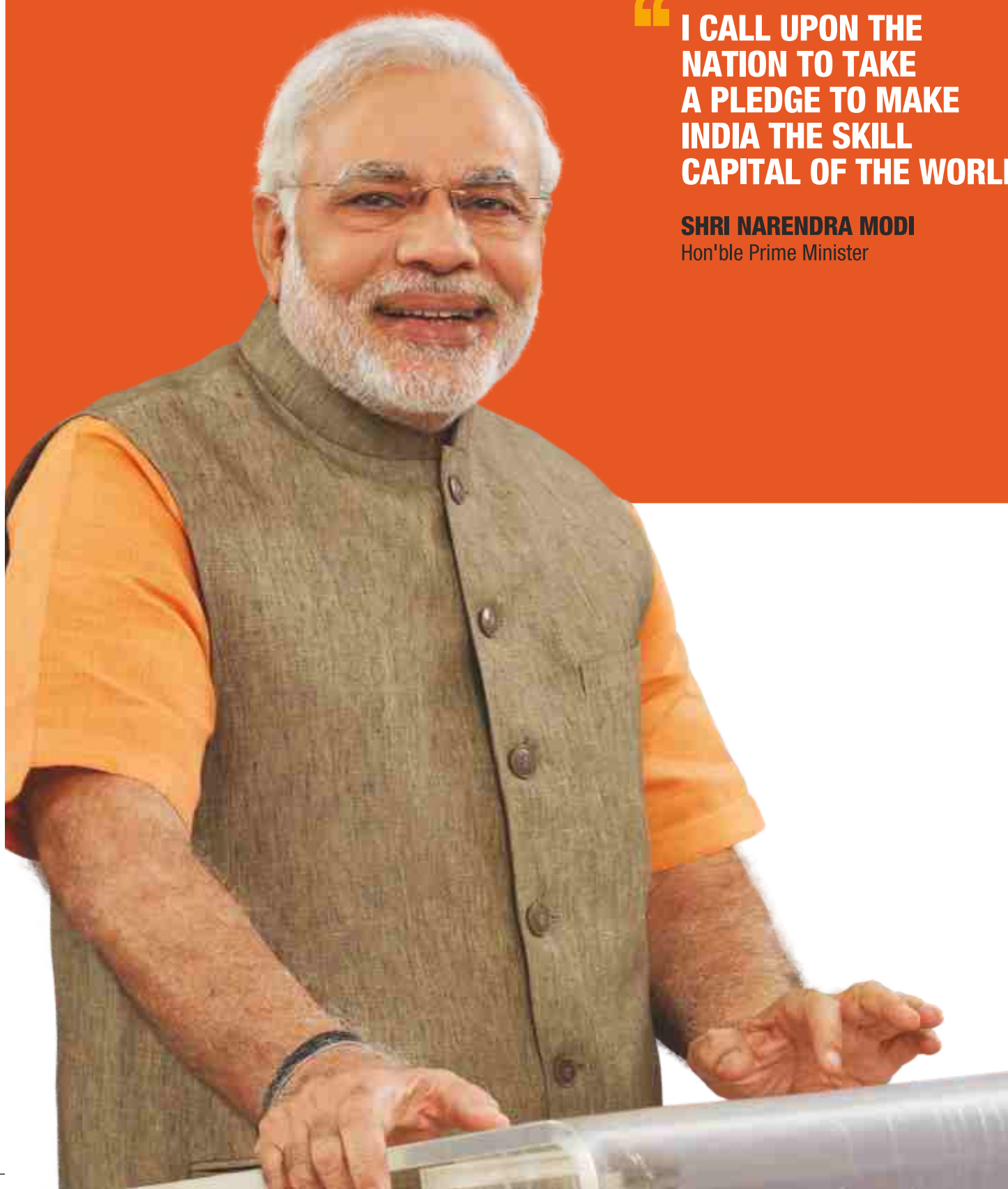
**PMKVY**

PRADHAN MANTRI KAUSHAL VIKAS YOJANA

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**SKILLING INDIA  
EMPOWERING LIVES**



A portrait of Shri Narendra Modi, the Prime Minister of India, with a white beard and glasses, wearing a grey vest over an orange shirt. He is standing behind a podium, looking towards the camera with a slight smile. The background is a solid orange color.

**“ I CALL UPON THE  
NATION TO TAKE  
A PLEDGE TO MAKE  
INDIA THE SKILL  
CAPITAL OF THE WORLD ”**

**SHRI NARENDRA MODI**  
Hon'ble Prime Minister

## IN BRIEF

The Pradhan Mantri Kaushal Vikas Yojana (PMKVY) has successfully reached out to millions of people across the country. This book is a reflection of the journey that began in 2016 and the success and innovations the scheme has mastered in less than two years. PMKVY has strategically addressed the needs of the diverse population of the nation with the aim to build a skilled workforce for an inclusive and sustainable economy.

## CONTENTS

Overview	01
Components of the Scheme	01
Salient Features of the Scheme	03
Skilling for Inclusion	11
Learning Resources and Technology	12
Glimpse of Innovative Practices under PMKVY	14
Skill Development Projects	16
Government Projects	17
Skill Training with Non-Government Organisations	20
Special Projects	26
Special Projects for North East	29
Glossary	30



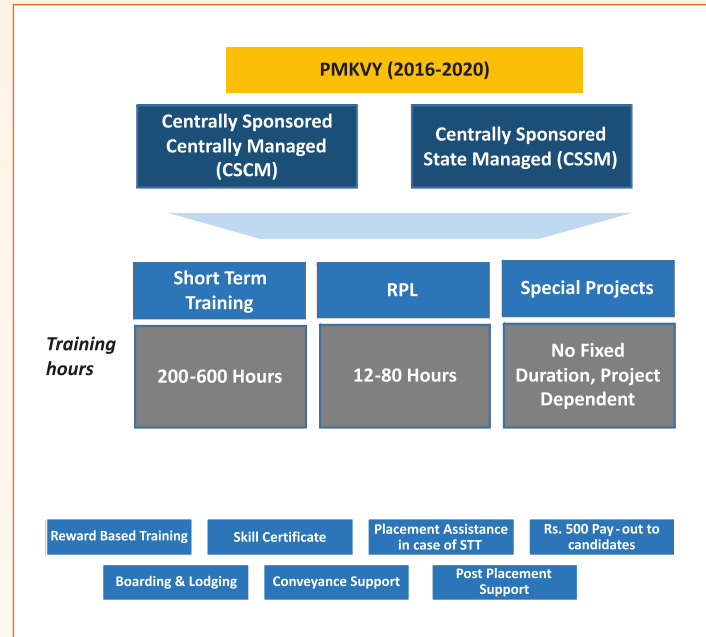


## An Overview

**Pradhan Mantri Kaushal Vikas Yojana (PMKVY)** is the flagship outcome-based skill training scheme of the **Ministry of Skill Development and Entrepreneurship (MSDE)**, Government of India. The objective of this skill certification and reward scheme is to enable and mobilise a large number of Indian youth to take up skill training to become employable and earn their livelihood.

The Union Cabinet had approved India's largest skill certification scheme, Pradhan Mantri Kaushal Vikas Yojana on 20<sup>th</sup> March, 2015. The scheme was subsequently launched on **15<sup>th</sup> July, 2015**, on the occasion of World Youth Skills Day by Hon'ble Prime Minister, Shri Narendra Modi. Owing to its successful first year of implementation, the Union Cabinet approved the scheme for another four years

(2016-2020) to impart skilling to 10 million youth of the country with an outlay of Rs. 12,000 crores. The scheme is being implemented through **National Skill Development Corporation (NSDC)**, a Public Private Partnership enterprise under Ministry of Skill Development and Entrepreneurship.



## Components of the Scheme

Under PMKVY, training and assessment fees are paid completely by the Government. Pay-outs are provided to the Training Providers (TPs) in alignment with the common norms. The scheme is being implemented at the centre and at the state level with a 75:25 allocation of funds and targets.

The scheme has three components as below:

**1. Short Term Training:** The Short Term Training (STT) component imparted at PMKVY Training Centres (TCs) is expected to benefit candidates of Indian nationality who are either school/college dropouts or unemployed. Apart from providing training according to the National Skills Qualification Framework (NSQF), TCs also impart training in soft skills, entrepreneurship, financial and digital literacy. Upon successful completion of assessment, candidates are provided placement assistance by Training Providers.



*Skill training in automotive technical service*



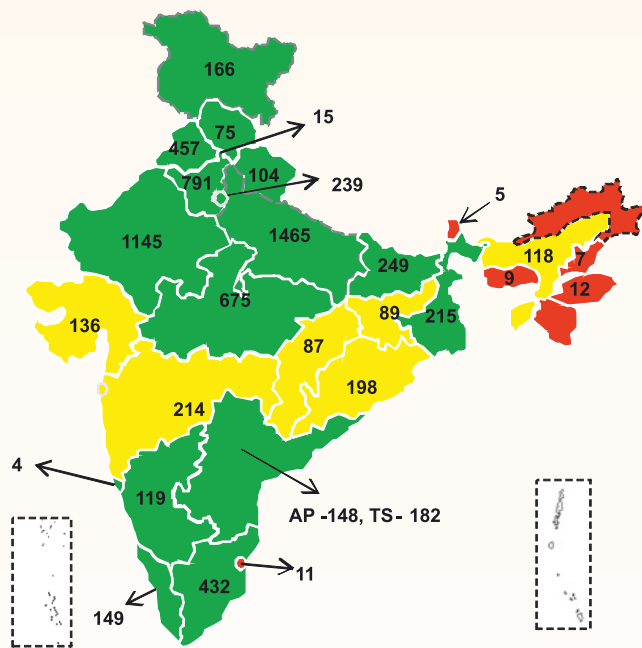
**2. Recognition of Prior Learning:** Individuals with prior learning experience or skills are assessed and certified under the Recognition of Prior Learning (RPL) component of the scheme. Project Implementing Agencies (PIAs), such as Sector Skill Councils (SSCs) or any other agencies designated by MSDE/NSDC, are being incentivised to implement RPL projects in any of the three models (RPL camps, RPL at employer's premises and RPL centres). To address knowledge gaps, PIAs offer bridge courses to RPL candidates along with training on soft skills, and job role related safety and hygiene practices.



*RPL for Rubber Plantation workers in Assam*

**3. Special Projects:** The Special Projects component of PMKVY envisages creation of a platform that will facilitate trainings in special areas and/or premises of government bodies, corporate or industry bodies, and trainings in special job roles, not defined under the available Qualification Packs (QPs)/National Occupational Standards (NOS). Special Projects require some deviation from the short-term training guidelines under PMKVY for any stakeholder. A proposing stakeholder can be institutions of central or state government(s)/ autonomous body/statutory body or any other equivalent body or corporate who desires to provide training to candidates.

**Pan-India Reach**



No. of TCs per state indicated

- **1 crore** youth to be certified by 2020
- Allocated Budget - **Rs. 12,000 crores**
- Large scale creation of training capacity - **over 1.9 crore** square feet training infrastructure
- **Over 41 lakh** target allocated to **7,800+** training centres/PIA under Short Term Training program, RPL and Special Projects across 624 districts - **over 87%** district coverage
- Approx. **1,100+** candidates being placed every day from last year
- Financial disbursements through Government Grants - **over Rs. 1,800 crores**

- **> 70% districts covered**
- **40-70% districts covered**
- **< 40% districts covered**

(as on 31<sup>st</sup> March, 2018)



## Salient Features of the Scheme

The Hon'ble Prime Minister put forth the vision of making India the skill capital of the world. To achieve this vision and harness the demographic dividend of a young population, PMKVY is replete with features that make use of technology and community connect ensuring effective planning and implementation of the flagship scheme.

The features of PMKVY ensure that skilling is fostered for inclusive growth and works in conjunction with various other government initiatives and flagship schemes like Make in India, Digital India, Pradhan Mantri Mudra Loans and Pradhan Mantri Bima Yojana.

### 1. Placement

The country's economy faces the dual challenge of shortage of trained workforce as well as non-employability of large sections of youth who possess little or no job skills. In order to bridge this gap, PMKVY lays critical importance on ensuring that trained candidates are placed through linkages with industry and employers. Training Centres under PMKVY are given incentives for placing the candidates.

While the placement performance of PMKVY 2015-16 has been 2,52,223 candidates, there has been an exponential increase in the placements achieved under PMKVY 2016-2020 with **4,38,963 candidates** placed under the STT component of the scheme (as on 31<sup>st</sup> March, 2018). It is important to note that this is against a total of 6 lakh+ candidates who have been certified under STT. **The placements have experienced an exponential jump, from 19% in PMKVY 1 to 57% in PMKVY 2.0 (2016 - 2020).**



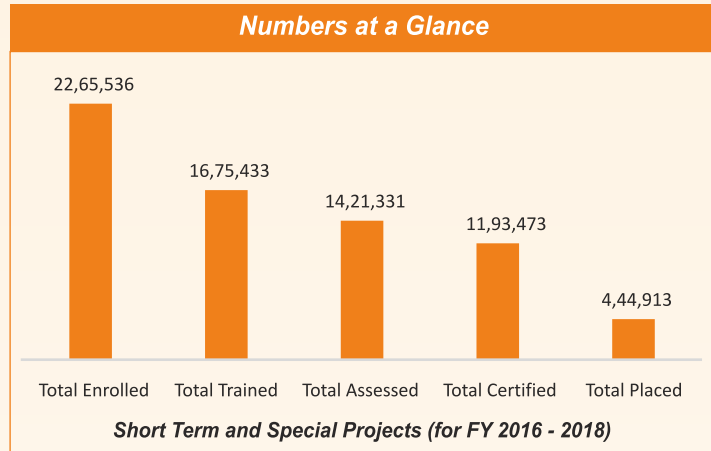
*Certificate distribution during a Rozgar Mela hosted by Orion Edutech at a PMKK in Panipat*



*Women candidates secure jobs at Rozgar Mela organised by Tourism & Hospitality SSC at New Delhi*

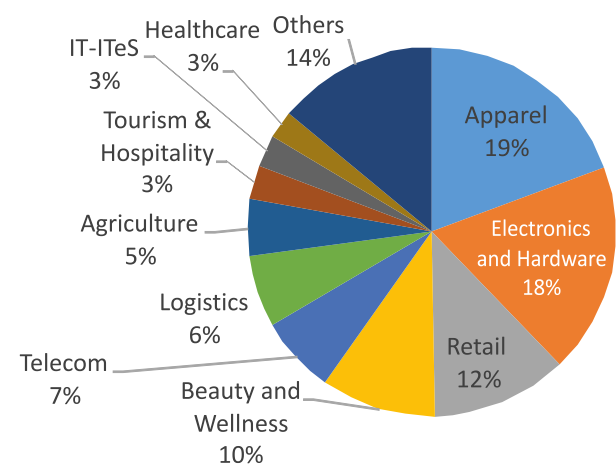
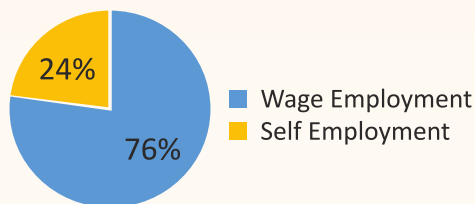


**Placements under PMKVY (2016-2020) are categorised into wage and self-employment.** So far, approximately 76% of the candidates have been placed in wage employment and 24% placed in the latter. The top ten performing sectors with respect to placements are Electronics and Hardware, Apparel, Beauty and Wellness, Agriculture, Retail, Logistics, Leather, Telecom, Textiles and Handlooms and Security. This encapsulates 80% of total placements.



**Key highlights of placements under Short Term Training PMKVY (2016-20)**

Targets Allocated	Enrollments	Trained Candidates
<b>27.08</b> Lakh	<b>22.13</b> Lakh	<b>16.43</b> Lakh
Certifications		Placements
<b>11.77</b> Lakh		<b>4.38</b> Lakh



**Top 10 Sectors with highest Placements for Total Placed Candidates (wage and self employment)**

(as on 31<sup>st</sup> March, 2018)

Moreover, PMKVY 2016-2020 is also an enabler towards promoting entrepreneurship. The self-employed candidates are encouraged and supported in availing Mudra Loans through the **Udyami Mitra Portal**. As on date, more than 10,000 candidates have applied for such financial provisions. Integration at the national level is being done through the National Career Service Portal (NCSP), Employment Exchanges, LMIS, Job portals, NAPS, Model Career Centres in order to ensure mapping between demand and supply.



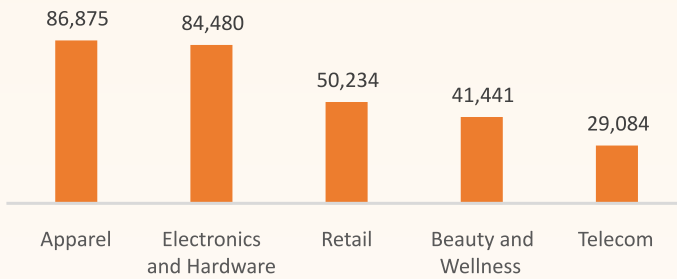


Further, via MSDE, all other ministries have been instructed to give preferential treatment to recruit people being trained under the scheme. Anticipating the high manpower requirements of the industry, NSDC is making utmost efforts to augment the scheme's placement performance through promotion of NAPS, providing superlative quality training in industry relevant job roles. PMKVY is continuously developing future-ready courses through industry validation, with the ultimate aim of encouraging industry participation.

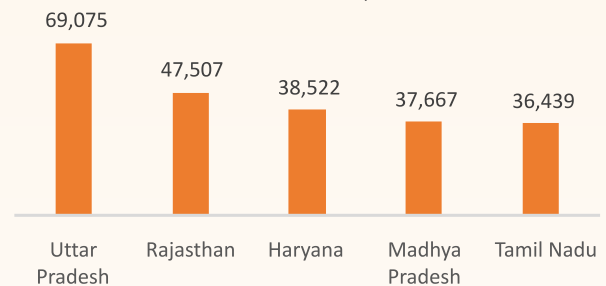
**Placement - Sector and State Wise**

Top 5 Sectors	Candidates Placed	Top 5 States	Candidates Placed
Apparel	86,875	Uttar Pradesh	69,075
Electronics and Hardware	84,480	Rajasthan	47,507
Retail	50,234	Haryana	38,522
Beauty and Wellness	41,441	Madhya Pradesh	37,667
Telecom	29,084	Tamil Nadu	36,439

Top 5 Sectors  
No. of candidates placed



Top 5 States  
No. of candidates placed



(as on 31<sup>st</sup> March, 2018)

**Lead Employers under PMKVY**



## 2. Monitoring

Monitoring under PMKVY aims to track performance of all stakeholders, especially Training Centres, to ensure achievement of overall PMKVY goals and objectives and take corrective measures for improving the performance of the scheme.

Calling candidates through IVR based OBD and bulk messaging the TPs and candidates are some of the initiatives NSDC has deployed to identify training centres that do not comply with the PMKVY guidelines.

A monitoring app, **Senpiper** has been developed to aid monitoring visits, track the quality of training centres and ensure adherence to guidelines. The app can be used by monitoring teams to submit inspection reports and communicate within the team. The app is also helpful in ensuring real time monitoring of training centres, enhancing speed and scale and has removed subjectivity.



*Screenshot of the Monitoring App*

At the Central level, **Internal Monitoring Committee (IMC) and PMKVY Monitoring Committee** have been established with the intent of streamlining decisions against discrepant centres. Through centralized decision making via the IMC, there has been a significant improvement in the turnaround time for handling cases against discrepant centres. Data from these committees has led to improved analytics of challenges faced in the scheme and subsequent dissemination of information to relevant stakeholders.

The monitoring team has also developed a well-defined penalty grid for taking actions against non-compliance centres and formed an appellate authority for revocation cases. As a result, the analysis and consequence management of discrepant centres is benchmarked and it has become easier to take action against discrepant centres.

## 3. Aadhar Enabled Biometric Attendance System (AEBAS)

AEBAS is a key salient feature of PMKVY. It captures attendance in real time which is authenticated against the UID database every time a student/trainer punches in on a biometric machine installed at every centre (exception for North East and Jammu & Kashmir regions).

PMKVY is the first scheme to implement AEBAS which is now being replicated across other schemes like DDUGKY of MoRD. AEBAS brings in transparency and accountability. As per the guidelines, it is mandated for every student to have 70% attendance to be eligible for assessment. As on date, a total of **7,918 organisations** are on board with AEBAS with more than 13 lakh students registered. More than half of the training centres active on SDMS are present on AEBAS and marking their attendance.



## 4. Kaushal Melas and Rozgar Melas

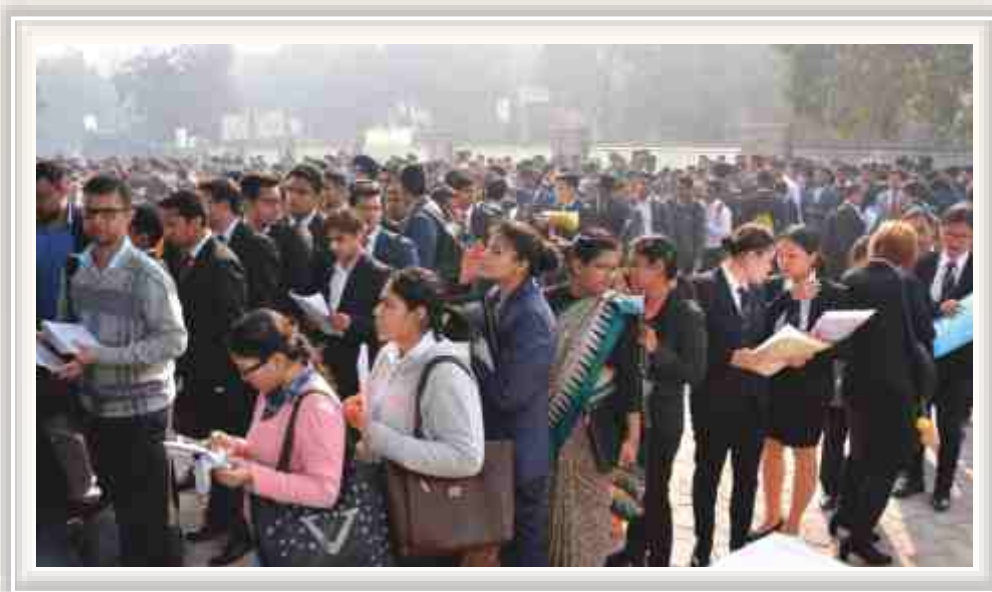
Social and community mobilisation is extremely critical for the success of any skill development initiative. It fosters bottom-up approach and increases ownership of the government programmes by the community. PMKVY assigns special importance towards involving the target groups through a defined mobilisation process.

**Kaushal Mela**, is a camp-based approach, used for building awareness and enrolling suitable candidates. Such camps not only disseminate information about various skill training options available under the scheme, but also outline the possible career paths and income generation potential once the training is imparted. **More than 1,400 Kaushal Melas** have been held across the country.

One of the innovative and impactful initiatives undertaken under PMKVY is **Rozgar Mela**. These are placement drives where employers and candidates interact on a common platform to fulfil the placement directive of PMKVY. So far, approximately **750+ Rozgar Melas** have been held. More than 80,000 skilled workforce have connected to about 7,000+ employers through the scheme, pan India. NSDC is continuously striving towards fulfilling the vision of a Skilled India by facilitating a connect of **20+ sector lead employers** such as Myntra, Pizza Hut, PVR Cinemas, Bata India, G4S Secure Solutions, Lemon Tree Hotels, Honda Motorcycle & Scooter Pvt. Ltd. etc. This indicates the acceptance of PMKVY certified candidates by the industry.



*Snapshots of Rozgar Melas across the country*



*Candidates stand in queue at a job fair in New Delhi*



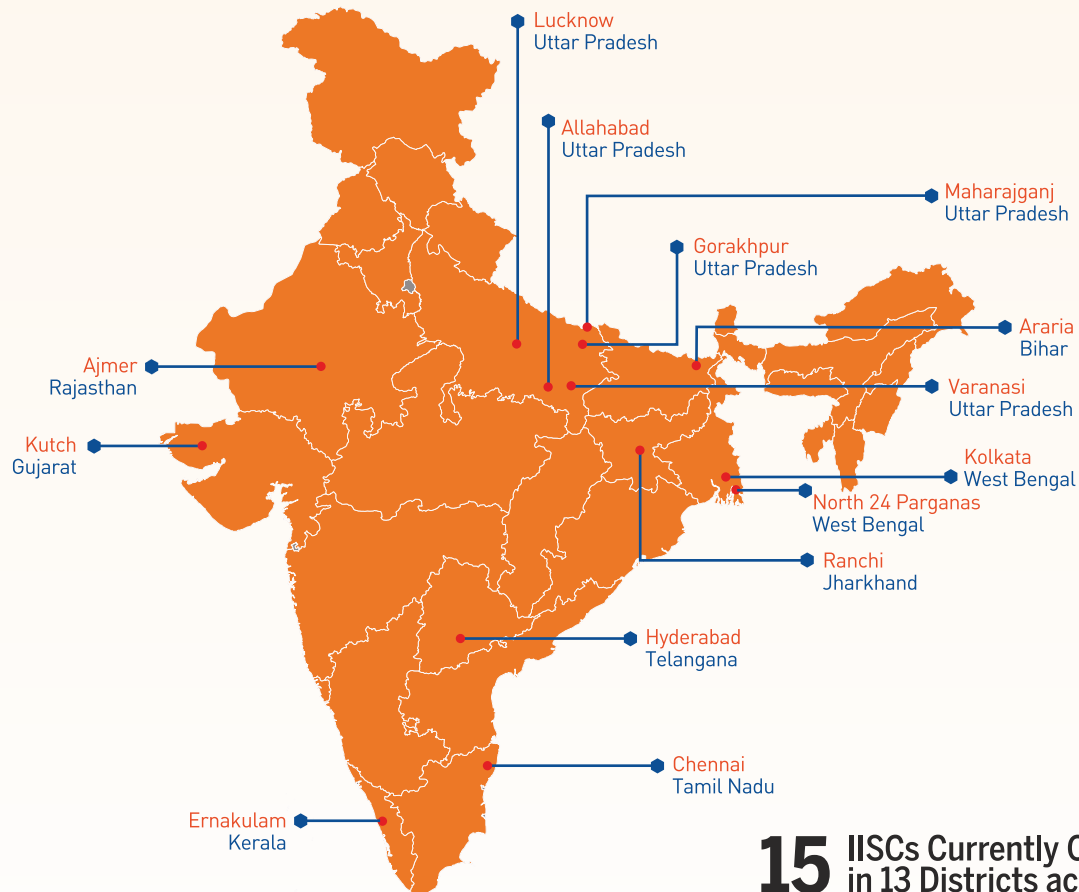
## 5. India International Skill Centres (IISC)

The Government of India is keen to bridge the global shortage of labour force in the coming years by reaping the demographic dividend of young Indian labour force. To meet this objective, India International Skill Centres are being set up through National Skill Development Corporation and shall be implementing the Pradhan Mantri Kaushal Vikas Yojana and Pravasi Kaushal Vikas Yojana (PKVY) for youth seeking global mobility for employability opportunities. Ministry of External Affairs provides support for **Pre-Departure Orientation Training (PDOT)**, which includes language and soft skills training modules.

### Features of IISCs:

- Set-up across India to train Indian youth to enable them to work overseas
- Centres equipped with lab infrastructure to deliver Internationally benchmarked training and certification programs
- Training imparted as per international standards/ requirements
- Pre-Departure Orientation Training (PDOT) is an integral part of the training
- Candidates are assessed and jointly certified by SSC and International Awarding Bodies

In the IISC pilot phase, there are 15 operational centres and 11 centres in pipeline for operationalisation; 538 candidates have been enrolled at these centres. On 27<sup>th</sup> March, 2017, Pre-Departure Orientation Training modules were launched and first ever 5-day Training of Trainers (ToT) for IISC Trainers was flagged off. Over 50 trainers from upcoming IISCs and NSDC partners outside of IISC with experience in international placement have undergone PDOT ToT till date. Also, approximately 6,529 candidates have received training under 1 Day PDOT Program since January, 2018.



## 6. Pradhan Mantri Kaushal Kendra Training Centres to Make Skill Training Aspirational

Strengthening the Skill India Mission, MSDE has initiated the establishment of state-of-the-art and aspirational model training centres in every district of India. These model training centres are referred to as **Pradhan Mantri Kaushal Kendra (PMKK)**. Building these centres is MSDE's initiative towards standardised infrastructure for delivery of skill development training which are equipped to run industry-driven courses of high quality with focus on employability and creating an aspirational value for skill development training.

The PMKK program provides financial support in the form of a soft loan of up to Rs. 70 lakhs for building training infrastructure and supporting the delivery of PMKVY.

### Salient Features of a PMKK include:

- At least 3000 - 8000 square feet area (depending on district population)
- Standard external and internal branding, infrastructure to ensure quality
- Courses based on district population to cater to local youth's aspirations
- Smart classrooms, audio-visual training aids, biometric attendance
- Mandatory training in the manufacturing trades
- Mandatory industry seminars and guest lectures
- Dedicated counselling, mobilisation and placement cell

526 PMKKs have been allocated across 484 districts covering 406 Parliamentary Constituencies. Out of the 526 allocated PMKKs, 415 PMKKs have been established and work is under progress to set up 86 additional centres. Additionally, an annual PMKVY target of 5,43,235 candidates to be trained has been allocated to 367 PMKKs (as on 26<sup>th</sup> March, 2018).



Training in manufacturing trade



Front view of a PMKK centre at Kaithal, Haryana



Batch of trainees at a PMKK centre in Shahdol, Madhya Pradesh



## 7. Centrally Sponsored State Managed (CSSM)

The CSSM component of PMKVY was launched with release of state engagement guidelines in 2016. 25% of the funds of PMKVY 2.0 (2016-2020) i.e. **Rs. 3,000 crores and a physical target of 20.5 lakh candidates** have been allocated to the states and union territories, where the State Skill Development Missions are required to provide quality skill training programmes to youth and ensure that they are successfully employed post training. The role of the states and UTs include:

- Implementation of the schemes happens in the states and the involvement of the states in scheme implementation and monitoring is expected to significantly improve the effectiveness and efficiencies of these initiatives
- The states are better placed to articulate the skilling needs for state specific economic activities. Their involvement would enable taking up specific skill development training that caters to the local demand and aspirations
- Increase the capacity and capability of the existing nationwide skill development system thus, supporting equitable access for all
- Support the training and capacity building initiatives for state specific traditional skills

### Progress of CSSM



**20.5 lakh** targets approved State/UTs till 2020 at a cost of **Rs. 3,000 crore**



**6.01 lakh** to be achieved till March 18, likely achievement by September, 2018



**35 States/UTs** proposals received and approved by PAC



**Rs. 448 crore** funds disbursed as first tranche to 31 States/UTs



**27 States/UTs** on-boarded on SDMS/linked MIS system



**17 States/UTs** have commenced training



Gujarat Skill Development Mission (GSDM) launched PMKVY- CSSM in Gujarat with enrollment of more than 1,600 candidates



Workshop on implementation of PMKVY - CSSM held at Imphal, Manipur



## Skilling for Inclusion

Skilling initiatives under Pradhan Mantri Kaushal Vikas Yojana have expanded their reach across the country from urban to remote rural areas, with special focus on marginalised groups and vulnerable areas nation-wide.

Skill training programs have been initiated in **61 out of 113 districts** in North East India, covering **53% of the area**. In Left-Wing Extremism areas, **34 out of 35 worst affected districts** have been facilitated with skilling initiatives and centres.

**Women across the country** are being empowered with skills and entrepreneurship opportunities for inclusive and progressive growth. From Bru Tribe in Tripura to Jaipur Rugs Foundation in Rajasthan, special projects including both Short Term Training and RPL programs are being conducted nation-wide to motivate the women to enhance their skills and secure a better livelihood for themselves and their families. Under PMKVY 2.0, over **9 lakh women** have been trained under the three components.

In an attempt to improve the socio-economic status of women, pilot project *Sambhavi* has been launched with an aim at developing entrepreneurship skills among women living in slums and adolescent girls by providing skill training under different trades and giving assured employability besides strong post-training support. As many as **1,500 women** from the urban slums of Bhubaneswar will be imparted training under PMKVY for enhancing their skills. NSDC also partnered with Amazon's Meri Saheli program and Nagaland state government for an intensive two-day workshop to train young women entrepreneurs for opening their own e-shop on Amazon.in.

### Skilling for Inclusion



**1:1** - Male to female ratio of trained and certified candidates



**35%, 16%, 5%** of the trainees are OBC, SC and ST respectively



**22%** of candidates enrolled belong to **Minority groups**



Women candidates gain confidence and recognition



## Learning Resources and Technology

### 1. Skill Management and Accreditation of Training Centres (SMART)

**Skill Management and Accreditation of Training Centres (SMART)** is an information technology initiative that aims to synergise the efforts of all the stakeholders in the skill ecosystem and streamline the skill development initiatives. SMART provides a single window application that focuses on the accreditation, affiliation and continuous monitoring of the training centres in the skill ecosystem and intends to address important issues like evaluating skill providers in an objective manner, fostering excellence at training centres, enabling trainees to make informed choices with regard to training centres etc. SMART facilitates standardised and effective processes which plays a significant role in achieving the desired quality standards across various schemes.



*SMART, the online application for training partners*

Currently, SMART portal has a repository of training centres that are accredited and affiliated with a star grading ranging from 1-star to 5-star; 5-star being considered the highest rating.



Single portal interface across multiple Sector Skill Councils (SSCs) and schemes



IT enabled paperless system for accreditation and affiliation of Training Centres



Transparent and time bound delivery of accreditation and affiliation services



SSC guided standardised lab specifications

*Benefits of SMART*

### 2. Skill Development Management System (SDMS)

**Skill Development Management System (SDMS)** is a software application platform which is an MIS system for entire candidate life cycle within the scheme.

- Data of 12.6 million candidates resides on SDMS across 57 different schemes.
- 28 states are already integrated through CSSM with central database of SDMS.

SDMS supports PMKVY by providing a reliable, secure and manageable software to improve the scheme's operations and achieve efficiency while accommodating scheme guidelines and stakeholder's growth. The SDMS





platform is used for identification and management of stakeholders and beneficiaries. It is used by MSDE, NSDC, Training Partners of NSDC and their Training Centres, Sector Skill Councils (SSCs), Assessment Agencies (AA) and Assessors for different roles that they perform in the skill training ecosystem.

With the objective of skilling 10 million candidates, SDMS has regularly been redesigned and redeveloped to encompass the end-to-end candidate's life cycle. For this, SDMS interfaces and exchanges data from various front end systems, records all transactions and provides interface for enabling secure and accurate payments. SDMS also ensures and develops processes and procedures to continuously improve the quality of deliverables of the Skill India Mission.

### 3. Kaushal e-Pustakalaya (eBook Reader)

**Kaushal e-Pustakalaya is an Android App** that gives readers and skill seekers access to the skilling content while on the move.

It has been developed with advanced features for convenient user interface and simple navigation. The App embraces simplicity, providing an ease in reading digital books, thus offering the readers an enriching experience.

कौशल पुस्तकालय, the Android eBook Reader App has been designed:

- To enable participants to access and read skilling content while on the move
- With features to read digital books in an effective way and make student's learning experience great



*Kaushal e-Pustakalaya*



*Android eBook Reader App*

### 4. Participant Handbooks and Curriculum

Out of 252 Job Roles		
Curriculum Available	246	6 Sc Pwd Job roles – Expository NSQC not cleared
Content Available	252	



*Participant Handbooks and Curriculum*

#### Language-wise availability of 252 Participant Handbooks

English	251
Hindi	194
Marathi	17
Gujarati	18
Bangla	5
Oriya	8
Tamil	11
Telugu	1
Kannada	11



## Glimpse of Innovative Practices under PMKVY

### 1. Synergies for Infrastructure Utilisation

*Collaboration with NDMC for first Pradhan Mantri Kaushal Kendra (PMKK) for Skilling in Smart Cities*

To bring momentum in skilling through collaborative efforts, National Skill Development Corporation has partnered with New Delhi Municipal Council Smart City Limited (NDMCSCSL), a unit of New Delhi Municipal Council (NDMC) to leverage NDMC's infrastructure for skilling initiatives.

The NDMC-PMKK Centre for Skilling in Smart Cities, at Mandir Marg, New Delhi, is an exemplary heritage building of approximately 30,000 square feet, with a capacity of skilling 4,000 youth annually. Catering to healthcare and solar energy sectors, the centre is being managed by one of NSDC's affiliated training partners, Orion Edutech. The centre is equipped with a solar-power lab powered by Schneider Electric.



NDMC-PMKK Centre for Skilling in Smart Cities at Mandir Marg, New Delhi



## 2. Improving employability through blended learning pedagogy

### *Wadhvani Operating Foundation with Centum PMKK*

National Skill Development Corporation has entered into a tripartite agreement between Wadhvani Operating Foundation, a California non-profit public benefit corporation and Centum Workskills India Limited, a training provider in New Delhi, to impart additional training on employability skills along with PMKVY training course on pilot basis at Training Partner's Pradhan Mantri Kaushal Kendra situated at Jat College of Polytechnic in Kaithal, Haryana.

The pilot is based on the approach to improve employability through blended learning pedagogy and deeper intervention and has submitted a proposal to pilot the program as part of skill development training.

Under the program, Wadhvani Operating Foundation shall provide **220 hours of Employability Skills** content in e-learning format with access to its online learning platform. The access to the online learning platform will be granted to the TP upon completion of registration formalities. The organisation shall also organise and conduct five days 'Training of Trainers' event by providing Master Trainer the employability e-content. It shall provide suggestive methods to integrate its e-content in the existing programs of Centum for the execution of the project. Further, it shall facilitate the final impact assessment study, through an Impact PSD Private Limited.



*On-going training sessions at PMKK centres across the country*



# SKILL DEVELOPMENT PROJECTS



## Government Projects (STT & RPL)

### Indian Railways - Skill Training under Project SWARNA of IRCTC

Sector	Tourism and Hospitality
Location	Karnataka, Maharashtra
Target	IRCTC Staff
Numbers to be trained	2,568 (RPL)

Ministry of Railways (MoR) and Ministry of Skill Development and Entrepreneurship (MSDE) signed a memorandum of understanding on 14<sup>th</sup> July, 2015. Committed to enhance passengers' experience in premieres trains under Project Swarna, training will be conducted in 16 railway zones across 29 trains and is being conducted in various cities across job roles such as Housekeeping Attendant - Manual Cleaning, Room Attendant and F&B Service Stewards.

The **40-hour training program** would include 20-25 hours of classroom learning and remaining hours for on-the-job training. During the practical training, the trainers would accompany the candidates to offer them live experience and hands-on-training. The program lays emphasis on hygiene, on-board cleanliness, catering and usage of trolley for serving food, amongst other services. After completing the course, the candidates will be assessed and certified.



Hands-on training under project Swarna



## Ministry of Defence - Skill Training of Retired Defence Personnel

Sector	Multiple
Location	37 Army centres, 9 Navy centres and 5 IAF centres
Target	Retired personnel and their family members
Numbers to be trained	36,458 (RPL) in 2017-18 40,128 (RPL) to commence in 2018-19 3,530 (STT) at Army Skill Training Centres
Trained	80% of the candidates of 2017-18 batch

An MoU between the Ministry of Defence and Ministry of Skill Development and Entrepreneurship was signed in July 2015. Under this strategic tie-up, NSDC will be working with the **Armed Forces: Indian Army, Indian Navy and Indian Air Force** to skill retired personnel for second career options and utilising their services as trainers and assessors for skill development ecosystem. As on date, over 80% of the personnel in the three wings have undergone training and have been placed as assessors/trainers.

Under short term training, an initiative has also been rolled out for the wives and wards of defence personnel, by utilising the existing army infrastructure and upgrading these into Army Skill Training Centres. As of now, 4 such centres, providing training in Handicrafts, Beauty and Wellness, Apparel and IT sector are operational.

### Highlights:

- Skilling of spouses and wards is being implemented at Army Skill Training Centres (ASTC) to enable and empower them to become meaningful contributors to their households
- 13 centres are registered on SMART and are running STT
- Training in Beauty & Wellness, Apparel & IT-ITeS Sectors are being implemented

**Defence Public Sector Undertaking (DPSU):** Discussion is underway on Amendment of Recruitment Rules of DPSUs and Ordnance Factory Board (OFB). 187 unique job roles being mapped to QP-NOS of various sectors. SSCs are currently in the process of aligning job roles to QP-NOS for alignment to NSQF.

**Directorate General Resettlement (DGR):** Alignment of courses offered by DGR to NSQF is also underway.



On-going training session for retired defence personnel



## Second Career Opportunities for Retired Personnel of Sashastra Seema Bal

Sector	Multiple
Location	Gorakhpur, UP, Falakata, WB, Muzaffarpur & Bihar
Target	Retired personnel, women and local communities
Numbers to be trained	300 (STT) + 136 (RPL)
Trained	300 +

An MoU was signed in March 2017 between NSDF, NSDC and Sashastra Seema Bal for conducting skill development training for retirees, family members of in-service and retired officers and communities at border areas.

NSDC has started Short Term Training Program in three locations in Gorakhpur UP, Falakata, WB & Muzaffarpur Bihar. 300 candidates from the community and border area have been trained so far. Labournet, an approved training partner of NSDC is implementing this project.



*A batch undergoing short term training*

For the first batch, training was implemented in Sashastra Seema Bal (SSB) Campus, Muzaffarpur, Bihar where 29 candidates were trained and certified. Out of which, 18 candidates have been provided offer letters from Shri Ram Ring & Piston Ltd. with a wage of Rs. 11,753 per month. These candidates were mobilised from local communities in border areas of Bihar.



*Inauguration of a training session for SSB personnel*



## Skill Training with Non-Government Organisations

### Apparel Training in Collaboration with Arvind Limited

Sector	Apparel
Location	Karnataka
Target	Youth (Age group 18-35 years) and Women
Numbers to be trained	20,000

NSDC in collaboration with **Arvind Limited**, will provide quality skills training to 20,000 youth until 2020. Under this collaboration, Arvind Limited (aka Arvind Mills), a leading exporter, supplier and manufacturer of ready-made garments will be the training provider and offer its infrastructure, space, training facilities and machinery for the skill training. The admissions would be open to all skill seekers, especially the unemployed youth in the age group of 18 to 35 years. An integrated skill development program under PMKVY, the association entails skill training and further placements being facilitated by Arvind Limited through its nine training centres in Karnataka.

The skill training to be provided in Apparel, Made-ups and Home Furnishings sectors include six job roles, namely sewing machine operator, quality check executive – sewing line, packer, pressman and washing machine operator. The second largest employment generator in the country, the sector has immense demand for skilled candidates. The job roles, aligned to NSQF encompass training of candidates for 3-6 months.



An apparel manufacturing training lab at Arvind Mills, Bengaluru





## Project with GMR Varalakshmi Foundation (GMRVF)

Sector	Agriculture, Tourism and Hospitality
Location	Delhi, Hyderabad, Bengaluru
Target	Youth (Age group 18-35 years)
Numbers to be trained	2,000

**GMR Varalakshmi Foundation**, the CSR arm of the GMR group, which operates Hyderabad and Delhi International Airports has planned to get its entry-level staff undergo a training cum orientation program for learning enhancement and certification under PMKVY.

Apart from the technical training, emphasis is also given to soft skills, spoken English and digital literacy. About 2,000 candidates are likely to benefit from this project.

## Success Story

### **Bhagya Lakshmi** 20 years, Koramangala, Bengaluru

Bhagya Lakshmi lost her mother at an early age and along with her two siblings, was brought up by her father. Her father, a daily wage labourer, found it challenging to support the education of three children.

With great difficulty Bhagya Lakshmi completed her 2nd Pre-university Course (PUC), equivalent of 10+2. Her dreams of going to a college to pursue her higher education were shattered as her father could not afford to pay for it. One of her close friends told her about the vocational training program of GMRVF. This was a golden opportunity for her to fulfil both her dreams of pursuing her studies and finding a job to support her family. Post her skill training under GMRVF, Bhagya Lakshmi has got a job as a Domestic Data Entry Operator at a salary of Rs. 12,000 per month at Metric Fox Pvt. Ltd. a company in Bengaluru.



*Bhagya Lakshmi*



## Project with Indian Texpreneurs Federation

Sector	Apparel, Textile and Handloom
Location	Tirupur (Tamil Nadu)
Target	Youth (Age group 18-35 years)
Numbers to be trained	50,000

The **Indian Texpreneurs Federation** (a non-profit registered industrial organisation) with 500-member mills, will train 50,000 fresh candidates in 23 job roles. 90% of trained candidates will be given captive placements by the member mills of the ITF. The project has been allocated a budget of approximately Rs. 72 crores.

On November 27, 2017 an opening ceremony cum Kaushal Mela was organised under the project where 1,000 candidates who successfully completed their training received certificates and appointment orders from Shri. Raja Shanmugam, President, Tirupur Exporters' Association.

In the past 10 years, the sector's productivity has been suffering due to huge shortage of skilled manpower. Hence, the addition of **50,000 skilled professionals** to the workforce will help the manufacturing sector in a big way. The members of textile manufacturing units are fully equipped to train and employ the new workers in a world-class working environment.

## Success Story

### Anandhi 18 years, Tamil Nadu



Anandhi

Anandhi, an 18-year-old, hails from Chennappanayakanpalayam, Gudalur, a hilly region, about 50 km from Ooty, Tamil Nadu. She lived there with her parents, who are daily wagers, and two younger brothers studying in Classes VIII and XI.

Due to financial constraints, she had to discontinue her studies after Class XII, and started looking for work to financially assist her family. She got to know about the 45-day free training programme implemented by the NSDC with Indian Texpreneurs Federation (ITF). She enrolled herself in the job role of Autoconer Tenter and received training specific to the job role and also in soft skills and entrepreneurship, safe work practices, team work, self-development, fire safety, emergency handling procedure, first aid, importance of Clean India,

Digital India, entrepreneurship guidance, and so on. The batch was provided with standard PMKVY training kits and a trainee handbook for the job role, and the trainers patiently taught them both theoretical and practical aspects of the job. She was among the 30 girls from various places who took the training. Post the completion of the training, they went through an assessment carried out by external auditors.

She shares, "I'm glad that my friends and I fared well in both the theory and practical exams. All of us were awarded PMKVY certificates validating the successful completion of our training. Immediately after this, I got the regular job of Autoconer Tenter at the mill with a salary of Rs. 10,000 per month. I feel a sense of accomplishment as I have been trusted with the responsibility of working with a sophisticated machine which has been imported from Japan at a cost of Rs. 1.5 crore. Also, as a result of the training, I have been able to complete my tasks comfortably and effectively and achieve my target production and quality with ease. My takeaway from this experience is that everyone should acquire a skill in order to acquire gainful employment, which is now easy and free through such PMKVY schemes."



## RPL for Goldsmiths

*A second chance; a chance to evolve with time.*

Project Implementation Agency (PIA)	Goldsmith Academy Pvt. Ltd.
Sector Skill Council	Gem & Jewellery Skill Council of India (GJSCI)
Location	Tamil Nadu, Kerala, Andhra Pradesh & Telangana
Job Role (s)	HMG-Component Maker HMG-Frame Maker
Total RPL Targets	5,000 candidates

## Success Story

### Gokulananda Sahoo

**81 years, Cuttack, Odisha**

With over 60 years of experience in filligree art, Gokulananda Sahoo is a seasoned goldsmith. Despite being a well experienced artist, he faced challenges to make ends meet! Gokul earned Rs 70-80 per day, a meagre amount to support his family of four, including a handicapped son.

After undertaking an RPL program, Sahoo feels elated. He shares, *"This training means a lot to me. Never did I receive any recognition, leave alone a certificate. I am a happier person now. I have learnt to work with new age tools and it is an irony that I could not make use of such tools and techniques earlier. My productivity and income could have been much higher."* Sahoo has now established contacts with bigger jewellery houses in Cuttack and now earns four times his previous income.



*Gokulananda Sahoo at work and with his family*



## RPL Project with Sri Sri Rural Development Program for Yoga Practitioners

Sector	Yoga (Beauty & Wellness)
Location	20 states including North East
Target	Yoga Practitioners
Numbers to be trained	10,000

The project which is underway, will train **4,400 candidates and 5,600 candidates** for the job roles of Yoga Instructors and Yoga Trainers respectively over one year. The targeted candidates are yoga practitioners who have been teaching for 1-3 years.

During the mandatory **12 hours of orientation**, the candidates will be oriented in soft skills including maintenance of cleanliness, gender and age sensitivity, minimisation of fatigue and injury risk, hygiene and personal grooming. The program is proposed to extend to more than 20 states and includes coverage of North Eastern states.



*Hon'ble Minister Shri Dharmendra Pradhan, MSDE with respected Sri Sri Ravi Shankar distributing certificates to PMKVY yoga practitioners*

## RPL for Tea Plantation Workers in collaboration with Vivo Skills and Training

Sector	Tea Plantation (Agriculture)
Location	West Bengal
Target	Youth and Women
Trained	2,000

Under this RPL project, **2,000 tea plantation workers** were oriented and 1,889 certified. The workers were motivated for maintaining proper hygiene by keeping their surroundings clean due to which there was a huge improvement in hygiene and cleanliness. The candidates were also trained in the banking system and digital literacy.

As per an impact assessment study done by Vivo Skills and Training, the awareness level of banking systems improved by 39%, personal savings by 32%, digital transactions by 49% post the program. The awareness levels of candidates about alcoholism and absenteeism also increased.



*A tea plantation worker exhibits her PMKVY certificate*



*Snapshot of an orientation in digital literacy*



## RPL for Carpet Weavers in Rajasthan

Sector	Handicrafts and Carpet
Location	Rajasthan
Target	Women
Trained	5,000

NSDC partnered with Jaipur Rugs Foundation, a non-profit organisation and the largest manufacturers of hand-knotted rugs, to provide skill training under RPL to 5,000 artisans in this sector with an aim to up-skill, assess and certify these artisans.

All the artisans selected were women. JRF the project implementation agency has been working with women carpet weavers in various villages around Rajasthan since its foundation in 2004. JRF believes in enabling the economic independence of women artisans to empower them to escape poverty and build a better life for themselves. The program was executed across **4 districts**

- **Alwar, Sikar, Jaipur and Dausa districts** - in 43 different villages of Rajasthan. The certificates earned have given the already skilled the recognition they required and an identity that they can be proud of.



A carpet weaver from Rajasthan

## Success Story

### Preeti Devi

#### 36 years, Aaspura Village, Rajasthan

“My name is Preeti Devi and I have been working with Jaipur Rugs since the last 14 to 15 years and with the company's assistance only, I could know about RPL Training that is being conducted under PMKVY. This training lasted over a period of 9 days (72 hours) during which we learnt about various new factors that are very significant to our work. This training pushed us to search for our own identities. We learnt about cashless transactions, computer and its uses, leadership qualities, supply chain and teamwork. Initially, it was felt that these topics were far from our rustic reality but through this training, we got contentment in ourselves on learning about so many new themes. Through this training, we realized the importance of strengthening our self-confidence not only as weavers but as women as well. Before I attended this training, I would never step outside the premises of my home, but now, I have started interacting with people confidently. I have also started speaking about myself, the work that I do and about my learning journey during the RPL training. In future after this training, we will earn more.”



Preeti Devi



## Special Projects

### YUVA - A Joint Initiative of NSDC and Delhi Police

Sector	Multiple
Location	Delhi
Target	Youth (Age group 16-35 years)
Numbers to be trained	3,000

There are a lot of youngsters living in JJ clusters who are school dropouts, addicted to drugs or are involved in petty crimes. It is essential to restore their hope and belief in a better tomorrow by empowering and mobilising them through opportunities that would enhance their livelihood.

Delhi Police has identified around **3,000 deprived youth** in the capital for imparting skill training in various trades. In a bid to provide these street children and unemployed youth the opportunities to realise their potential, the National Skill Development Corporation in collaboration with Delhi Police, is undertaking project YUVA, under the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) scheme.



*Dr. Harsh Vardhan, Hon'ble Minister for Science and Technology, distributing PMKVY kits to candidates at Jama Masjid, YUVA Special Project Centre*

The project is launched to empower the weaker and vulnerable sections of society. Along with skill training, development of soft skills, vocational skills, basic computer knowledge, spoken English are focused upon to enhance livelihood opportunities. Till date, **YUVA scheme has provided training to over 2,300 candidates through 36 NSDC-approved training partners in 45 skills and has placed 400 candidates** in Hero Motocorp, Vodafone, Café Coffee Day, Fortis Hospital, Burger King, Lemon Tree Premier, Sodexo India, Compass India Support Services Pvt. Ltd. among others.

### Success Stories

**Rahul Yadav** (name changed), a 20-year-old student was among the 10 individuals with prior criminal record, who opted for a change of livelihood. Being involved in a minor theft, the police officials of Kirti Nagar counselled him to take admission in YUVA Project. He undertook the Computer Hardware course at YUVA training centre, Kirti Nagar Police Station, during which, he evolved as a bright and confident student. Post successful completion, he got selected by Star Imagine and Pathlab Pvt. Ltd. as an Assistant Engineer. Rahul is an epitome of the success of YUVA initiative and an inspiration to others that how someone can raise himself from plinth to paramount.

**Khushboo Kumari**, a 19-year-old graduate of Kalindi College, Delhi wanted to pursue a front desk job in the hospitality sector. However, she could not afford to enrol herself in any of the institutions. To accomplish her ambition, she enrolled herself in front desk assistant course, free of cost. During her training, she learned to communicate and present herself professionally due to which she got selected by Fortis Escort Hospital, Okhla at



a starting monthly salary of Rs 16,000. She is very thankful to the PMKVY, Delhi Police and SPIA facilitator IACT Education for their joint effort that changed her life tremendously.

**Ranjana**, a 21 year old single mother of two girls residing in Chuna Bhatti, Kirti Nagar was married off at the tender age of 15. After her husband was jailed in a murder case, financial problems and lack of support from family, she started working as a domestic help in nearby houses, however, earnings weren't enough to sustain and raise her daughters. That's when she heard of the YUVA initiative. She enrolled in front office assistant course, post which she was hired by Star Imagine and Path Lab Pvt. Ltd., Tilak Nagar as a Patient Care Assistant at a starting monthly salary of Rs. 11,500. Her efforts towards giving a better life to her daughters have also been recognised by our Hon'ble Home Minister Shri Rajnath Singh, during the launch of the YUVA program.



*YUVA training session*

**Shazia** (name changed), a 21 year old girl and a rape survivor. She got married in 2014 but was allegedly raped by her brother-in-law a year ago. She was deserted by her husband and in-laws after she refused to withdraw the rape case. She attends every case hearing at the Karkardooma Court. During a visit to Jama Masjid police station, while pursuing the case, a policeman told her about the skill programme. She signed up for the retail sale management course and now hopes to assist her family financially.

## Smart Gram

**Rashtrapati Bhawan** has adopted five villages in Haryana to be developed as a part of the 'Model Smart Village'. These villages have been identified in consultation with Government of Haryana for opening the training centres. NSDC, through its identified partners would be responsible for training in NSQF aligned courses in these villages.

A **Smart Gram** is a humane, hi-tech and happy village which ensures an enhanced quality of life that contributes to the harmony, happiness and well-being of all the villagers. It would have the required basic physical and social infrastructure with a layer of smart information and communication embedded in the infrastructure to improve governance and delivery of services, livelihood and economic opportunities. Focus would be on creating a sustainable and inclusive development model that can be easily replicated. This model is based on the convergence of resources and effort by the central government, state government, district administration, panchayati raj institutions, public sector, private sector and enlightened villagers. Skilling of villagers would not only expedite the achievement of the villages but would also provide employment to villagers, primarily women.



*Former President Shri Pranab Mukherjee distributing certificates*

With skill development being the main agenda of the Smart Villages, MSDE and NSDC launched six centres in these five villages in November 2016 to impart training in key skills which are in demand locally. These skills include tailoring, gardening, general duty assistance, hard embroiderer, data entry operator, sewing machine operator, unarmed guard, domestic data entry operator and solar panel installation technician. More villages in the state of Haryana would be adopted eventually to spread the Smart Village initiative.



## Juvenile Justice Board

At a time when the capital city is fighting tooth and nail to contain adolescence delinquency, it becomes an issue of utmost importance to train and sensitise youth so that their energy is channelised in positive direction and more importantly they become good citizens of the country. Such trainings can help candidates to become bread earners for their family and also reduce the recidivism rate for the juveniles caught for crime. Pilot project for the same was started at Juvenile premises at Majnu ka Teela and post the successful completion of the training and placement of the candidates, the same was extended at Juvenile premises of **Sewa Kutir, observation homes at Nirmal Chhaya and Alipur.**

## Success Stories

**Rohit** (name changed), 19 years old, has studied only till class 10<sup>th</sup>. He always wanted to work in the hospitality sector as he felt in this profession, every day is a new day and you get to meet numerous new people. He was introduced to skill training by Juvenile Justice Board and enrolled himself for the F&B Service Stewards job role.

He shared, *"I was a hopeless boy doing nothing at home. My father is a labourer and hardly earns Rs. 5,200 per month. There are eight members in my family who depend on my father's income. He was not able to fulfil the basic requirements of the family therefore, I had to discontinue my studies after 10<sup>th</sup> class, but post the training, my life was given new meaning and I started contributing towards my family expenses."* During the training, he learnt about the industry, enhanced his skills and also, developed his interpersonal skills. Today, Ankit earns Rs. 11,000 per month.

**Dilip** (name changed), 17, has studied only till class 8<sup>th</sup>. Due to financial crises in his family, he was not able to study further, and neither could he hope to achieve his dream of entering the hospitality sector. But soon, he got to know about the hotel management course under PMKVY from the Juvenile Justice Board and without a second thought, he enrolled for it. He shares, *"I couldn't pursue my interest due to lack of financial support from my family. Opting for this training was the best way to complete my term in the correction home by learning something which would help me in my future growth."*

The course helped him analyse his strengths and weaknesses and how he could improve as an individual. Post the completion of his training, he secured a reputed job giving him a new start in his life.



An illustrative image of training in progress





## Special Projects for North East

### Bru Tribe

Designed specifically for the Bru Tribe in Tripura, the skill development program is under the pilot phase of 'Special Projects' component of Pradhan Mantri Kaushal Vikas Yojana (PMKVY).

NSDC along with its training partner, Valeur Fabtex Pvt. Ltd. has undertaken skill training in various job roles and in its second placement drive, has ensured placements to 87 women in a leading knitted-garment manufacturing company - Quantum Knits, a unit of KPR Mills Ltd., Coimbatore. Previously, during the first placement drive, 120 skilled women candidates from the tribe were provided employment by the same organisation.



*Training in progress for women of Bru Tribe*

### Amazon's Meri Saheli Program

NSDC partnered with Amazon's Meri Saheli Program and Nagaland state government for an intensive two-day workshop to train young women entrepreneurs and help them understand the nuances related to online selling of their products and develop the skills necessary to nurture successful online enterprises.

During the two-day workshop, 40 local women entrepreneurs learnt about branding, cataloguing, product images, building creative, inventory and account management and so on. Post completion of the workshop, the entrepreneurs were trained to open their own E-shop on Amazon.in. Some of the brands available on sale are Heritage Publishing House, Northeast Network (Chizami), Precious Me Love, Nagaki Retail etc.



*Snapshots of the project*



## Glossary

MSDE	Ministry of Skill Development and Entrepreneurship
NSDC	National Skill Development Corporation
PMKVY	Pradhan Mantri Kaushal Vikas Yojana
STT	Short Term Training
RPL	Recognition of Prior Learning
PMKK	Pradhan Mantri Kaushal Kendra
TP	Training Partner
TC	Training Centre
NSQF	National Skills Qualification Framework
SSC	Sector Skill Council
NOS	National Occupational Standards
QP	Qualification Pack
SMART	Skill Management and Accreditation of Training Centres
SDMS	Skill Development Management System
IISC	India International Skill Centre
MoU	Memorandum of Understanding
DDUGKY	Deen Dayal Upadhyaya Grameen Kaushalaya Yojana
MoRD	Ministry of Rural Development
AEBAS	Aadhar Enabled Biometric Attendance System
IMC	Internal Monitoring Committee
UID	Unique Identification
PIA	Project Implementing Agencies
JRF	Jaipur Rugs Foundation
IT	Information Technology
NAPS	National Apprenticeship Promotion Scheme
CSSM	Centrally Sponsored State Managed
PAC	Proposal Approval Committee
UT	Union Territory







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