



Pradhan Mantri Kaushal Vikas Yojna – Impact on Employment Generation: with Special Reference to Patna

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Abstract : *India is emerging as one of the youngest country of the world. Today, occupying 2nd highest rank in terms of population, India has 65% of its population below the age of 35 years, which comprises a major portion of the population. The rising youth population has come across as both a boon and a massive challenge. The challenge is to convert the humongous youth human resource into the breed of skilled workforce, driving Indians towards a new era of economic growth and development.*

Keeping this aim in mind, Pradhan Mantri Kaushal Vikas Yojna (PMKVY) scheme is launched by Prime Minister

Narendra Modi on 15th July, 2015. The objective of the skill certification scheme is to provide the Indian Youth with the opportunity to take up industry relevant skill training in order to secure a better future for them. It will create a highly positive impact on the economy of the country by generating a whole new avenue of employment opportunities for the youth.

This paper tries to study the scheme of Pradhan Mantri Kaushal Vikas Yojna (PMKVY) and its impact on employment generation, through the reactions and attitudes of private partners of the scheme, and the different views of trainers and trainees.

Keywords: *Skill enhancement, industry relevant, self employment, wage employment, private partners, human resource.*

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Introduction to PMKVY :

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE) launched on 15 July, 2015. The objective of this Skill Certification Scheme is to enable a large number of Indian youth to take up industry-relevant skill training that will help them in securing a better livelihood. The scheme will be implemented through the National Skill Development Corporation (NSDC). Under this Scheme, Training and Assessment fees are completely paid by the Government.

It will ensure an equitable spread of opportunities in skill training, without compromising on quality so that the youth in all parts of the country can be benefitted. This will boost the productivity of the country's workforce by enabling them to acquire high quality skill training across a range of sectors, thus, generating new employment opportunities in the economy.

PMKVY is a revolutionary initiative undertaken by PMO to tap the massive human resource available and direct it through a proper channel of skill development and utilisation.

PMKVY has been implemented in the following phases:

PMKVY 1.0 (2015-2016):

- (i) The Pradhan Mantri Kaushal Vikas Yojna was first approved by the Union Cabinet of India on 20th March, 2015.
- (ii) It was launched on 15th July, 2015
- (iii) Allocated budget was Rs. 3,000 crores
- (iv) 19 lakhs students were trained under PMKVY 1.0.

PMKVY 2.0 (2016-2020):

- (i) Owing to the its successful first year of implementation, the Union Cabinet has approved the Scheme for another four years (2016-2020) to impart skilling to 10 million youth of the country
- (ii) Allocated Budget 12,000 Crores.
- (iii) 27.5 lakhs students are trained under PMKVY 2.0 till date.

PMKVY 2.0 unlike from PMKVY 1.0 stresses on the entire training and skill development cycle including Mobilizations, Training, Assessment, Certification and Placement. Here, TPs can earn incentive of up to Rs 5000 if they can track the candidates as per common norms. As the scheme is for 3 years so, they can expect continuity in target allocation and payments if performed as per guidelines. This enables them to invest in some of the much needed gaps in the vocational system cycle i.e. creating better training infrastructure, be it trainers, classrooms, student reach and most importantly - localized placement.

Limitations of PMKVY :

1. A good number of trainees lack the basic literacy and technical know-how which renders it difficult for the trainers to establish a proper communication channel with the trainees.
2. It is difficult to change the traditional mindset of people regarding employment generation and entrepreneurship.
3. Industry interface in India is quite inadequate which slows down the employment generation process.
4. Skill gap survey has not been conducted time to time in India which renders it difficult to capture the dynamics of skill gap in India.

Objectives of PMKVY :

The objective of this Scheme is to encourage and promote Skill Development for the youth throughout the country by aligning itself with the Common Norms guidelines. The scheme also needs to be aligned to complement all other Missions of the Government, such as Make in India, Digital India, Swachh Bharat, and Smart Cities. Specifically, the Scheme aims to:

- Enable and mobilize a large number of youth to take up industry designed quality skill training, become employable and earn their livelihood.
- Increase productivity of the existing workforce, and align skill training with the actual needs of the country.
- Encourage standardisation of the Certification process and put in place the foundation for creating a registry of skills.
- Benefit 10 million youth over the period of four years (2016- 2020).

Key Features of Pradhan Mantri Kaushal Vikas Yojna

Greater emphasis on activities across the value chain including:

- (a) Awareness building & mobilisation,
- (b) Selection & training
- (c) Mentorship & placement services, and
- (d) Monitoring & evaluation

(a) Awareness mobilization activities

- Dedicated allocation of 5% for mobilisation drive and awareness building .
- Specialized mass media campaign for awareness building .
- Collaboration with local government, NGOs for special drives/Skill Melas by local bodies.

(b) Mentorship support

- Special allocation of 5% for mentorship support.
- Mentors to provide career guidance and counseling for certified trainees and facilitate tracking trainees in post training phase.

(c) Enhanced monitoring

- SSCs to ensure certification of trainers and assessors.
- Verification of all training centers on SDMS to be monitored by the SSCs.
- To explore the possibility of bio-metric attendance and assessment in CCTV environment.

(d) Curricula, pedagogy & trained instructors

- Support for improved curricula, technology enabled pedagogy, upgrading capacity of instructors.
- Trainings to include soft skill, personal grooming, behavioral changes, and work ethics.

(e) Monitoring & Evaluation

- Explore the mechanism for trainee feedback.
- Enhanced methods for monitoring and evaluation .

(f) Grievance redressal

- Creation of complete database of all available courses and training centers under the scheme.

Benefits of Pradhan Mantri Kaushal Vikas Yojna:

1. Government initiatives are there to train the youth of India. However, PMKVY training is considered as a unique venture from the Indian government, it is a flagship scheme, under which Indian youth can develop their technical skills.
2. This scheme has been formulated to benefit the youth of the country. More than 24 Lac youth will be the part of this scheme at the initial stage, as assumed by the Indian government.
3. The scheme also introduces monetary awards to the best performers. Those, who want to pursue their technical education, get help from the government regarding scholarships, educational loans, etc.
4. Under PMKVY skills training, nationalised standard will be maintained. Students, who will undergo this training program, can apply for further education in various prominent institutions. Moreover, the certification under this program will also be taken as an advantage in the job selection process.
5. All high standard institutions come under the scheme of PMKVY training partners. Hence, joining any such institute will ensure a good standard of teaching.
6. Most of the skills do not require any educational qualification or experience.
7. Feedback would be collected by all the trainees who undergo assessment. This will help in calculating the effectiveness of Kaushal Vikas Scheme.
8. Training would be provided based on the National Skill Qualification Framework (NSQF) and industry led standards and it would be a need based training

Recent Developments in PMKVY (2017 Onwards)

1. **Skill India will provide Insurance cover to PMKVY certified candidates; it will also offer Digital locker for their easy access to Skill India certificate :** With an emphasis to

incentivise youth to join skill development programs, Skill India has introduced two new benefits for the certified candidates under Pradhan Mantri Kaushal Vikas Yojana (PMKVY 2016-20). These include **Kaushal Bima (a Personal Accident Insurance Cover)** and **DigiLocker** facility. NSDC has collaborated with The New India Assurance Co. Ltd. (NIA) to provide 'Kaushal Bima' insurance facility to the certified candidates under the scheme. As per the current regulations of IRDA, 3-year Personal Accidental Insurance covering death and permanent disability for a sum insured of INR 2 lacs will be provided through the scheme. The insurance premium will be borne by NSDC. A special toll-free helpline will also be extended by NIA to address insurer's grievances.

Further, the certified candidates will be provided facility to access their Skill Certificate through **DigiLocker**. The same can be downloaded using a mobile app or the web portal. DigiLocker is a key initiative under the Digital India program. DigiLocker is a platform for issuance and verification of documents & certificates in a digital way, thus eliminating the use of physical documents

2. **Skill India invests around 40 crores in the skill training of 1 lakh RAC service technicians under PMKVY :** The Ministry of Skill Development & Entrepreneurship (MSDE) has signed a MoU with the Ministry of Environment, Forests and Climate Change (MoEFCC) for the skill upgradation and Recognition of Prior Learning (RPL) certification of Refrigeration and Air-conditioning (RAC) technicians for the benefit of the environment and better employment opportunities. Besides giving a boost to Prime Minister Narendra Modi's vision of Skill India, the collaboration between the two ministries marks an important step towards the country's commitment to a better and cleaner environment.
3. **3.16 lakh candidates placed under Pradhan Mantri Kaushal Vikas Yojana**

(2016-20) in less than two years of its launch : According to the latest data released by MSDE, in less than two years of its launch, Pradhan Mantri Kaushal Vikas Yojana (PMKVY) (2016-20) scheme has achieved a landmark milestone of 3,16,671 placements (as on February 2018) with nearly 55 per cent successful placements. Under the STT program, over 13 lakh candidates have been trained; of these over 9 lakhs have been certified till February 2018. Placements have been facilitated for 5.98 lakh candidates who were certified by the end of November 2017. Placements for the latter batches who were certified post November 2017 are currently underway.

Placements under PMKVY (2016-2020) are categorized into wage and self-employment. Approximately 76 per cent of the candidates have been placed in wage employment and 24 per cent placed in self employment/ entrepreneurship. 80 per cent of the candidates placed in wage employment across various sectors i.e. Electronics and Hardware, Apparel, Beauty and Wellness, Agriculture, Retail, Logistics, Leather, Telecom, Security, Textiles and Handlooms.

4. **Skill India has joined hands with Ministry of Power to support household electrification scheme 'saubhagya' :** According to MSDE report, The **Saubhagya (Pradhan Mantri Sahaj Bijli Har Ghar Yojana)** scheme is undertaken as a special project under the Government's Pradhan Mantri Kaushal Vikas Yojana (PMKVY). It has been launched in 6 states namely Assam, Bihar, Madhya Pradesh, Jharkhand, Odisha and Uttar Pradesh. Around 47,000 Distribution Lineman-Multi Skills and 8,500 Technical Helper will be skill trained to meet the requirement. The workforce already engaged by contractors implementing this project will be considered first for the skill development programmes. In case if any shortfalls arise, these will be met by ITI Electrician trade pass-outs from the local ITIs. Total 48 hours of training (12 hours Orientation + 36 hours Bridge course) will be

provided to the existing workforce of the contractors and 120 hours of training will be provided to the fresh and ITI (Electrician Trade) pass-outs.

5. **Skill India partners with Ministry of Agriculture and Farmers Welfare to empower rural youth through scalable skilling** : All three departments of Ministry of Agriculture & Farmers Welfare have been involved in skill development of farmers through both long and short-term training programme aimed at various elements of agriculture, i.e. agriculture, horticulture, dairying, fisheries and animal sciences. The Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is a great enabler for creating a skilled workforce to meet new requirements in the Agriculture Sector.

Objectives :

1. To analyse the trend of employment among PMKVY certified skill personnel.
2. To analyse the trend of trainees in various skill sectors.
3. To analyse the proficiency of training centers in Patna.

Hypotheses :

1. PMKVY has been successful in creating a positive impact on employment over the years.
2. The number of trainees has increased to the point of saturation in specific skill sectors.
3. The training centers are utilized to their full extent.

Methodology :

The present study was undertaken in different PMKVY training centres and Bihar State development Office for the key information as research instruments. The study bases itself on primary and secondary data. The primary data were collected by personal interview method. For this purpose 300 trainees, 16 trainers and 3 managers were asked relevant questions. In addition, information and secondary data were obtained from various journals, newspapers and websites. On the basis of interview, findings have been enumerated. At the end, conclusion and suggestions have been presented.

Findings and Analysis :

The data analysis has been done on the basis of the case study of the views of 300 trainees and 16 trainers of the running PMKVY training centres and PMKK in Patna.

Our first hypothesis was: **PMKVY has been successful in creating a positive impact on employment generation.**

Table 1.

Duration	Percentage of placement
2015-2016	26.28%
2016 – till date	38.04%

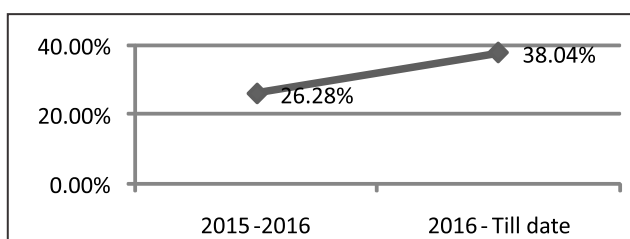


Fig. 1. Percentage increase in employment

After visiting various training centres and Bihar State Development office, we found that the level of employment has increased over the years of implementation of the scheme. The table no.1 and fig. 1 is showing the percentage of employment has increased from 26.28% of total trainees in 2015- 2016 to 38.04% in 2016 – till date. This clearly shows that PMKVY has created a positive impact on employment generation.

Our second hypothesis was: **The number of trainees has increased to the point of saturation in specific skill sectors.**

Table 2.

Course	Percentage of certified trainees
Assistant beauty therapist	9.9%
Customer care executive (CCE)	15.15%
Food & beverage service: steward (F&B)	14.20%
GST accounts assistant	4.4%
Retail sales associate	22%
Sewing machine operator (SMO)	23.5%
Automotive service technician	6.3%
General Duty assistant (GDA)	4.55%

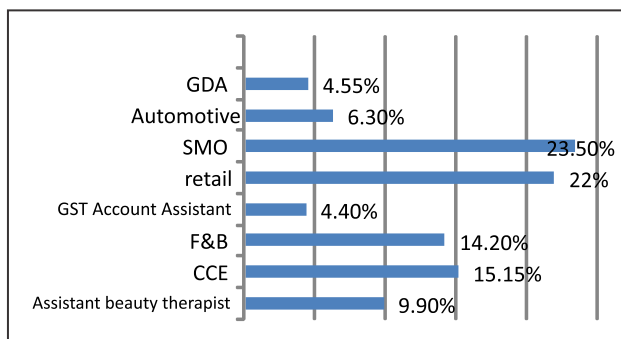


Fig.2. Percentage of certified trainees in specific skill sectors

Based on our survey with trainers and managers of various training centres, we found that a few skill sectors are experiencing saturation which implies that they have maximum number of trainees. The table 2 and fig. 2 shows that the skill sectors of Retail Sales Associate and Sewing Machine Operator are experiencing saturation having 22% and 23.5% of total certified trainees respectively.

Our third hypothesis was: **The training centers are utilized to their full extent.**

(a) The numbers of trainees are at par with the maximum class strength

Table 3.a

Views	No. of trainers	Percentage
Yes	16	100%
No	0	0

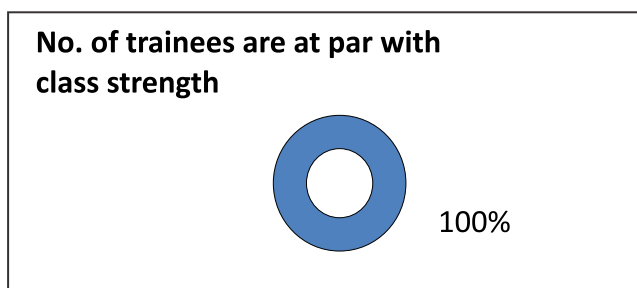


Fig. 3.a

(b) hard skills and soft skills are taught to trainees

Table 3.b

Views	No. of trainers	Percentage
Yes	16	100%
No	0	0

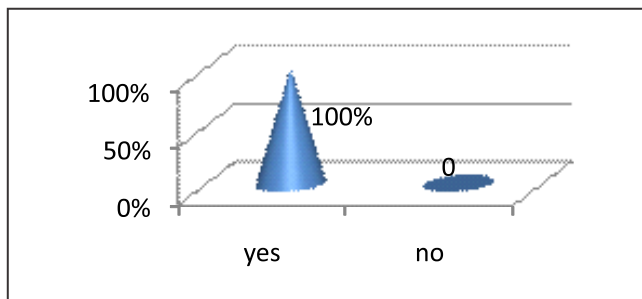


Fig. 3b. Both hard skills and soft skills are taught to trainees

Based on our survey, we found that the training centres are utilizing their resources to the best of their capacity. The table no. 3.a and 3.b show that the trainees are at par with the maximum class strength, both hard skills and soft skills are taught to trainees and the mode of teaching in the training centres is both manual and digital. All of these findings indicate that the training centres are running at their maximum potential.

Conclusion :

1. **Sewing Machine Operator (SMO)** course experience 100% female participation and **Automotive** course experience 100% male participation. With 55.58% of overall female participation, PMKVY has been successful in bringing females at par with males in skill development initiatives.
2. 46.92% of total trainees fall in the category of intermediate and 35.04% of overall trainees fall in the category of graduates as the scheme mainly focuses on school and college dropouts.
3. 62.75% of overall trainees hail from urban areas. The percentage of trainees from rural areas is 37.25% which is a comparatively lesser which shows that there is still much scope of expansion of PMKVY scheme in rural areas
4. 78.5% of overall trainees are interested in going for Wage employment and 21.5% of trainees are interested in Self-employment.
5. 62.29% of total trainees got to know about PMKVY through mobilising agencies. It indicates that private partners are playing an active role in creating awareness among people about PMKVY.

6. PMKVY 2.0 has been successful in creating a positive impact on employment generation over the years. Percentage of placed candidates has increased from 26.28% under PMKVY 1.0 (2015-16) to 38.04% under PMKVY 2.0 (2016-2020) as seen till now.
7. Sewing Machine Operator (SMO) and retail sales associate courses are experiencing maximum saturation of trainees and are producing highest number of certified trainees.
8. 50% of trainers belong to age group of 30-35 years.
9. Mobilizing agency plays a crucial role in creating awareness about the scheme as is evident from the above analysis, wherein 50% of trainers came to know about PMKVY through mobilizing agencies.
10. 87.5% of trainers have said that there has been an increase in the trend of admission of trainees. It suggests that more youth are getting inclined towards this scheme.
11. The centres are being utilized to their full extent as 100% of the trainers have stated that proper manual as well as digital training is being provided to the trainees. It is also evident that the trainer-trainee ratio is optimum.
12. The training centres are being monitored at regular intervals. 100% of trainers say that the centre is monitored twice every month without any prior notice. The training centre also uses biometric devices to record the attendance of trainees. Hence, we can say that the training centres are following the guidelines of PMKVY.
13. 100% of the employers agree that PMKVY certified candidates are more efficient than the regular candidates as the PMKVY candidates have already undergone the required skill training and hence know about their job better than those without any prior training.
14. 100% of the employers who have hired PMKVY certified trainees are satisfied with their performance as employees.

Suggestions :

1. The policy needs a competitive framework in which those who can implement the mission's aims at lower costs can be encouraged. This competitive framework will ensure high quality output at lower costs as competition among institutions will drive them to perform better than their counterparts.
2. States need to be given more autonomy and support, financial and otherwise to solve the problems in the implementation of scheme on a regional level.
3. The skilling initiatives should be tied up with the entrepreneurship promotion programs such as THE STARTUP INDIA and STAND UP INDIA schemes that are only just taking off.
4. Skill gap survey should be conducted on national and state levels to bring clarity on the magnitude of a skill gap existing in the country at various levels.
5. Efforts should be made for creating a better connectivity between the potential employers and the trainees undergoing skill training for various job roles. It includes organising workshops for trainees where dignitaries from various firms are invited to interact with the students and share their knowledge and experience with them. This will enable the trainees to get a clear picture about what actually the employers expect from them.

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