Introduction

We all want to tell the aspirational story of how Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is transforming the lives of Indian youth through skill training and certification. The tools presented here should enable us to do so more effectively.

Defined guidelines ensure a clear communication of the key messages with one voice and as one brand. Without adherence to these guidelines, marketing and communication can become diluted, lacking focus and impact.

PMKVY Training Centre (TCs) shall thereby abide by these guidelines and read them in conjunction with the scheme’s monitoring guidelines.

The Guidelines contain the following sections:

- Exterior Centre Branding
- Reception Area Branding
- Waiting Area Branding
- Counselling & Placement Assistance Room Branding
- Classroom/ Lab Branding
- Catchment Area Promotional Branding Stickers
- Social Media Promotion

Training Partners (TPs) may undertake innovative approaches for the further promotion of the Scheme. But the same shall be informed to NSDC prior roll out/implementation.

Open files of elements available on PMKVY official website (www.pmkvyofficial.org.)

NSDC has the right to modify these guidelines at any given point of time. Revised versions shall be available on the PMKVY official website. For more information or assistance, email pmkvy@nsdcindia.org.
Outdoor signs have phenomenal recall value. Therefore it is extremely important that these signs be standardised across India.

2.1 Drop Down Banner (Mandatory)

**Specifications**

**Position:** Front Façade of TC (@ Main Entrance)
**Size:** 5ftx20ft
**Material:** Star Flex with Digital Printing
**Customisation Required:** None
**Language:** Region Specific

TCs may install more than one of this banners at the exterior of TCs.

(Option 1)

“If we have to promote the development of our country then our mission has to be Skill Development and Skilled India”

— Narendra Modi
Honourable Prime Minister

(Option 2)

“If we have to promote the development of our country then our mission has to be Skill Development and Skilled India”

— Narendra Modi
Honourable Prime Minister
2.2 Exterior Signage (Back Lit) (Mandatory)

Pradhan Mantri Kaushal Vikas Yojana Centre

Specifications

**Position:** Front Façade of TC (@ Main Entrance)
**Size:** 8ft x 4ft
**Material:** Star Flex (Pasted on Iron Frame) & Back Lit (Good Quality Tubes)
**Customisation Required:** None
**Language:** Region Specific

TCs may install more than one of this signage at the exterior of TCs.
2.3 Wall Painting (Encouraged)

Pradhan Mantri Kaushal Vikas Yojana Centre

To find a PMKVY Centre near you, call 088000-55555

Specifications

Position: In Front/Around TC and Catchment Area
Size: Depending on Wall
Material: Paint
Color Specifications: House Color (C=0, M=40, Y=100, K=0)
Wall Color (C=0, M=5, Y=10, K=0)
Customisation Required: None
Language: Region Specific

TCs may paint this template on as many walls so long as they are permitted to do so.
Reception Area Branding

The reception area is the first touch point of the centre. The right elements would help create a positive brand recall for the visitors.

3.1 Main Signage Behind Reception Table (Mandatory)

Specifications
Position: Behind Reception Desk
Size: Depending on Wall
Material: Digital Print on 5mm Sun Board
Customisation Required: None
Language: Region Specific

TCs to install one signage behind the reception desk.
3.2 Sachin Tent Card on Reception Table (Mandatory)

Specifications

Position: On Reception Desk
Size: 7inx9in
Material: Digital Printing on Imported Art Paper (300 GSM) with inside spine for standing
Customisation Required: None
Language: Region Specific

TCs to install one signage behind the reception desk.
### Placement Opportunities

**Specifications**

- **Position:** On walls in the waiting area
- **Size:** 17inx22in
- **Material:** Digital Printing on Imported Art Paper (300 GSM)
- **Customisation Required:** Placement Partners/Companies where candidates have been placed
- **Language:** Region Specific
3.4 Course Marketing Leaflet (Mandatory)

About PMKVY
Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE). The objective of this Skill Certification scheme is to enable a large number of Indian youth to take up industry-relevant skill training which will help them in accessing a better livelihood. Individuals with prior learning experience or skills will also be assessed and certified under the provision of Prior Learning (PL).

Training and Assessment costs are completely paid by the Government.

To join PMKVY, visit www.pmkvofficial.org or call 0860000-353555

<table>
<thead>
<tr>
<th>S.no.</th>
<th>List of Courses</th>
<th>Duration of Course</th>
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Contact Information

Name: 
Address: 
Phone: 
E-Mail:

Specifications

Position: As Per Requirement
Size: 10cmx14cm
Material: Imported Art Paper (130 GSM)
Customisation Required: Addition of list of courses, duration of courses, TP Logo and Contact Information
Language: Region Specific
Adjacent to the reception area is the waiting area. The waiting area is ideal as it provides a comfortable demarcated space for candidates to wait before the counsellor attends to them. All collateral at the waiting area should be clearly visible to visitors, placed either at the eye level or a little above.

4.1 Poster 1 – Scheme Info & Process (Mandatory)

**Pradhan Mantri Kaushal Vikas Yojana**

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE). The objective of this Skill Certification scheme is to enable a large number of Indian youth to take up industry-relevant skill training which will help them in securing a better livelihood. Individuals with prior learning experience or skills will also be assessed and certified under Recognition of Prior Learning (RPL).

**PMKVY Process**

- Assessment (Pre-assessment audit)
- Training (industry-relevant training)
- Certification (ONLINE examination)
- Placement Assistance (Job placement source)

Training and Assessment fees are completely paid by the Government.

Visit www.pmkvynational.org or call 09999040436 to join PMKVY or participate in a Kaushal Mela conducted in your constituency.

**Specifications**

- **Position:** On walls in the waiting area
- **Size:** 17inx22in
- **Material:** Digital Printing on Imported Art Paper (300 GSM)
- **Customisation Required:** None
- **Language:** Region Specific
4.2 Poster 2 – Honourable Prime Minister Quote (Mandatory)

“Let’s make India the Skill Capital of the World”
-Narendra Modi
Honourable Prime Minister

To join Skill India, visit www.pmkvyofficial.org or call 088000-55555

Be a part of the Skill India Mission on

Specifications

Position: On walls in the waiting area
Size: 17inx22in
Material: Digital Printing on Imported Art Paper (300 GSM)
Customisation Required: None
Language: Region Specific
4.3 Poster 3 – Local Hero Testimonial (Mandatory)

**Template**

*Enter Local Hero Story*

To join Skill India or for more information call 088000-55555
or visit www.pmkvynational.org | www.facebook.com/PMKVYofficial

**Sample**

“हमारी जोड़ी शिक्षा रीति नीति के साथ
हुए सीखा एक
उसके फायदे हुए अबेक”

*Local Hero Name*

To join Skill India or for more information call 088000-55555
or visit www.pmkvynational.org | www.facebook.com/PMKVYofficial

**Specifications**

**Position:** On walls in the waiting area

**Size:** 22inx17in

**Material:** Digital Printing on Imported Art Paper 300 GSM

**Customisation Required:** Local hero to be a previous PMKVY candidate that is now gainfully employed or has setup his/her own business.

**Language:** Region Specific
4.4 Standee of Honourable Prime Minister (Mandatory)

**Specifications**

- **Position:** Around/Adjacent Waiting Area
- **Size:** 3ftx6ft
- **Material:** Star Flex
- **Customisation Required:** None
- **Language:** Region Specific

TC to place this standee around/adjacent Waiting Area

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“If we have to promote the development of our country then our mission has to be Skill Development and Skilled India”

– Narendra Modi
Honourable Prime Minister
Counselling & Placement Assistance Room Branding

The elements within the counselling & placement assistance room shall provide motivation and direction to the candidates.

5.1 Poster 1 – Scheme Info & Process (Mandatory)

Pradhan Mantri Kaushal Vikas Yojana

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE). The objective of this Skill Certification scheme is to enable a large number of Indian youth to take up industry-relevant skill training which will help them in securing a better livelihood. Individuals with prior learning experience or skills will also be assessed and certified under Recognition of Prior Learning (RPL).

PMKVY Process

Training and Assessment fees are completely paid by the Government.

Visit www.pmKVYofficial.org to call 086005-53350 to join PMKVY or participate in a Kaushal Mela conducted in your constituency.

Specifications

Position: On walls in the counselling & placement room
Size: 17inx22in
Material: Digital Printing on Imported Art Paper (300 GSM)
Customisation Required: None
Language: Region Specific
5.2 Poster 2 – Placement Opportunities (Mandatory)
(These logos are only for reference)

**SPECIFICATIONS**

**Position:** On walls in the waiting area

**Size:** 17in x 22in

**Material:** Digital Printing on Imported Art Paper (300 GSM)

**Customisation Required:** Sector Specific

**Language:** Region Specific
5.3 Government Certification (Mandatory)

Specifications

**Position:** As Per Requirement  
**Size:** 210mmx297mm  
**Material:** Digital Printing on Imported Art Paper (130 GSM)  
**Customisation Required:** As per PMKVY job role offered at TC  
**Language:** As per standard
Classroom Lab Branding

Elements within the classroom/laboratory shall work as teaching aids. They can be used by trainers for various classroom/laboratory activities. They can also work as a constant reminder for learners. The other elements in the classroom/laboratory shall inspire and motivate our young learners on.

6.1 Poster 1 - Job Role Specific Information (Mandatory)

**Specifications**

- **Position:** On walls in the classroom and labs
- **Size:** 17inx22ln
- **Material:** Digital Printing on Imported Art Paper (300 GSM)
- **Customisation Required:** Job Role specific content imparted in the classroom/lab
6.2 Poster 2 - Safety Instructions (Mandatory)

**Specifications**

- **Position:** On walls in the classroom and labs
- **Size:** 17in x 22in
- **Material:** Digital Printing on Imported Art Paper (300 GSM)
- **Customisation Required:** Job Role specific safety instructions
6.3 Poster 3 – Placement Opportunities (Mandatory)
(These logos are only for reference)

**Specifications**

**Position:** On walls in the classroom and labs
**Size:** 17inx22in
**Material:** Digital Printing on Imported Art Paper (300 GSM)
**Customisation Required:** Job role specific placement opportunities
**Language:** Region Specific
6.4 Poster 4 – Job Role Specif Local Hero Testimonial (Mandatory)

**Template**

Enter Local Hero Story

To join Skill India or for more information call 088000-555555
or visit www.pmkyofficial.org | www.facebook.com/PMKVYOfficial

**Sample**

“प्रोफेशनल डिस्पेंसर बनने के बाद मे आप जल्द तो एक अगर एक अपने जिंदगी विकास के पायलट के रूप मे काम करने की तैयारी करें।”

To join Skill India or for more information call 088000-555555 | Visit www.pmkyofficial.org | www.facebook.com/PMKVYOfficial

**Specifications**

**Position:** On walls in the classroom and labs
**Size:** 22inx17in
**Material:** Digital Printing on Imported Art Paper (300 GSM)
**Customisation Required:** Local hero to be a previous PMKVV candidate that is now gainfully employed or has setup his/her own business.
**Language:** Region Specific
To promote the scheme in the surrounding areas of your TC and draw potential candidates in, place these stickers across the town.

7.1 Poster 1 – Scheme Info & Process (Mandatory)

**Specifications**

- **Position:** On the Walls
- **Size:** 17inx22in
- **Material:** Digitally Printed Vinyl Sticker
- **Customisation Required:** None
- **Language:** Region Specific
7.2 Wall Painting (Encouraged)

Pradhan Mantri Kaushal Vikas Yojana Centre

To find a PMKVY Centre near you, call 088000-55555

Specifications

Position: In Front/Around TC and Catchment Area
Size: Depending on Wall
Material: Paint
Color Specifications: House Color (C=0, M=40, Y=100, K=0) Wall Color (C=0, M=5, Y=10, K=0)
Customisation Required: None
Language: Region Specific

TCs may paint this template on as many walls so long as they are permitted to do so.
7.3 Sachin Sticker (Encouraged)

To be a part of Skill India call 088000-55555 or visit www.pmkvyofficial.org

Specifications

Position: As Needed
Size: 6inx6in
Material: Digitally Printed Sticker
Paper/PVC
Customisation Required: None
Language: Region Specific
7.4 PMKVY Process Stickers (Encouraged)

For more information call 088000-55555 or visit www.pmkvyofficial.org
Training and Assessment fees are completely paid by the Government.

Specifications

Position: As Needed
Size: 5.5inx3in
Material: Digitally Printed Sticker
Paper/PVC
Customisation Required: None
Language: Region Specific
7.5 Course Marketing Leaflet (Encouraged)

About PMKVY
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Training and Assessment fees are completely paid by the Government.

To join PMKVY, visit www.pmkvy.gov.in
or call 088000-55555

Specifications
Position: As Per Requirement
Size: 10cmx14cm
Material: Imported Art Paper (130 GSM)
Customisation Required: Addition of list of courses, duration of courses, TP logo and contact information
Language: Region Specific
Social Media Promotion

All TPs shall document and share success stories of their candidates with NSDC and on various social media platforms.

Each TP is required to maintain a PMKVY dedicated Facebook page and use various other social media platforms (i.e. Twitter, Youtube) for sharing information on trainings, success stories, profiles of trainers and placement tie-ups.

TPs are encouraged to create video clippings of PMKVY success stories in various regional languages and promote the same on their various social media platforms.