

Marketing & Communication Guidelines for Pradhan Mantri Kaushal Vikas Yojana (PMKVY)

(as of 03/09/2015)

For Private Circulation only

IMPORTANT NOTICE

The following Guidelines for Marketing and Communication under PMKVY have been prepared to enable affiliated Training Partners to communicate and promote the scheme accurately and effectively.

These Guidelines supplement, and are to be read in conjunction with the PMKVY Process Manual available on the PMKVY website (www.pmkvyofficial.org).

All stakeholders are required to strictly abide by these guidelines. As per the Consequence Management Process, any deviation from the guidelines will result in action against the Training Partner, including his/her de-affiliation from the scheme.

NSDC has the right to modify the Marketing and Communication Guidelines at any given point of time. The updated version will be available on the PMKVY website.

For further clarification, contact priscilla.vincent@nsdcindia.org

1. Main Messaging of PMKVY Scheme
2. Branding of Training Centers
3. Material to Be Shown & Distributed to New Trainees
4. Kaushal Vikas Shivir (KVS) Branding & the Material to be Distributed to Attendees
5. Marketing Courses under PMKVY
6. Usage of MSDE, NSDC, Skill India and PMKVY Logos
7. Communication about NSDC
8. Marketing by Franchise Centers of Training Partners
9. Digital Mandates
10. Non-Compliance of Guidelines

1. Main Messaging of PMKVY Scheme

a. Monetary Reward Scheme (PMKVY IS NOT A FREE SCHEME!!!).

PMKVY is not to be construed as a free training scheme. It is a monetary reward scheme. Candidates are required to pay the training fee and assessment fee. To make the training affordable to a large number of youth, Training Partners may allow candidates to undertake the training on credit. The candidate will, however, be required to pay the assessment fee at the time of enrolment. Upon successful completion of training and assessment, candidates will be offered a Government certification and monetary reward. The reward will be disbursed directly to the candidate's bank account. If training is taken on credit, the candidate upon receiving the monetary reward will reimburse the Training Partner the training fee that is due.

b. Goal of GOI

By making skill development easily accessible and a priority, the Government of India is spending 1,500 crores to help Indian youth become more employable

c. Industry Aligned and Extensive Coverage of Sectors

Training, assessment and certification are according to industry recognised standards (NOSs and QPs).
Extensive coverage of sectors and job roles

1. Main Messaging of PMKVY Scheme

d. Greater Opportunities for Placement

With a skill certificate and skill card, the candidate will have greater placement opportunities. Training Partners provide placement support and counselling to candidates who successfully complete their training and assessment.

e. Inclusive

Special attention has been given to school drop outs, the Recognition of Prior Learning (RPL), Person with Disabilities (PWDs) and youth from the North East.

d. MPs and Mobilisation

Awareness and mobilisation occurs through Kaushal Vikas Shivirs (KVSs) involving local MPs. KVSs are organised by Training Partners.

2. Branding of Training Centers

The following slides 7 to 11 contain the revised PMKVY collateral for Training Centers.

Dos

1. The collateral will be available in 16 languages. Use the collateral in the language most spoken by candidates.
2. Place your Training Partner logo/Training Center address/the Courses offered in the space specified.

Don'ts

3. Do not change the design!
4. Do not change the colour!
5. Do not insert other images or text!

**Please follow the instructions in red carefully.
They specify where the collateral should be placed.**

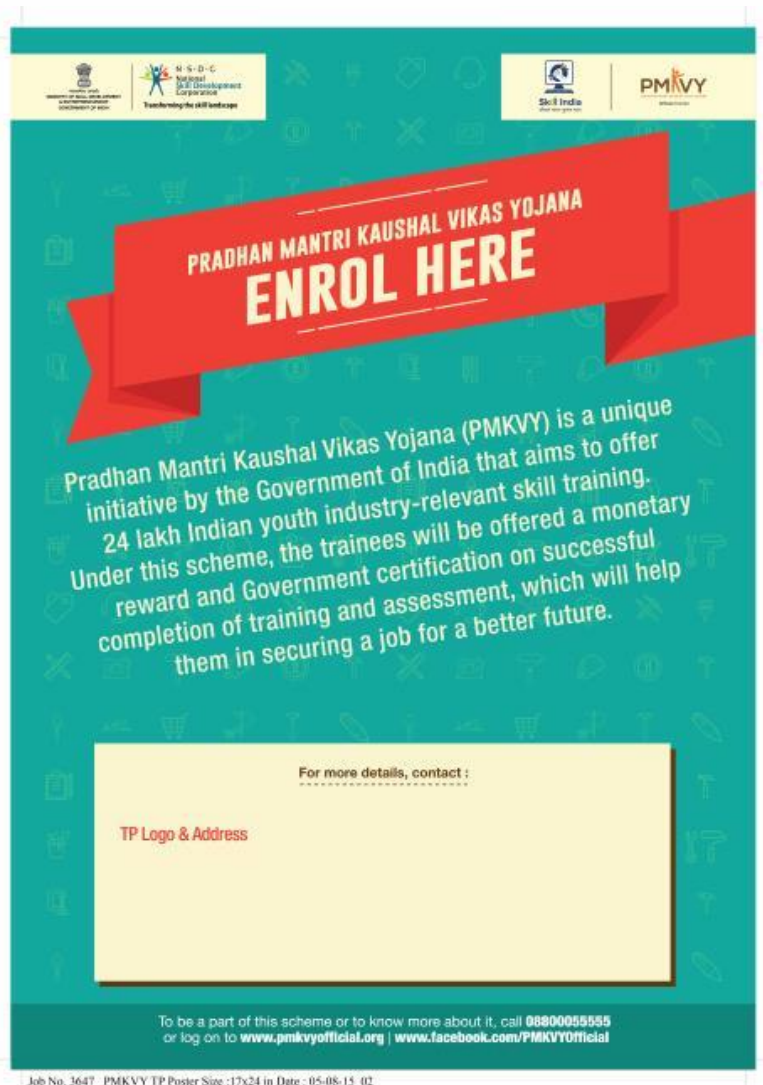
2.1 Signage

Instructions: To be displayed prominently at the entrance of the Training Center



Job No. 3647_PMKVY Signages Size :3:1 Date : 05-08-15

2.2 Poster 1



Instructions: To be displayed prominently at the entrance of the Training Center and inside the Counselling Room.

Job No. 3647_ PMKVY TP Poster Size :17x24 in Date : 05-08-15_02

2.3 Poster 2



N-S-D-C
National Skill Development Corporation
Transforming the skill landscape



PRADHAN MANTRI KAUSHAL VIKAS YOJANA
ENROL HERE

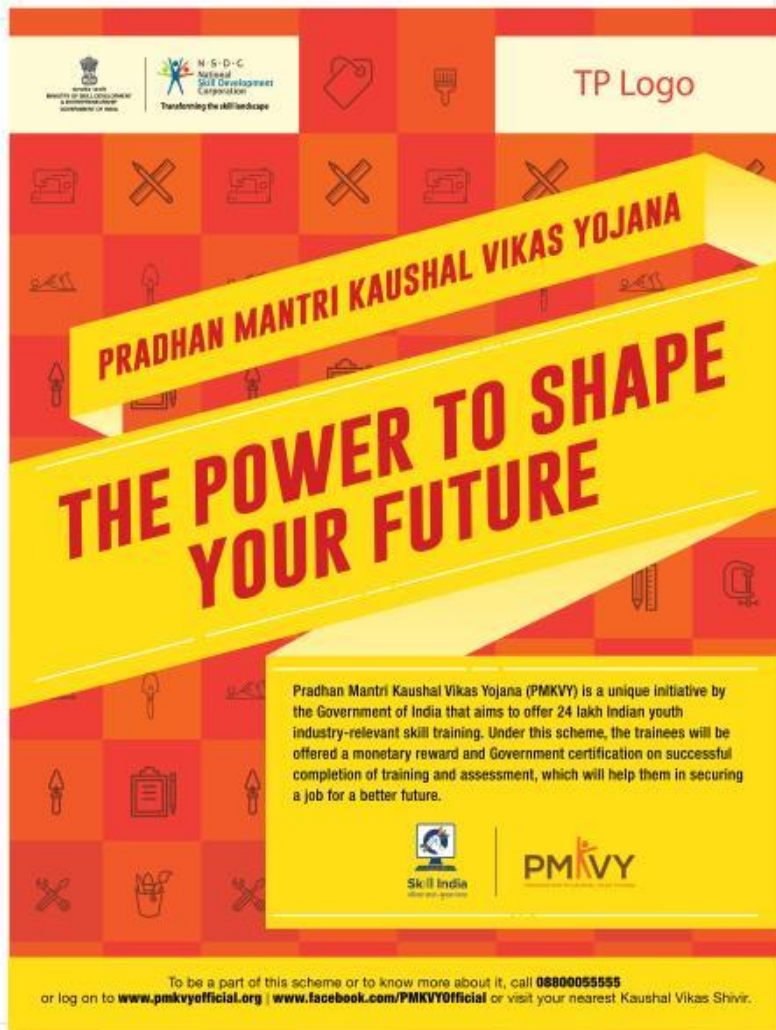
Courses Offered

IT/ITeS	Domestic Data Entry Operator
Electronics	Field Technician – Networking and Storage
Life Science	Medical Sales Representative
Retail	Sales Associate
Manufacturing	Fitter – Electrical and Electronic Assembly
Banking	Business Correspondent & Facilitator

To be a part of this scheme or to know more about it, call **08800055555**
or log on to www.pmkvyofficial.org | www.facebook.com/PMKVYOfficial

**Instructions: To be displayed prominently
at the entrance of the Training Center
and inside Counselling Room.**

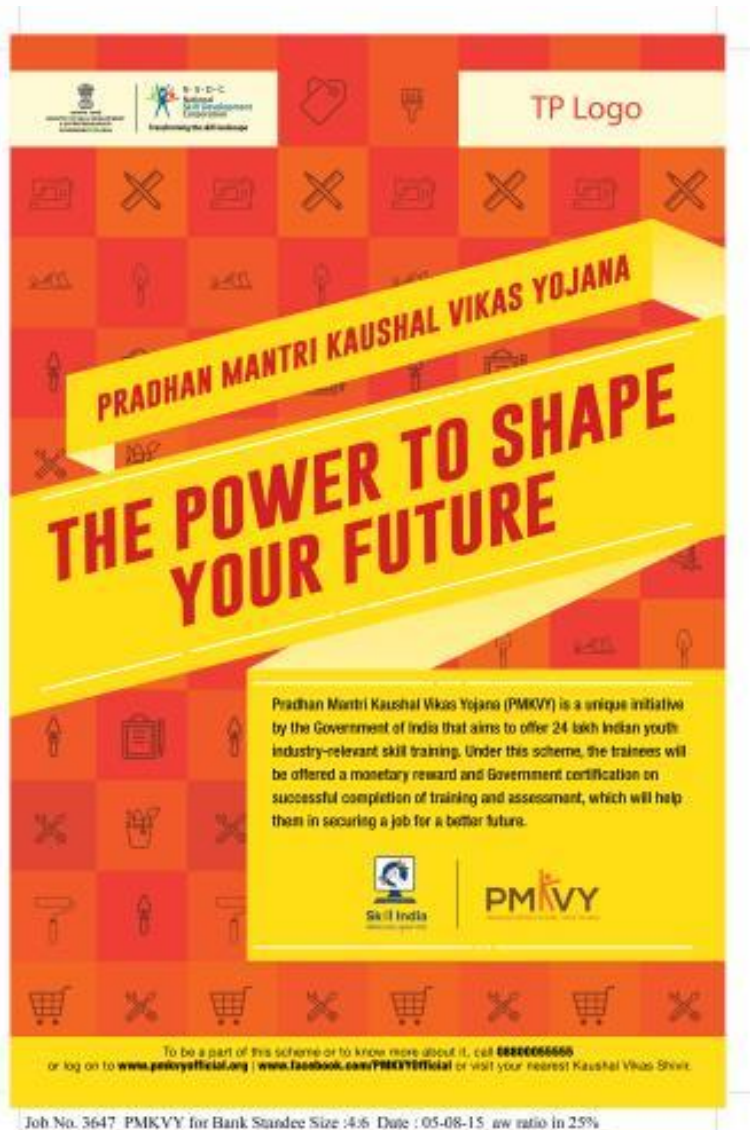
2.4 Poster 3



Instructions: To be displayed in each classroom and prominently around Training Center

Job No. 3647_PMKVY Poster for TP Size : 17x22 in Date : 05-08-15

2.5 Standee



Instructions: To be displayed prominently around Training Center

3. Material to Be Shown and Distributed to New Trainees

The PMKVY video and flyer is to be shown and distributed to all new trainees at the start of every batch.

Dos

1. The video and flyer will be available in 16 languages. Use the material in the language most spoken by candidates.

Don'ts

2. Do not edit the video!
3. Do not change the content of the flyer!

Please follow the instructions in **red** carefully.

3.1 Animation Video



Instructions: To be played at all PMKVY enrolment drives and at the start of every PMKVY batch.

3.2 Information Flyer

INFORMATION FOR INTERESTED CANDIDATES

PRADHAN MANTRI KAUSHAL VIKAS YOJANA

THE POWER TO SHAPE YOUR FUTURE

Skill training of 24 lakh youth along with Government certification and monetary reward

Skil India | **PMKVY**

STEP 1 Find a Training Center
To find a PMKVY affiliated training center
Visit/Call: www.pmkvyoficial.org 088000-55555

STEP 2 Get Enrolled
Enroll in a course of your choice based on your eligibility
Candidates are required to pay the training fee and the assessment fee

STEP 3 Learn a Skill
Get trained according to the National Occupational Standards (NOS) and Qualification Packs (QP) that have been formulated by Industry/Institution known as Sector Skills Councils (SSC).

STEP 4 Assessment and Certified
Towards the end of your course, you will be assessed by an approved assessment agency. If you pass the assessment and have a valid Aadhaar card, you will receive a Government certification and skill card.

STEP 5 Skills a Reward
You will receive a monetary reward if being certified. The reward will be disbursed directly to your bank account. The monetary reward varies and is wise and as per the job role.

Don't have an Aadhaar card, bank account or unable to pay the training fee upfront? Refer to FAQs below.

Frequently Asked Questions

Who is eligible to enrol for a course under PMKVY?

- The scheme is available to any person of India nationality. Some course have a minimum and maximum eligibility in terms of age, academic qualifications and work experience.
- To view the eligibility criteria of each course visit <http://pmkvyofficial.org/ExploreSectorSkillsCouncil.aspx>

Can I still enrol if I do not have an Aadhaar card?

- The Aadhaar number is used to ensure that candidates do not avail of the monetary reward more than once.
- A candidate without an Aadhaar card can get enrolled and trained by providing his/ her mobile number and other alternate IDs such as EPIC Selector's Photo Identity Card and PAN Permanent Account Number. The Training Partner will facilitate the enrolment of the candidate for Aadhaar.
- For the 6 non-UID States (Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram and Nagaland) alternate IDs will be validated to ensure the eligibility of a trainee for certification and the monetary reward.

What is the course duration?

- Course duration varies as per the job role. The average duration is 20 to 25 days. To know the specific duration of a course contact any Training Center offering the course.

Are there any charges/fees for the courses?

- A candidate will be required to pay the training fee and assessment fee. Fees will be specified by the Training Center.
- Training Partners may allow candidates to undertake the training without paying the training fee. The candidate will, however, be required to pay the nominal assessment fee at the time of enrolment.
- Upon successful completion of training and assessment, candidates will be offered a Government certification and monetary reward. The reward will be disbursed directly to the candidate's bank account.
- If training is taken on credit, the candidate, upon receiving the monetary reward will reimburse the Training Partner the training fee that is due.

Who is eligible to receive the monetary reward?

Any candidate of Indian nationality who:

- Undergoes a skill development course in an eligible sector by an affiliated Training Partner;
- Upon successful completion of training and assessment, receives a Government certification and;
- Is availing the monetary award for the first and only time during the operation of the scheme.

Is it necessary to have a bank account?

- It is necessary for a candidate to have a bank account to receive the monetary reward.
- Candidates may open the account themselves or seek the assistance of a Training Partner.

What is Recognition of Prior Learning (RPL)?

- Under PMKVY, individuals with prior experience or skills will be assessed. If they pass the assessment and have a valid Aadhaar card, they will receive a Government certification and skill card. They will also receive a monetary reward for being certified.

For More Information
Visit www.pmkvyoficial.org | Email pmkvy@nsdcindia.org
Call 088000-55555
<https://www.facebook.com/PMKVYOfficial>

Instructions:
To be distributed at all PMKVY enrolment drives and at the start of every PMKVY batch. Copies to be made available in counselling room as well as at the entrance of the center.

4. Kaushal Vikas Shivar Branding & Material to be Distributed to Attendees

The following slides 16 to 21 contain the revised PMKVY collateral for Kaushal Vikas Shivers.

Dos

1. The collateral will be available in 16 languages. Use the collateral in the language most spoken by the people in the surrounding area .
2. Place your Training Partner logo/Training Center address in the space specified.

Don'ts

3. Do not change the design!
4. Do not change the colour!
5. Do not insert other images or text!

**Please follow the instructions in red carefully.
They specify where the collateral should be placed.**

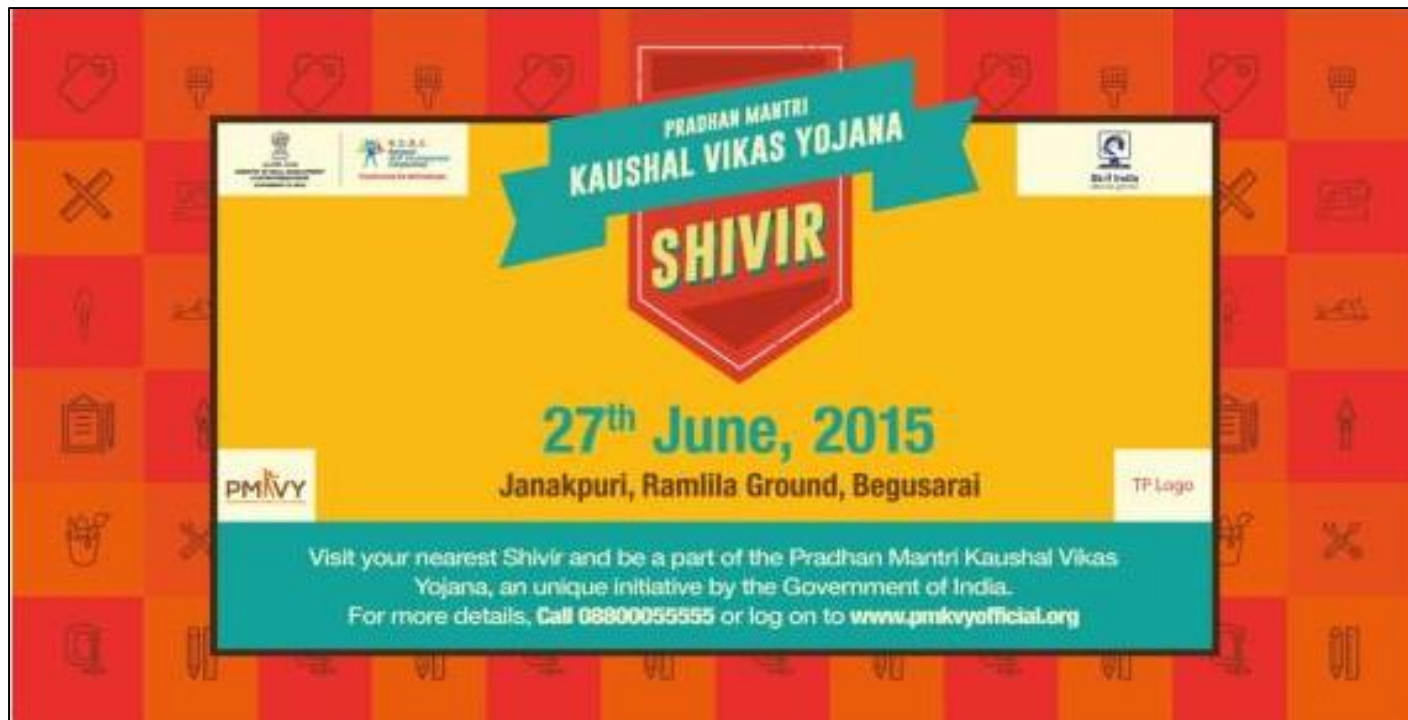
4.1 Backdrop

Instructions: To be displayed prominently as a backdrop to the main podium.

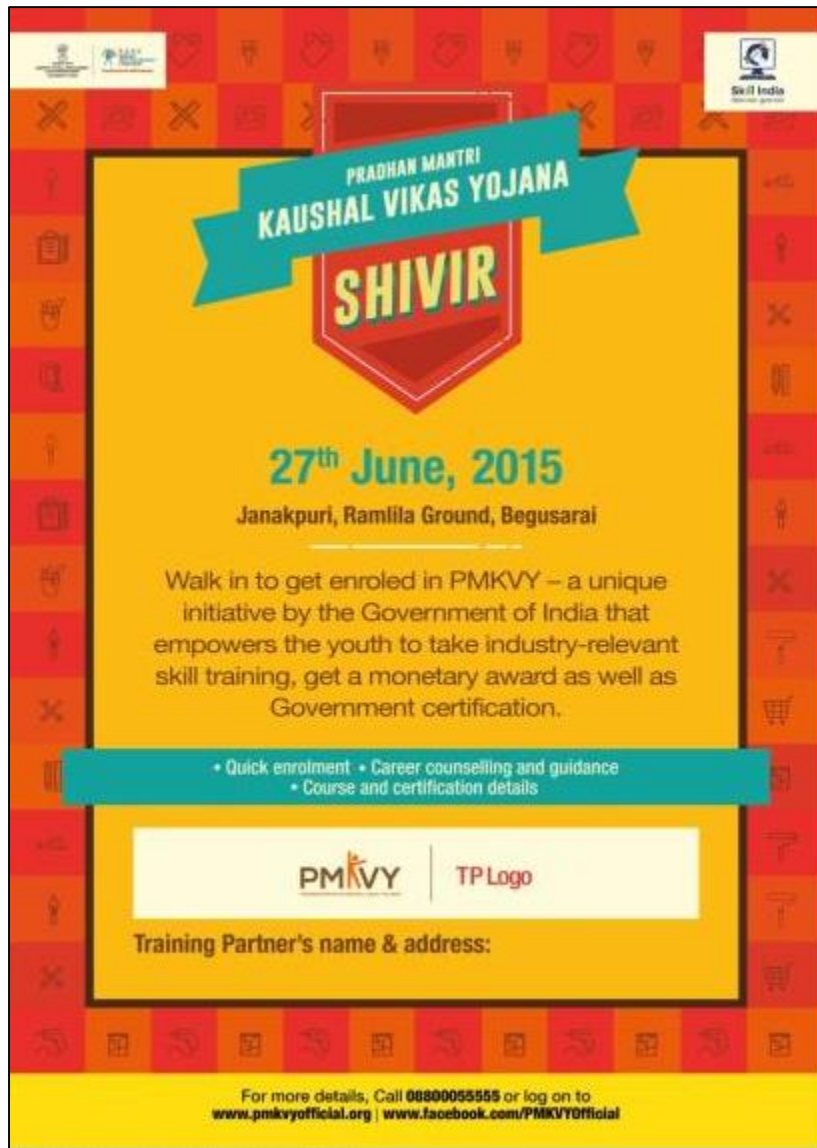


4.2 Banner

Instructions: To be displayed in locations near to the Shivar venue and across the town especially areas where local youth gather



4.3 Poster



Instructions: To be displayed prominently at the entrances of Shivir venue

4.4 Standee



Instructions: To be displayed at various locations across the Shivir venue

4.5 Flyer 1.

PRADHAN MANTRI KAUSHAL VIKAS YOJANA

THE POWER TO SHAPE YOUR FUTURE

Skill training to 24 lakh youth along with government certification and financial reward

PMKVY | **TP Logo**

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is a unique initiative by the Government of India that aims to offer 24 lakh Indian youth industry-relevant skill training. Under this scheme, the trainees will be offered a monetary reward and Government certification on successful completion of training and assessment, which will help them in securing a job for a better future.

To be a part of this scheme or to know more about it, Call **08800055555** or log on to **www.pmkvyofficial.org** | **www.facebook.com/PMKVYOfficial** or visit your nearest Kaushal Vikas Shivr.

TP Details & Address

Instructions:
To be distributed at the Shivr

4.6 Flyer 2.

INFORMATION FOR INTERESTED CANDIDATES

PRADHAN MANTRI KAUSHAL VIKAS YOJANA

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Visit/Call: www.pmkvyofindia.org 088000-55555

STEP 2 Get Enrolled
Enroll in a course of your choice based on your eligibility
Candidates are required to pay the training fee and the assessment fee

STEP 3 Learn a Skill
Get trained according to the National Occupational Standards (NOS) and Qualification Packs (QP) that have been formulated by industry-driven bodies known as Sector Skills Councils (SSCs)

STEP 4 Assess and Get Certified
Towards the end of your course, you will be assessed by an approved assessment agency. If you pass the assessment and have a valid Aadhaar card, you will receive a Government certification and skill card.

STEP 5 Receive a Reward
You will receive a monetary reward for being certified. The reward will be disbursed directly to your bank account. The monetary reward varies and is unique as per the job role.

Don't have an Aadhaar card, bank account or unable to pay the training fee upfront? Refer to FAQs below.

Frequently Asked Questions

Who is eligible to enrol for a course under PMKVY?

- The scheme is available to any person of Indian nationality. Some course have a minimum and maximum eligibility in terms of age, academic qualifications and work experience.
- To view the eligibility criteria of each course visit <http://pmkvyofficial.org/ExploreSectorSkillsCouncil.aspx>

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What is the course duration?

- Course duration varies as per the job role. The average duration is 20 to 25 days. To know the specific duration of a course contact any Training Center offering the course.

Are there any charges/fees for the courses?

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For More Information
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Call 088000-55555
<https://www.facebook.com/PMKVYOfficial>

Instructions:
To be distributed at Shivr
Do not change the content!

5. Marketing Courses under PMKVY

Be it the use of Posters, Email Marketing, Phone Marketing, Flyers or Newspaper Advertisements PMKVY Training Partners/Centers are to strictly adhere to the following:

1. The communication must only be about PMKVY courses.
2. The logos of MSDE, NSDC, Skill India are not to be used.
3. The logo of PMKVY can be used. It has to be in the format given.
4. The following information about the courses must be provided :
 - a. Name of the Job Role
 - b. Minimum eligibility criteria for the Job Role as mentioned in the Qualification Pack
 - c. Maximum eligibility criteria for the Job Role, if mentioned in the Qualification Pack
 - d. Number of days of training and fee for the program/course
 - e. Monetary reward eligible for the Job Role

5. Marketing of Courses under PMKVY

5. The communication should contain the call center number (088000-55555) and the PMKVY website link www.pmkvyofficial.org

6. PMKVY is not to be promoted as a Free Scheme!

7. PMKVY is not to be promoted as an Investment Scheme!

Communication such as *“Pay Rs 1,000, and make Rs 2,000 after 45 days”* is a misrepresentation of the Scheme.

8. PMKVY is not to be promoted as a Scholarship Scheme!

9. Training Partners/Centers are not permitted to provide/advertise any additional ‘monetary’ incentives (such as silver coins)!

6. Usage of MSDE, NSDC, Skill India and PMKVY Logos



1. Training Partners are not allowed to use the Government of India, MSDE, NSDC or Skill India logos in any communication, other than the communication templates made available by NSDC.
2. Training Partners which are affiliated under the PMKVY Scheme, are permitted to use the PMKVY Scheme logo in their marketing communication related to PMKVY only. The PMKVY logo has to be in the specified format.



3. Training Partners are permitted to use the logos of the Sector Skill Councils (SSCs) that they are affiliated to under the PMKVY Scheme. Before using the logo, the Training Partner must get a written approval from the SSC.

7. Communication about NSDC

1. Training Partners should not mention that NSDC is a Government of India undertaking in any of their communication.
2. NSDC is a Public Private Partnership (PPP) not-for-profit under the Ministry of Skill Development and Entrepreneurship (MSDE), with 49% equity held by the Government of India and remaining 51% by the private sector. NSDC registered under Section 25 of the Companies Act.

8. Marketing by Franchise Centers of Training Partners

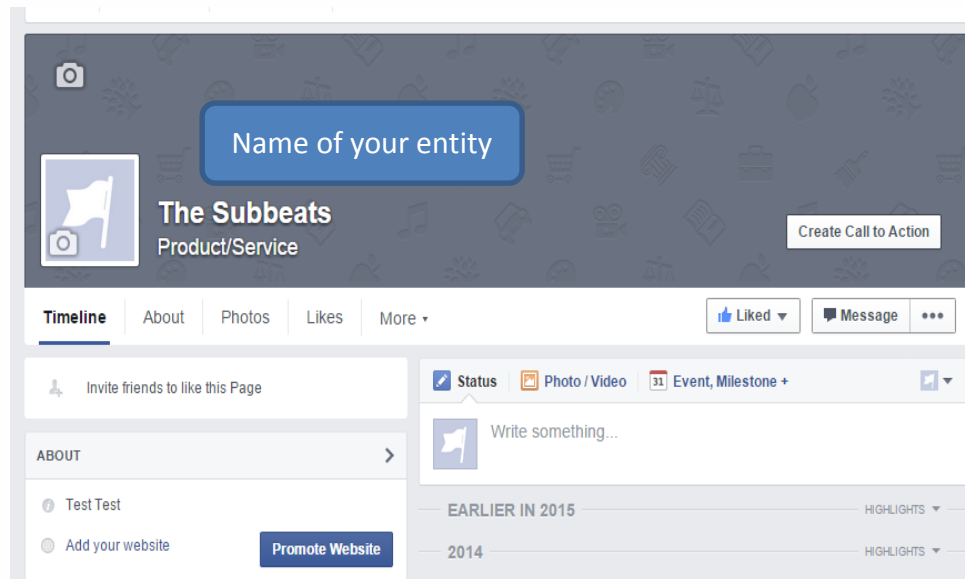
1. In all their communications, franchise centers should contain the name and logo of the Training Partner to whom they are affiliated.
2. All franchise centers should prominently have the branding of the affiliated Training Partner that they have partnered with under PMKVY.
3. Franchise centers are to strictly adhere to all the guidelines in this document. It is the responsibility of the affiliated Training Partner to ensure the same.

9. Digital Mandates

1. Creation of TP Facebook Page

All TPs are required have a Facebook page.

The name of the page should be the same as the Training Partner's and should not mention PMKVY.



9. Digital Mandates

2. Management of Content on Training Partner Page

2.1. Moderation of Posts Made by Training Partner

When promoting PMKVY **DO NOT** mention that it is a free scheme.

Whenever there is an event (i.e. KVS, Enrolment, Assessment, Certification of Candidates) upload pictures on your Facebook page as an **album**. Training Partners are to share good resolution pictures so they can be used for further promotion. See the next slide for information on how to make a album on Facebook.

In the album's description mention Event Name (i.e. KVS, Enrolment, Assessment, Certification), Training Partner Name, Location of Center (District & State), Name and Designation of the Honourable Person attending the event or Assessment Agency conducting the Assessment.

Tag the PMKVY Official Facebook page (<https://www.facebook.com/PMKVYOfficial>). And then share the link with us via inbox message.

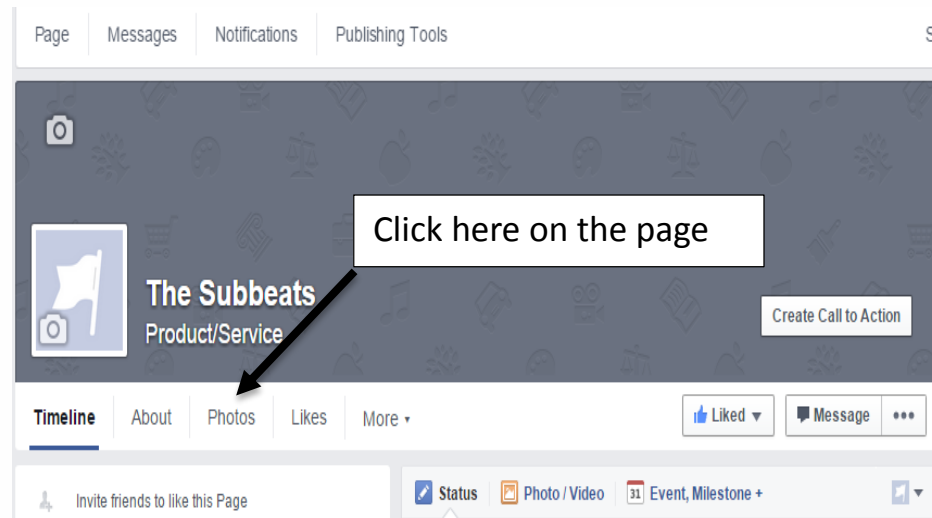
Only images shared by Training Partners from their official Facebook page and in the specified format will be shared on PMKVY Official Facebook page.

The images shared will also be collated for monitoring purposes.

9. Digital Mandates

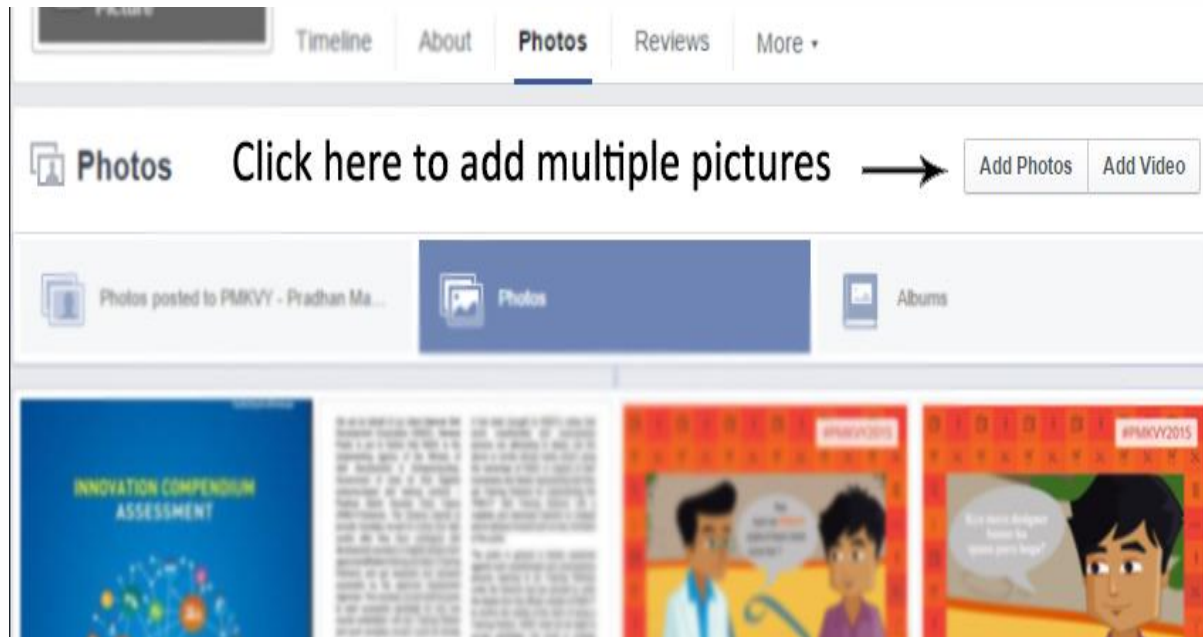
Step By Step Guide to Creating an Album on Facebook

Step 1: Click 'Photos' section on **your** page



9. Digital Mandates

Step 2 : Click on 'Add Photos' and select pictures.



9. Digital Mandates

Step 3 : Write the album name and description (tag PMKVY in the description)

Don't forget to mention in the description Event Name (i.e. KVS, Enrolment, Assessment, Certification), Training Partner Name, Location of Center (District & State), Name and Designation of the Honourable Person attending the event or Assessment Agency conducting the Assessment.

Step 4: Click “Post” to share the album

Step 5: Share the album link with the PMKVY Official Facebook page via inbox message



9. Digital Mandates

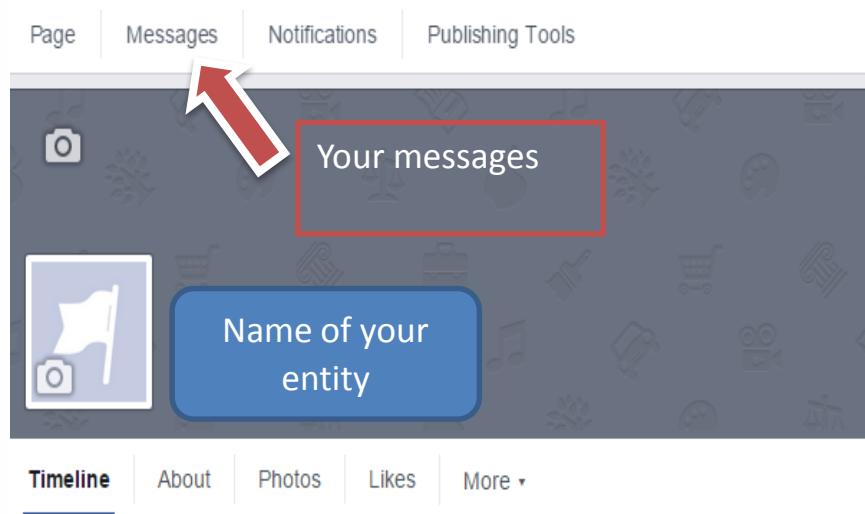
2.2. Moderation of User Activity

Training Partners are to carefully review the content and messages that have been shared by users on their respective Facebook pages. These include text and uploaded files such as videos, images and documents.

The designated moderator of the Training Partner should scan regularly all posts, uploads and comments made by users to be sure that they do not contain spam or negative comments about PMKVY. Training Partners are to delete posts, uploads and comments promoting other schemes, brands, offers and pages which are not related to PMKVY or inciting hatred.

If there are negative comments and queries about PMKVY, Training Partners are to re-direct users to the online Grievance Redressal Portal (<http://pmkvy-grievance.pmkvyofficial.org/>).

9. Digital Mandates



3. General Information and Queries Received about PMKVY

Training Partners are to redirect users to the PMKVY official website <http://www.pmkvyofficial.org/>.

And if further assistance is required, Training Partners are to inform users to email PMKVY PMU at pmkv@nsdcindia.org

Launch of Pradhan Mantri Kaushal Vikas Yojna Program by Mr. B Y Raghavendra (MLA) at Shikaripura with Training Partner @JobSkillsSolutions



Vahid Hussain added 3 new photos.

Mr. B Y Raghavendra (MLA) Launches NSDC - PMKVY - Pradhan Mantri Kaushal Vikas Yojna Program at Shikaripura on 16th August 2015 - Training Partner JobSkills Solutions Pvt Ltd



10. Non-Compliance of Guidelines

Affiliated Training Partners are responsible for all the actions of their Training Centers/Franchise Centers.

Any violation or non-compliance to the above guidelines by the Training Centers/Franchise Centers of an Affiliated Training Partner, will lead to strict action against the Training Partner. This includes the de-affiliation/blacklisting of the Training Partner from participating in the PMKVY Scheme and possible legal action by NSDC/SSC.