

Marketing and Communication Guidelines

For

Pradhan Mantri Kaushal Vikas Yojana



Note:

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 Scheme website <http://www.pmkvyofficial.org>

The following Guidelines for Marketing and Communication related to PMKVY Scheme have been prepared to enable stakeholders such as affiliated Training Partners to plan and implement their marketing communication through any mode (posters, email marketing, phone marketing). These Guidelines supplement, and are to be read in conjunction with PMKVY Process Manual and the PMKVY Implementation Guidelines available on PMKVY website. All stakeholders are requested to strictly abide by these guidelines. Any deviation will be taken seriously.

(I) Messaging of PMKVY Scheme

1. Training Partners should use the following messages for mobilizing students under the PMKVY Scheme:
 - a) PMKVY Scheme is a flagship scheme of the Ministry of Skill Development and Entrepreneurship (MSDE), implemented by National Skill Development Corporation (NSDC).
 - b) The scheme aims to motivate the youth in Indian to obtain a new skill and improve their livelihood.
 - c) The scheme also aims to certify the skills of people who have prior skill or experience in a particular trade or sector.
 - d) Select Course from courses across multiple sectors uploaded on the scheme website.
 - e) Job-ready training can be availed at nearby training centers
 - f) Course duration of minimum 30 days including classroom and/or on-the-job training.
 - g) Upon course completion, assessments are conducted by an independent agency.
 - h) After successful assessment, candidates will be given industry recognized certificates
 - i) Average Monetary Reward from Rs. 5000 to Rs. 12,500 (fresh training) and Rs. 2,000 to Rs. 2,500 (Recognition of Prior Learning) for certified candidates can be used to pay Training Partners towards the cost of training
2. The communication should contain the call center number (088000-55555) along with the PMKVY Scheme website link i.e. <http://www.pmkvyofficial.org>
3. The following type of communication through any mode (posters, email marketing, phone marketing) to mobilize students under PMKVY Scheme will be considered as misrepresentation of the PMKVY Scheme and is **strictly not permitted** by any Training Partners/Centers:
 - a) PMKVY Scheme should not be promoted as an Investment Scheme to mobilize students.
Communications such as *“Pay Rs. 1,000, and make Rs. 2,000 after 45 days”* is misrepresentation of the Scheme
 - b) PMKVY Scheme is not a Scholarship Scheme
 - c) Training Partners are not permitted to provide/advertise any additional ‘monetary’ incentives (such as silver coins) in order to mobilize students
 - d) Subcontracting training responsibilities to other training centers

Please see Annexure for sample marketing communications that are prohibited

(II) Marketing Communication of specific Courses under PMKVY Scheme

1. For marketing specific courses under the PMKVY Scheme at Training Centers, the communication should mandatorily cover the following:
 - 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

(III) Usage of Logos

1. Training Partners are not allowed to use the Government of India, MSDE or NSDC logo in any communication, other than the communication templates made available by NSDC.
2. Training partners who are not affiliated with NSDC directly are not allowed to use the NSDC logo in any of their communication, other than the communication templates made available by NSDC.
3. Training Partners, which are affiliated under the PMKVY Scheme, are permitted to use the PMKVY Scheme logo in their marketing communication related to the PMKVY Scheme.
4. Training Partners are permitted to only use the logos of the SSC(s) that they are affiliated to under the PMKVY Scheme. The Training Partner must get the written communication validated from the Sector Skill Council before using the SSCs logo.

(IV) Marketing at Franchise Centers of Training Partners

1. Franchise centers should necessarily contain the name and logo of the Training Partner to whom they are affiliated in their communications.

2. All Franchise centers should prominently have the branding of the affiliated Training Partner that they have partnered with for the PMKVY Scheme.
3. All the guidelines in this document are to be strictly adhered to by Franchise Centers. It is the responsibility of the affiliated Training Partner to ensure the same.

(V) Communication about National Skill Development Corporation (NSDC)

1. Training Partners should not mention that NSDC is 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, 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.

(VI) Non-Compliance to Guidelines

1. Affiliated Training Partners are responsible for all actions of their Franchise Centers.
2. Any violation or non-compliance to the above guidelines by the Centers of the Affiliated Training Partners or at their Franchise Centers, will lead to strict action against the Training Partner, with potential case of de-affiliation/blacklisting from participating in the PMKVY Scheme and possible legal action by NSDC/SSC.

Following collaterals that can be used will be shared with the training partners and will be uploaded on the scheme website

- Flyer
- Brochure
- Banner to be placed outside the center
- Poster to be placed inside the center
- Radio ads that can be used for local radio broadcasting
- Newspaper ads for mobilization of candidates
- Social Media etiquette

पीपल्स तहसील में एक मात्र भारत सरकार द्वारा मान्यता प्राप्त प्रशिक्षण केन्द्र

जिसमें भारत सरकार व वित्त मंत्रालय का स्कॉलरशिप आधारित कौशल विकास प्रशिक्षण कार्यक्रम का आयोजन किया जा रहा है।
प्रशिक्षण का नाम :- रिटेल सेल्स असोसिएट

अवधि :- 200 घंटे परीक्षा शुल्क :- 1000 रुपए

योग्यता :- 10 वीं पास व उम्र 16 से 35 वर्ष तक

आवश्यक दस्तावेज :- 6 फोटो व आधार कार्ड व दसवीं की अंकतालिका की जेरोक्स स्कॉलरशिप का भुगतान भारत सरकार की स्टार योजना के अन्तर्गत सीधे ही छात्रों के खाते में जमा होंगे।
परीक्षा में पास होने के बाद छात्र के बैंक खाते में 1500 रुपए छात्रवृत्ति के रूप में व चांदी का सिक्का दिया जाएगा।

अंतिम तिथि 15 मार्च 2018

पढाई भी,
कमाई भी,
प्रमाण पत्र भी

नोजगान/ प्लेनमेंट में भारत व भारत के वाहन भी वैध प्रमाण पत्र

MINISTRY OF FINANCE

RASCI
Retailers Association's
Skill Council of India

N · S · D · C
National
Skill Development
Corporation

Promotion as an Investment Scheme

Offer of Silver Coin

Use of Government of India and NSDC logos when no direct affiliation