



सत्यमेव जयते
 MINISTRY OF SKILL DEVELOPMENT
 & ENTREPRENEURSHIP
 GOVERNMENT OF INDIA



N.S.D.C.
 National
 Skill Development
 Corporation

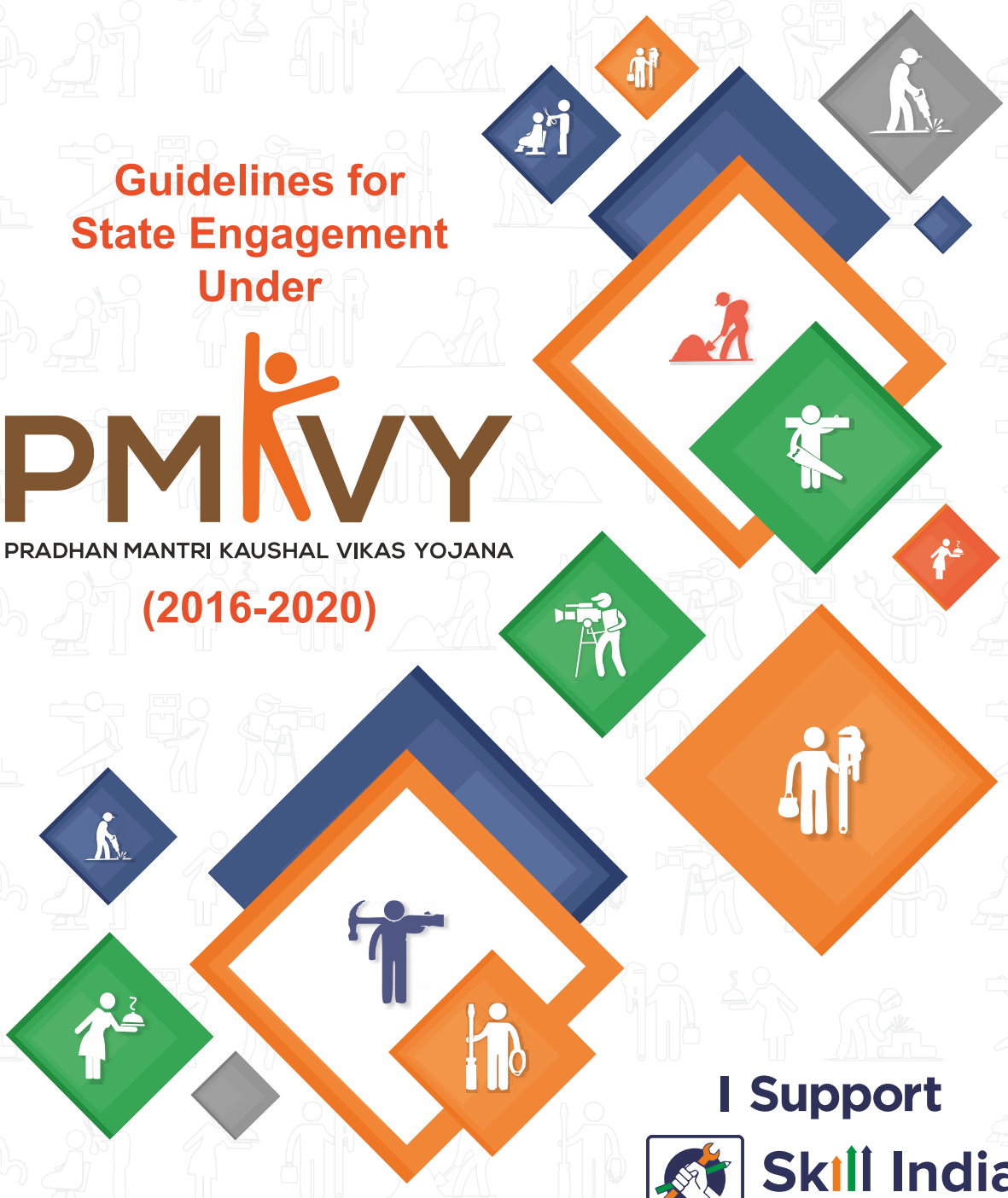
Transforming the skill landscape

**Guidelines for
 State Engagement
 Under**

PMKVY

PRADHAN MANTRI KAUSHAL VIKAS YOJANA

(2016-2020)



I Support



Skill India

कौशल भारत - कुशल भारत



Shri Narendra Modi
Honorable Prime Minister

“ Let's make
India the Skill Capital
of the World ”

Shri Rajiv Pratap Rudy

Honorable Union Minister of
State (Independent Charge),
Skill Development and
Entrepreneurship



We are a youthful nation.
Our youth are our strength.
The world and India need
a skilled workforce.



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A Background & Objectives



Background & Objectives



1. India is one of the youngest nations in the world with more than 62% of its population in the working age group (15 – 59 years), and around 54%, below 25 years of age. To take advantage of this demographic dividend, India needs to equip its workforce with employable skills and knowledge so that they can contribute to the economic growth of the country. For the Indian economy to grow at 8% to 9%, the major quantum of growth shall have to come from secondary and tertiary sectors, thereby creating an urgent need for skilled manpower in these sectors. 22% of Indians are still below the poverty line and the Government's skill development policies are focused on increasing the incomes of these sections of society and bringing about inclusive growth. Also skilling of those in the education system is becoming important as the industry finds these graduates highly unemployable.
2. To address these challenges, Government has set up an ambitious target to train including up-skilling/re-skilling 400 million people by 2022. 18 ministries of Government of India are engaged in various targeted skill development and employment generation programs. National Skill Development Policy (NSDP) was first launched in 2009 and with the establishment of the new Ministry of Skill Development and Entrepreneurship (MSDE) a revised NSDP was launched in 2015. NSDP 2015 aims to meet the challenges of skilling at scale, speed and to standards (quality).
3. MSDE has developed an umbrella framework for all skilling activities and aligned them to common standards. MSDE has set-up institutions and agencies to focus on different areas and activities. It currently operates through three agencies
 - a. **National Skill Development Authority (NSDA)**: NSDA is tasked with the
 - i. Implementation of the National Skills Qualification Framework (NSQF)

- ii. Strengthening State Skill Development Missions (SSDMs)
 - b. **National Skill Development Corporation (NSDC)**: NSDC is tasked with the
 - i. Implementation of the MSDE skill development programs like Pradhan Mantri Kaushal Vikas Yojana (PMKVY 2016-2020), Pradhan Mantri Kaushal Vikas Kendra (PMKK)
 - ii. Funding private sector skilling companies to establish Skill Development Centres (SDCs) on soft loan terms and conditions
 - iii. Establishment and Monitoring of Sector Skill Councils (SSCs), which are industry enabled bodies driving skill development in their respective sectors
 - c. **Directorate General of Training (DGT)**: DGT is tasked with the establishment and monitoring of long term vocational training institutions called Industrial Training Institutes (ITIs) and promoting apprenticeships.
- 4. At the State level, SSDMs are implementing state government and central government initiated skilling interventions for various targeted groups.
- 5. The Union Cabinet approved India's largest Skill Certification Scheme, PMKVY, on 20 March, 2015. The scheme was subsequently launched on 15 July 2015, on the occasion of World Youth Skills Day by Honourable Prime Minister, Shri Narendra Modi. PMKVY is implemented by NSDC under the guidance of the MSDE. 17.95 lakh people completed fresh trainings and 1.8 lakh people were up-skilled as part of RPL trainings in PMKVY-1. Owing to its successful first year implementation, the Union Cabinet has approved the Scheme for another four years (2016 – 2020) to impart skilling to 10 million youth of the country. Pradhan Mantri Kaushal Vikas Yojana (2016 - 2020) called as PMKVY 2.0 is a modified and improved version of PMKVY-1. It is now the flagship outcome-based Skill Training Scheme of the MSDE.
- 6. One of the objectives of MSDE is the engagement and capacity building of States for partnering with the Ministry in its skill development initiatives. This is critical as.
 - a. The implementation of the schemes happens in the States and the involvement of the States in scheme implementation support and monitoring is expected to significantly improve the effectiveness and efficiencies of these initiatives

- b. 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 cater to the local demand and aspirations
 - c. It would increase the capacity and capability of the existing nationwide skill development system thus supporting equitable access for all
 - d. It will support the training and capacity building initiatives for state specific *traditional¹* skills
- 7. With this view of involvement of states in skill development initiatives, MSDE is carrying out the following steps:
 - a. NSDC is setting up 12 regional offices that shall work closely with State SSDMs
 - b. The PMKVY 2.0 Scheme shall be implemented by the Centre along with the States. It shall have two components
 - i. **Centrally Sponsored Centrally Managed (CSCM):** 75% of the PMKVY 2.0 funds shall be available to MSDE for skilling through National Skill Development Corporation (NSDC)
 - ii. **Centrally Sponsored State Managed (CSSM):** 25% of the funds of PMKVY 2.0 shall be allocated to the States
- 8. The allocation of skilling targets and funds amongst the states under PMKVY 2.0 has been done on the basis of the following parameters
 - a. State Population in the age group (15 to 35 years)
 - b. Human Development Index (HDI) of the State
 - c. Unemployment Percentage of the State
 - d. State wise Skill Gaps identified through NSDC studies

The State level targets have been approved as at **Annexure-1**, but targets over the next 3 years shall be revised based on the State's performance. Certain states referred as 'Special Areas' have been allotted additional targets.

¹Traditional Skills focused on arts and crafts

9. To support the implementation of training under the CSSM component, MSDE has come forward with this “Guidelines for State Engagement under PMKVY 2.0” document. These guidelines provide a framework for the state government’s role & processes in PMKVY 2.0, the funding support and the scheme’s implementation & monitoring mechanisms. They need to be read in conjunction with the PMKVY 2.0 scheme guidelines. This guideline document shall be referred to by the stakeholders like State Governments (SSDMs), training providers (TPs) etc. to effectively collaborate, create a network of PMKVY 2.0 centres and achieve the skilling targets under the CSSM component across states.
10. This is version-1 of the guideline document for state engagement. As project proposals are received from the states/UTs, the learnings shall help MSDE bring subsequent versions lateron.

B

Centrally Sponsored Centrally Managed

(CSCM) Component – Role of State Government



Centrally Sponsored Centrally Managed

B

(CSCM) Component – Role of State Government

11. As mentioned earlier under Section 7 (b) i, 75% of the PMKVY 2.0 financial targets and corresponding physical targets shall be centrally sponsored and centrally managed by MSDE through NSDC. The guidelines for the same shall be as per the PMKVY 2.0 guidelines.
12. There are 1443 job roles specified by SSCs, of which 221 have been included in the list of job roles to be done through CSCM component of PMKVY 2.0.
13. The role of the State SSDMs in the CSCM component shall be as below:
 - a. Trainee Mobilization & Counselling: The State SSDMs shall provide the following support:
 - i. Administrative Support in the conduct of Kaushal Melas by Training Providers, appointed by NSDC. The objective of Kaushal Mela is to
 - Spread awareness about PMKVY 2.0 to the community at large
 - Identify suitable beneficiaries in accordance with the scheme guidelines
 - Counsel the identified candidates and enrol them under the courses best matched with their aptitude and interests
 - Dovetail PMKVY 2.0 with other national missions, such as Jan Dhan, to facilitate universal financial inclusion and other flagship programs for Entrepreneurship, Startup India etc.

Kaushal Melas should be conducted in coordination with State/Local representatives at least once every six months, in accordance with the procedures laid down in PMKVY 2.0 Guidelines. Training Providers to ensure that mobilization efforts are visible on print, outdoor and digital media platforms in accordance with the PMKVY & Skill India branding guidelines

- ii. Provision of youth database including school dropouts in the districts to Training Providers for targeting
 - iii. Support the Communications and Awareness campaigns of the PMKVY 2.0 Scheme
- b. Employer Engagement: The State SSDMs shall provide the following support to
- i. Create and make available a dynamic database of employers and their requirements for skilled manpower in the State in the sectors where skilling is being conducted in the state under PMKVY 2.0
 - ii. Create Awareness amongst State level industries and employers about PMKVY 2.0 Scheme
 - iii. Engage with employers and TPs and enlist their participation in Job Melas
- c. Scheme Progress Monitoring: Rigorous continuous monitoring systems linked to a consequence monitoring framework shall be framed by states to ensure adherence of training under PMKVY 2.0 to quality standards and guidelines of the scheme. NSDC will provide complete visibility of PMKVY trainings being conducted across the State to the concerned SSDMs. It is suggested that respective SSDMs should create effective monitoring mechanisms at State and district levels to oversee the training activities.
- i. State-level Skill Monitoring Committee (SSMC): The SSMC shall be constituted to take decisions on the non-compliance and non-performance related issues of Training Providers and Centres. The committee shall be composed of the following members as shown in the following table:

Table 1: SSMC Team Composition

Chairman	Secretary (concerned line department to which SSDM is attached)
Convenor	Mission Director / CEO – SSDM
Member 1	Director / General Manager/Any senior officer – SSDM
Member 2	Chief Finance Officer – SSDM
Member 3	NSDC nominee
Member 4	Any other member invited nominated by the committee

- ii. District Skill Monitoring Committee (DSMC): The DSMC shall be constituted to oversee monitoring at the district level to ensure quality of training infrastructure, trainers, curriculum & content, training delivery and placement for candidates. The committee shall be composed of the following members as shown in the following table:

Table 2: DSMC Team Composition

Chairman	District Collector/Magistrate
Member Secretary	SSDM District officer
Member 1	District Industries Officer/District Employment Officer/Representative of Directorate of Technical Education
Member 2	Other concerned department's district officer
Member 3 (invitee)	Hon'ble MP from the concerned constituency
Member 4 (invitee)	Local MLA

In addition to DSMC , PMKVY 2.0 performance would be monitored at the district level by the functional District Development Co-ordination & Monitoring Committee under Ministry of Rural Development (MoRD) which has now been renamed as 'DISHA' for effective development coordination of Central Government programmes. The Disha guidelines and directions in this regard have been uploaded on MSDE and NSDC websites.

If States/UTs already have a functional State-level Skill Monitoring Committee (SSMC) and a District Skill Monitoring Committee (DSMC), the same is permitted to oversee in place of the proposed committees as per table 1 and 2.

- iii. The SSMC, DSMC and DISHA shall meet on a regular basis to review and decide on cases related to monitoring issues of the stakeholders. The consequences associated with blacklisting and suspension shall be as given in Section 6.2.7 of PMKVY 2.0 guideline document. In case of any unresolved issues, the SSMC may refer the matter to the PMKVY 2.0 Steering Committee.

Centrally Sponsored State Managed



(CSSM) Component – Project Approval Process

14. As mentioned earlier under Section 7 (b) ii, 25% of the PMKVY 2.0 financial targets and corresponding physical targets shall be centrally sponsored and state managed (CSSM).
15. Trainings to be undertaken under CSSM component has been split in 4 categories. States may work across the 4 categories described below. The distribution of numbers across the 4 categories is flexible and States are to develop their PMKVY 2.0 Skill plan as per their specific needs and requirements.

Table 3: Job Role Categories

Category	Description	Remarks
Cat 1	Non-CSCM SSC listed job roles	States may choose from the NSQF aligned 1222* job roles of levels 3,4 and 5 (excludes 221 job roles under CSCM) listed by SSCs SSC Guidelines to be followed
Cat 2	State specific non SSC listed job roles ²	State specific job roles not in SSC list. State SSDMs to work closely with SSCs for development of QPs, curriculum and model content. MES courses not mapped to SSC QP-NoS may also be taken up. MSDE shall ensure that SSCs develop the QPs for the innovative job roles identified by respective state governments in a time bound manner

²All job roles to be NSQF aligned. The SSC listed job roles shall be amended from time to time

Category	Description	Remarks
Cat 3	Job Roles related to traditional arts and crafts targets (traditional apprenticeship) ³	<p>Targets upto 25% of total can be allocated under this category.</p> <p>State SSDMs to work closely with SSCs for development of QPs, curriculum and model content. MSDE shall ensure that SSCs develop the QPs for the traditional job roles identified by respective state governments in a time bound manner</p>
Cat 4	CSCM Job Roles with significant ⁴ demand in State	<p>Targets upto 20% of total targets can be allocated under this category</p> <p>States may choose from the NSQF aligned 221* job roles under CSCM if there is a significant demand in the State. States to provide clear justifications on the need to select these job roles.</p> <p>SSC Guidelines to be followed.</p>

*Detailed job roles have been uploaded on MSDE and NSDC websites (amended from time to time)

16. The States are encouraged to undertake training programs in school/college premises for students who have failed X/ XII or college level exams. This can be taken up on a project mode basis, including any innovative projects as per the state's requirement duly meeting the NSQF criteria and cost falling within the prescribed per unit ceiling limit.
17. Budgeted Amounts: Budget for each state shall be calculated based on total targets and considering an average training cost per trainee (approx. INR 14,100/-). In addition to this, each state shall be provided with funds equal to 4% of the training funds to pay for the administrative expenses.

³Non-classroom mode trainings in traditional arts & crafts conducted by Master Craftspersons

⁴Significant demand refers to specific industry clusters in the state/UT having acute shortage of skilled workforce

18. State Proposal Submission and Approval The State proposal submission and approval process shall have three sub processes detailed below:

- a. Submission of Proposal by State to MSDE: States are required to submit the hard copy of the proposal duly signed by the competent authority detailing the sector and job roles that they plan to include under PMKVY 2.0 targets allotted to them by MSDE as per **Annexure-2**, herein referred to as State PMKVY 2016-2020 Plan (SPP). The proposal shall be submitted to:

The Director,

Ministry of Skill Development & Entrepreneurship,

Government of India

2nd floor, Annexe Building Shivaji Stadium,

Shaheed Bhagat Singh Marg, Connaught Place, New Delhi – 110001

Phone: 011 - 23450855

In addition, a soft copy of the proposal is to be emailed to the Ministry of Skill Development & Entrepreneurship at dir-nsdm@gov.in

b. Proposal Evaluation:

- i. The SPP shall be evaluated by the PMKVY 2.0 team in MSDE. The team shall seek clarifications from the State team if required and post evaluation and incorporation of any comments, the SPP shall be presented to the Project Approval Committee (PAC) constituted by PMKVY 2.0 Steering Committee
- ii. The PAC shall review all the state/UT proposals in its meeting on the 25th of every month. If 25th is a holiday, the committee shall review proposals on the next working day. All proposals shall be evaluated in a time bound manner and outcomes communicated to States/UTs within 4 weeks from receipt of proposals. Representative from the state whose proposal is under review shall be invited for the PAC meeting
- iii. The PAC shall comprise of the following members
- Joint Secretary, MSDE
 - MD/ CEO NSDC
 - Director, MSDE

- Head, PMKVY 2.0, NSDC
 - Any other person that MSDE finds suitable
- iv. The proposal may be approved by the PAC or it could seek alterations/ commitments from the State on the proposal terms
- v. Once approved by PAC, all proposals shall be sent to Chairman, PMKVY Steering Committee for final approval
- c. Fund Disbursement: MSDE will sign a MoU⁵ with the States/UTs which would define the fund disbursement criteria and timelines for fund transfer. On approval of the SPP by MSDE, funds earmarked for each state shall be released to the states as per the MoU. MSDE shall also intimate the states once the state budget has been released in their respective accounts. The fund disbursement to the states shall be done in 4 instalments, subject to utilization of the disbursed funds as shown in the fund release conditions in table below.

Table 4: Terms of Fund Disbursement to States

Instalment	Proportion of project cost allocated to states	Fund Release Condition
1	100% of project cost for Year-1	On sanction of project and signing of MoU
2	100% of project cost for Year-2	on: a. Spending of 80% of funds disbursed as 1 st instalment & achieving 50% of Year-1 physical targets b. States to submit a Utilization Certificate of the 1st tranche
3	100% of project cost for Year -3	on: a. Spending 100% of funds disbursed as 1 st instalment and 80% of funds disbursed as 2 nd instalment

⁵State/UT government can authorize the respective State SDM/nodal agency to sign the MoU with Ministry of Skill Development & Entrepreneurship, GoI

Instalment	Proportion of project cost allocated to states	Fund Release Condition
		<ul style="list-style-type: none"> b. Achieving 60 % of Year - 1 physical targets and 60% of Year - 2 targets c. States to submit a Utilization Certificate for 1st and 2nd tranches
4	100% of project cost for Year - 4	<p>on:</p> <ul style="list-style-type: none"> a. Spending 100% of funds disbursed as 2nd instalment and spending 80% of funds disbursed as 3rd instalment b. Achieving 100% of Year-1 physical targets, 70% of Year-2 physical targets and 50% of Year - 3 physical targets c. States to submit a Utilization Certificate for 2nd & 3rd tranches
<p>States on achieving targets (physical and financial) shall submit all documents and Utilization certificates for project closure</p>		

D

Centrally Sponsored and State Managed

(CSSM) Component - Role of The State Government

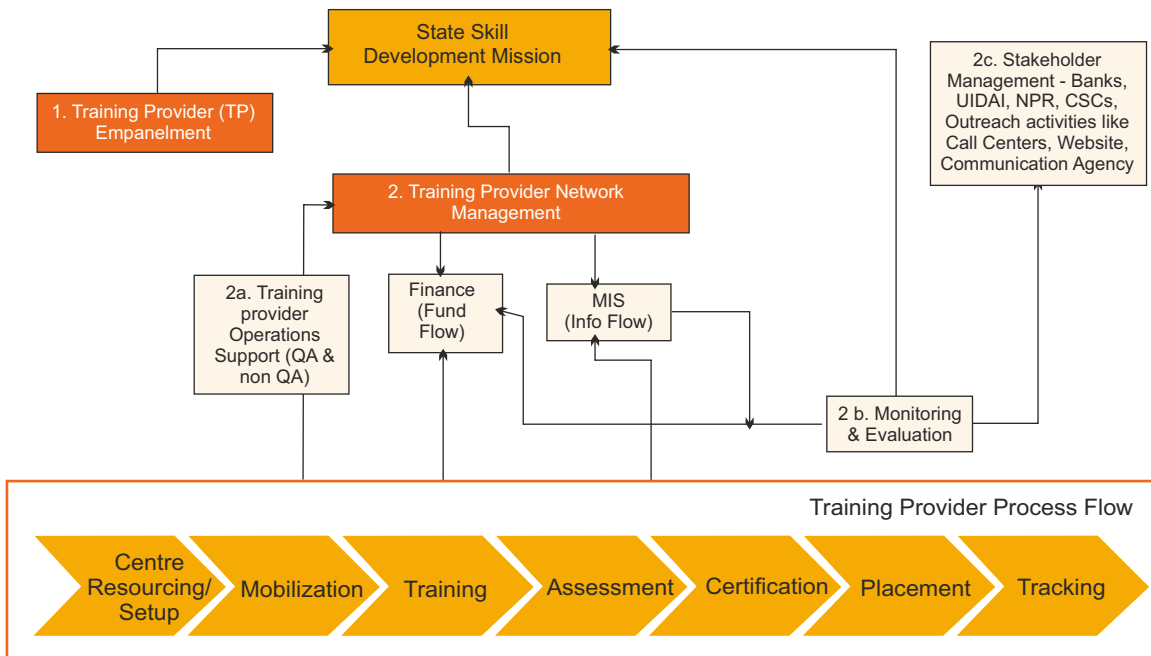


Centrally Sponsored and State Managed

D

(CSSM) Component - Role of The State Government

19. The role of the State in the CSSM would be as shown in the figure below.



SSDM shall perform the following processes to support the implementation and monitoring of PMKVY 2.0.

- a. Training Provider Empanelment
- b. Training Provider Network Management
 - i. Training Provider Operations Support (QA and non QA)
 - ii. Monitoring and Evaluation through MIS
 - iii. Stakeholder Management

The TP involved shall take care of Training centre resourcing and setup, mobilization, training, placement and post placement activities. Assessment and Certification shall be done by SSC and Assessment Agencies

Training Provider Empanelment

20. The Training Provider Empanelment process in the States shall be as below:
 - a. PMKVY2.0 scheme guidelines shall be applicable for fund disbursement for the CSSM component. The states/UTs are required to make fund disbursement to their selected training providers as per the criteria defined in the guideline document
 - b. The targets shall be allocated to the Training Provider on the basis of submission of Project Proposal by the Training Provider to the State SSDM. The Training Provider shall submit the proposal to SSDM in a format that the state shall design as per their requirements
 - c. In certain state specific trades, wage/self-employment opportunities may exist but the State may not have training providers offering training for these trades. In such cases, State departments and other government affiliated agencies are encouraged to undertake trainings in these niche trades
 - d. The SSDM shall evaluate each proposal and approve it keeping in view of its overall PMKVY 2.0 target. The evaluation shall be done by the SSDM PMKVY 2.0 team and a proper project approval mechanism shall be instituted in the State for the same. The evaluated proposals shall be presented to State Project Approval Committee (SPAC). The SPAC shall review all the state proposals on the 25th of every month. All applications from the TPs till 10th of every month shall be put to SPAC on the 25th of every month. All proposals shall be evaluated in a time bound manner and outcomes communicated to TPs within 4 weeks. The SPAC should comprise of the following:
 - i. MD, SSDM
 - ii. Director / General Manager of SSDM
 - iii. Chief Finance Officer of SSDM
 - iv. Any other members state SSDM deems fit

- e. PMKVY 2.0 aspires to build quality centres and thus discourages franchising arrangements. However, 4 and 5 star graded franchise centres may be permitted to undertake PMKVY 2.0 trainings. Only the centres that are allowed to function shall achieve the targets and no outsourcing is allowed

Training Provider Network Management

Training Provider Quality Assurance Support

21. State shall follow the quality assurance guidelines of PMKVY 2.0 focused on inputs, processes and outputs.
 - a. Quality of Training Inputs like Training Infrastructure, Model Curriculum & Content and Trainers: For Category 4 job roles, the State shall adopt the guidelines for PMKVY 2.0. For Category 1, 2 and 3, the States need to develop standardized models of Training Infrastructure, Model Curriculum & Content and conduct training of trainers in coordination with the NSDC/SSC ecosystem in a defined time frame
 - b. State Governments through their respective SSDMs are required to follow the guidelines and key objectives for *Accreditation, Affiliation and Continuous Monitoring of Training Centres (TCs) for Skills Ecosystem*. Training providers selected by the States and their centres shall be required to successfully undergo the Centre Accreditation through the NSDC empanelled Inspection body. To conduct trainings under PMKVY 2.0, centres have to be accredited as per the guidelines defined under the *Centre Accreditation and Affiliation Process (CAAP)*
 - c. Quality in Training Delivery processes like mobilization, counselling, training, assessment, certification, placement and post placement tracking
 - d. Quality of Training Outputs in the form of high percentage of number of trainees certified and placed, low percentage of dropouts etc.

This would require liasoning with NSDC/ SSC ecosystem. The States are free to frame any additional quality assurance guidelines.

22. With a dedicated institutional mechanism in place, State Governments through their respective SSDMs shall have to:
 - a. Train, coach and mentor the various implementing stakeholders on PMKVY 2.0 quality assurance system and the State's additional QA requirements
 - b. Streamline the conformance of the entire system to PMKVY 2.0 QA guidelines and assessment systems in a defined timeframe

Training Provider Operations Support

Mobilization and Counselling

23. The training providers are expected to mobilize the right target segment eligible for PMKVY 2.0. The quality of candidates mobilized at this stage shall have a significant impact on the retention during training and placements. The State shall monitor:
 - a. That TPs are choosing the right areas for mobilizing the students
 - b. That TP are ascertaining the willingness of the candidates to participate in the training program. Youth aspiration shall be assessed at all times and candidates must be enrolled for such job roles only for which they show interest and aptitude. Records capturing the aspirations shall be maintained at all times by the training provider
 - c. That Counselling is being done at the time of mobilization by the TP. TP shall provide clear and concise information on the scheme, available job roles, training duration, possible migration and placement opportunities
 - d. That the database of students who are not selected but are desirous of getting trained is being maintained by the TP and shall also be shared with the State so that such candidates are included in the future
 - e. That psychometric and aptitude based tests are being utilized during counselling
 - f. That there is greater uptake of training programs by women and learners, from socially and economically disadvantaged sections of society
 - g. That there is progressive improvement in the mobilization efforts reflected through higher retention in training & placement and lower dropout ratios

24. The State SSDMs shall provide administrative support in the conduct of Kaushal Melas by Training Providers. The objective of Kaushal Melas have been discussed in Section 13. The State shall support the Communications and Awareness campaigns of the PMKVY 2.0 Scheme. The technology platforms developed by NSDC for mobilization during Kaushal and Rojgar Melas shall be made available to the States and TPs.

Training

25. The state SDMs shall follow the curriculum for each approved job role as prescribed by the respective SSCs. In case the job role is specific to the state as discussed earlier, it shall request the respective SSC to develop QP/NOS for that job role along with the curriculum in a time bound manner.
26. Training for Category 3 job roles is focused on preservation of traditional arts & crafts. States are allowed to conduct upto a maximum of 25% of training targets as **traditional apprenticeship**. State SDM has to identify the traditional arts and crafts for their respective states and include training for the same in the proposal to MSDE. State SDMs shall engage a knowledge partner for identification of a suitable training provider for implementing the traditional arts and crafts project. Please refer to *Traditional Apprenticeship Guidelines on PMKVY 2.0 website for details*.

Assessment

27. The State departments shall use the Assessment agencies empanelled by respective SSCs or the proposed National Board for Skill Assessment and Certification for the PMKVY 2.0 scheme. For non-SSC job roles, respective Sector Skill Council shall identify the assessment agency and notify the state in a time bound manner.
28. For traditional programs not defined by SSCs, the state nodal body shall identify the competent non-empanelled Assessment Agency, recognized by State/Central governments. SSDMs shall then work with SSCs to develop the QP-NOS for those job-roles and empanel these identified assessment agencies with the respective SSCs. All courses are to be NSQF aligned.

Certification

29. For Categories 1 and 4, SSCs/proposed National Board would be the certification body. For Category 2 & 3, state SDM shall work with respective SSCs/proposed National Board for QP-NOS alignment of the job roles and for certification. All courses are to be NSQF aligned.

Placements

30. The definition of Placement is as per the common norms notification amended from time to time under the applicable scheme guidelines given by MSDE. For placement under CSSM component, the role of State SDM would be as follows:
 - a. Support for industry internships & OJT: MSDE encourages state governments to inculcate On the Job Training as an integral part of the training program. State Governments through their respective SSDMs are required to ensure that their Training Providers (TPs) abide by the norms as per scheme guidelines in this regard
 - b. Linkage of skill trainings with apprenticeship: In view of the revised apprenticeship policy, MSDE encourages all state governments to direct empanelled training providers to link trainees (RPL or Fresh Trainings) to apprenticeship scheme for a period of one year. MSDE shall notify state governments on the procedures and guideline for linking PMKVY 2.0 trainings with Apprenticeship scheme

Post Placement Support and Tracking

31. State SDMs will be required to follow the guidelines for the post placement support under PMKVY 2.0. States shall ensure that the trainee component as defined in the PMKVY 2.0 scheme is directly transferred to the candidates as per the provisions of PMKVY 2.0 guidelines. In addition to this, state governments are also encouraged to use their best practices to track placed candidates under the PMKVY 2.0 scheme.

Branding

32. Training Providers shall adhere to the branding and communication guidelines as uploaded on the official website www.pmkvyofficial.org. TPs shall be responsible for the arrangement of necessary collaterals for branding and communication. State SSDMs shall ensure adherence to guidelines. All projects being conducted under PMKVY 2.0 should be promoted through the following mediums:
- a. Print Media – Advertisements in local newspapers, photo opportunities, and press releases
 - b. Outdoor advertising – Wall paintings, installation of outdoor hoarding and posters in populated areas
 - c. Electronic Media – SMS, WhatsApp, pictures, and videos on Facebook, YouTube, Twitter and NSDC/PMKVY 2.0/SSC/Trade Association websites
 - d. Local and community radio stations

Monitoring and Evaluation through MIS

33. The key objectives of monitoring & financial management by SSDM under PMKVY2.0 are
- a. To track performance/compliance of all stakeholders especially Training Centres on real-time basis through an IT-enabled platform with respect to the key indicators and processes, to ensure achievement of overall PMKVY 2.0 goals and objectives
 - b. To regulate fund management and disbursement to training providers. State Governments will effectively manage flow of funds to ensure smooth implementation of PMKVY 2.0
 - c. To track lead measures to enable taking corrective measures for improving the performance of the Scheme
 - d. To support more effective planning through predictive analytics of available data
34. MSDE through NSDC will make an IT MIS available to SSDMs for monitoring of PMKVY2.0. This IT MIS will enable the State SSDM to have a separate account on the Skill Development Management System (SDMS) and the SMART MIS Systems

of MSDE. Login ID shall be created for each state government/UT for monitoring of empanelment, training progress, fund management, placement and other aspects on the portal. States will be able to provide their feedback on target allocation, location, sector/job role allotment, etc. on the SDMS portal. Every training provider will have a separate login through which they will be able to regulate their training activities. All Training Providers would have to provide all training related information as per the PMKVY 2.0 guidelines in both the SDMS and SMART MIS systems.

35. MSDE through its implementation agency, NSDC, shall organize workshops on the use of the SMART and SDMS portal for State Government officials as well as empanelled training providers from time to time. Each state government shall appoint a dedicated MIS professional to coordinate with NSDC with respect to SDMS portal.

E

Institutional Mechanism For Implementing

PMKVY 2016-2020 in State



Institutional Mechanism For Implementing

E

PMKVY 2.0 At State Level

36. For implementation of PMKVY 2.0 at the state level, state governments through their respective SSDMs are required to have a functional dedicated team to oversee the execution and monitoring of PMKVY 2.0 trainings for the allotted state targets.
37. SSDMs can recruit/depute a dedicated team for PMKVY 2.0. MSDE recommends an organizational structure with the required roles and responsibilities for effective implementation of PMKVY 2.0 scheme at the state level.

Table 5: Suggested Roles and Responsibilities of State PMKVY 2.0 team

Instalment	Proportion of project cost allocated to states	Fund Release Condition
1	Team Leader (1)	<ol style="list-style-type: none"> a. Project guidance & direction for implementation of program b. Quality control & Assurance c. Project Tracking and Issue Resolution d. Coordination with MSDE, NSDC and other state and national stakeholders
2	Manager - Training Providers (2)	<ol style="list-style-type: none"> a. Empanelment of TPs under PMKVY 2.0 b. Monitoring of TP performance - Monitoring & evaluation of training outcomes, quality of trainings and infrastructure

Instalment	Proportion of project cost allocated to states	Fund Release Condition
		c. Scorecard development and analysis, implementation of frameworks for quality assurance
3	Manager – MIS (1)	<ul style="list-style-type: none"> a. Support in maintaining data and approvals on SDMS portal b. Generating reports and sharing with stakeholders c. Developing reports for SSDM, MSDE, NSDC and other stakeholders
4	Manager – Finance (1)	<ul style="list-style-type: none"> a. Generation of internal and external financial reports as per PMKVY 2.0 financial guidelines b. Preparing UCs , submission and fund disbursement to TPs

States may engage more members depending on the requirement and scale of operations however for a smooth and successful execution and a streamlined linkage with MSDE and NSDC, it is suggested to deploy a team of 5 members as above. For smaller states or UTs it is suggested to deploy at-least 2 team members to oversee the scheme implementation at state level. The implementation team at the state level shall report to the State Skill Development Mission or the state department in-charge of implementing skill training programs in the states.

38. The states shall be required to undertake a number of activities as described in the guidelines above. The table below lists out the activities that states will require to do in administration

Table 6: Activity List for SSDM

No.	Activity
1	Establish Team Establish dedicated team at state level, monitoring committees
2	Conduct need analysis Creation of youth data base, industry requirement, traditional projects identification
3	Consult with stakeholders including Tps Target allocation to TPs, Annual plans, employer engagement, government-government linkages
4	Build TP and SSDM capacity for PMKVY 2.0 implementation Organize workshops for various stakeholders and TP team
5	Receive project proposals Invite proposals through an EOI
6	Appraise project proposals To be undertaken by SSDMs
7	Hold PMKVY 2.0 monitoring committee meetings Regular meetings of the state/district (local) committee to review progress, new initiatives, challenges, etc.
8	Monitor through SDMS Portal Regular monitoring and data capturing
9	Ensure supportive supervision Review TP's performance on SDMS and issue advisories in case of deviations
10	Achieve Targets Review compliance by TP of previous advisories issued by SSDM and/or NSDC/MSDE. Monitor overall performance and target completion
11	Ensure Quality Conduct audits of training centres and of placement records
12	Organize Rozgar and Kaushal Melas SSDMs to engage in organizing regular Rozgar and Kaushal melas
13	Engage with NSDC and MSDE, GoI States shall engage with NSDC and MSDE from time to time. Reviews, reporting and target achievement to be ensured.

Table 7: Roles and Responsibilities under Centrally Sponsored Centrally Managed (CSCM) and Centrally Sponsored State Managed Component (CSSM) Component

S. No	Key Activities	CSCM Managed by	CSSM Managed by
1	TP Project Approval	NSDC	State/ UT
2	Conduct of Kaushal and Rozgar Mela	NSDC	State/ UT
3	Development of Course Curriculum and Content	NSDC (SSC empanelled QP/NoS)	NSDC – Cat 1 and 4 State/ UT – Cat 2 and 3
4	Affiliation, Accreditation & Continuous Monitoring	NSDC	NSDC
5	Assessment	NSDC (through SSC empanelled Agencies)	NSDC (through SSC empanelled Agencies)
6	Certification	NSDC through SSC	NSDC through SSC
7	Monitoring and Evaluation through MIS	NSDC (SDMS Portal)	State/ UT (SDMS Portal)
8	Branding and Communication	NSDC	State/ UT
9	Funds Disbursement	NSDC	State/ UT

Table 8: Links to Guidelines and list of Annexures

No.	List of Documents	Link
1	PMKVY Guidelines (2016-2020)	http://pmkvyofficial.org/App_Documents/News/PMKVY%20Guidelines%20(2016-2020).pdf
2	Guidelines for Skill Ecosystem	http://pmkvyofficial.org/App_Documents/News/Guidelines%20for%20Skill%20Ecosystem.pdf
3	Branding and Communication Guidelines (2016-2010)	http://pmkvyofficial.org/App_Documents/News/PMKVY%20Branding%20and%20Communication%20Guidelines%2018th%20July%202016.pdf
4	DISHA Guidelines	http://rural.nic.in/netrural/rural/sites/downloads/Monitoring/Disha_Guidelines_English.PDF
5	Detailed job roles	List on MSDE and NSDC websites (amended from time to time)
6	State/UT Target Allocation	Annexure (1)
7	State PMKVY 2016-2020 Plan (SPP)	Annexure (2)

All documents (guidelines, job roles, notifications, etc.) pertaining to PMKVY –State engagement shall be available on the MSDE and NSDC websites

Annexure 1 State/UT Target Allocation

S. No.	States/UTs	Fresh Training (Centre+ State Targets)	RPL (Centre Targets)	Fresh Trainings												
				Centre (39.5 lakh)					State (20.5 lakh)							
				Total	Fresh Trainings	Y1 25%	Y2 25%	Y3 25%	Y4 25%	Special Projects	Total	Y1 25%	Y2 25%	Y3 25%	Y4 25%	
1	JAMMU&KASHMIR	1,38,445	22,153	91,142.98	82,029	20,507	20,507	20,507	20,507	20,507	9,114	47,302	11,826	11,826	11,826	11,826
2	HIMACHALPRADESH	1,44,875	15,188	95,376	85,838	21,460	21,460	21,460	21,460	21,460	9,538	49,499	12,375	12,375	12,375	12,375
3	PUNJAB	1,61,061	83,948	1,06,032	95,428	23,857	23,857	23,857	23,857	23,857	10,603	55,029	13,757	13,757	13,757	13,757
4	UTTARAKHAND	1,41,183	24,768	92,945	83,651	20,913	20,913	20,913	20,913	20,913	9,295	48,238	12,059	12,059	12,059	12,059
5	HARYANA	1,64,013	61,248	1,07,975	97,178	24,294	24,294	24,294	24,294	24,294	10,798	56,038	14,009	14,009	14,009	14,009
6	RAJASTHAN	1,88,857	2,09,308	1,24,331	1,11,898	27,974	27,974	27,974	27,974	27,974	12,433	64,526	16,132	16,132	16,132	16,132
7	UTTARPRADESH	4,17,221	4,66,477	2,74,670	2,47,203	61,801	61,801	61,801	61,801	61,801	27,467	1,42,550	35,638	35,638	35,638	35,638
8	BIHAR	2,62,435	1,04,745	1,72,770	1,55,493	38,873	38,873	38,873	38,873	38,873	17,277	89,665	22,416	22,416	22,416	22,416
9	SIKKIM	1,00,532	1,479	66,183	59,565	14,891	14,891	14,891	14,891	14,891	6,618	34,348	8,587	8,587	8,587	8,587
10	ARUNACHALPRADESH	86,370	3,320	56,860	51,174	12,794	12,794	12,794	12,794	12,794	5,886	29,510	7,377	7,377	7,377	7,377
11	NAGALAND	96,646	3,458	63,825	57,263	14,316	14,316	14,316	14,316	14,316	6,363	33,021	8,255	8,255	8,255	8,255
12	MANIPUR	95,041	6,915	62,568	56,312	14,078	14,078	14,078	14,078	14,078	6,257	32,472	8,118	8,118	8,118	8,118
13	MIZORAM	1,07,330	2,568	70,659	63,593	15,898	15,898	15,898	15,898	15,898	7,066	36,671	9,168	9,168	9,168	9,168
14	TRIPURA	1,08,475	7,649	71,412	64,271	16,068	16,068	16,068	16,068	16,068	7,141	37,062	9,266	9,266	9,266	9,266
15	MEGHALAYA	98,465	4,990	64,823	58,341	14,585	14,585	14,585	14,585	14,585	6,482	33,642	8,411	8,411	8,411	8,411
16	ASSAM	1,38,316	54,699	91,958	81,952	20,488	20,488	20,488	20,488	20,488	9,106	47,258	11,815	11,815	11,815	11,815
17	WESTBENGAL	3,61,609	5,02,156	2,38,059	2,14,253	53,563	53,563	53,563	53,563	53,563	23,806	1,23,550	30,887	30,887	30,887	30,887
18	JHARKHAND	1,68,789	93,367	1,11,120	1,00,008	25,002	25,002	25,002	25,002	25,002	11,112	57,670	14,417	14,417	14,417	14,417
19	ODISHA	1,69,890	65,024	1,11,844	1,00,660	25,165	25,165	25,165	25,165	25,165	11,184	58,046	14,511	14,511	14,511	14,511
20	CHHATTISGARH	1,42,045	84,559	93,513	84,162	21,040	21,040	21,040	21,040	21,040	9,351	48,532	12,133	12,133	12,133	12,133
21	MADHYAPRADESH	2,46,024	2,08,761	1,61,966	1,45,769	36,442	36,442	36,442	36,442	36,442	16,197	84,058	21,015	21,015	21,015	21,015
22	GUJARAT	2,27,782	2,25,491	1,49,956	1,34,961	33,740	33,740	33,740	33,740	33,740	14,996	77,825	19,456	19,456	19,456	19,456
23	MAHARASHTRA	4,89,152	6,14,760	3,22,025	2,89,822	72,456	72,456	72,456	72,456	72,456	32,202	1,67,127	41,782	41,782	41,782	41,782
24	ANDHRAPRADESH	1,89,101	1,98,541	1,24,491	1,12,042	28,011	28,011	28,011	28,011	28,011	12,449	64,610	16,152	16,152	16,152	16,152
25	KARNATAKA	2,75,601	2,73,655	1,81,437	1,63,293	40,823	40,823	40,823	40,823	40,823	18,144	94,164	23,541	23,541	23,541	23,541
26	GOA	1,37,417	3,791	90,466	81,420	20,355	20,355	20,355	20,355	20,355	9,047	46,951	11,738	11,738	11,738	11,738
27	KERALA	2,09,138	75,378	1,37,683	1,23,914	30,979	30,979	30,979	30,979	30,979	13,768	71,456	17,864	17,864	17,864	17,864
28	TAMILNADU	4,12,334	3,80,677	2,71,453	2,44,308	61,077	61,077	61,077	61,077	61,077	27,145	1,40,881	35,220	35,220	35,220	35,220
29	TELANGANA	1,74,471	1,31,358	1,14,860	1,03,374	25,843	25,843	25,843	25,843	25,843	11,486	59,611	14,903	14,903	14,903	14,903
30	DELHI	2,38,995	63,028	1,57,338	1,41,605	35,401	35,401	35,401	35,401	35,401	15,734	81,557	20,414	20,414	20,414	20,414
31	ANDAMAN&NICOBAR	12,023	755	7,915	7,124	1,781	1,781	1,781	1,781	1,781	792	4,108	1,027	1,027	1,027	1,027
32	CHANDIGARH	30,110	2,454	19,823	17,840	4,460	4,460	4,460	4,460	4,460	1,982	10,288	2,572	2,572	2,572	2,572
33	DADAR&NAGARHAVELI	11,707	674	7,707	6,937	1,734	1,734	1,734	1,734	1,734	771	4,000	1,000	1,000	1,000	1,000
34	LAKSHADWEEP	11,759	56	7,741	6,967	1,742	1,742	1,742	1,742	1,742	774	4,018	1,004	1,004	1,004	1,004
35	PUDUCHERRY	31,080	2,098	20,461	18,415	4,604	4,604	4,604	4,604	4,604	2,046	10,619	2,655	2,655	2,655	2,655
36	DAMAN&DIU	11,707	506	7,707	6,937	1,734	1,734	1,734	1,734	1,734	771	4,000	1,000	1,000	1,000	1,000
Total		60,00,000	40,00,000	39,50,000	35,55,000	8,88,750	8,88,750	8,88,750	8,88,750	8,88,750	3,95,000	20,50,000	5,12,500	5,12,500	5,12,500	5,12,500

Annexure 2

State PMKVY 2016-2020 Plan (SPP) – Template

The proposal in the prescribed format should be sent by the State Skill Development Mission / Nodal agency of the state government engaged in Skill development to

**Director,
Ministry of Skill Development & Entrepreneurship, Government of India
2nd floor, Annexe Building Shivaji Stadium,
Shaheed Bhagat Singh Marg, Connaught Place
New Delhi – 110001
Phone: 011-23450855
email: dir-nsdm@gov.in**

State PMKVY 2.0 Plan (SPP) – Template Centrally Sponsored State Managed (CSSM) Component

1. Key Organisation (State Skill Development Mission / State Nodal Agency for skill development) Details

1.1 Contact Details

a. Department/ Agency details

1.	Name of State Skill Development Mission (SSDM)/ State Nodal Agency	
2.	Department of SSDM/ State Agency (if any)	
3.	State	
4.	Address & Contact details	

b. Key details of Single Point of Contact (SPoC) for SSDM / State Agency

1.	Name of Single Point of Contact (SPoC)	
2.	Designation	
3.	Phone No.	
4.	Email Address	

c. Brief Organization background profile (Provide details about the organisation background in approximately 300- 500 words)

d. Existing organisation structure (Provide details of the existing Organisation Structure in approximately 250 words) – Attach the organogram with the proposal

1.2 Details of Past Experience

- i. Kindly provide details of past experience of conducting similar skill development programs in the last 5 years

Sr. No.	Project name	Name of funding Ministry/ State Dept./others	Key Description	Project Duration	Total Candidates trained	Total candidates placed	Placement percentage

- ii. Provide the details of programs executed through external Private Training Providers

Sr. No.	Name of funding Ministry/State Dept./Other	Scheme Name	Scheme Description	No. of Training Providers Engaged	Project Duration (YY-YY)	Total Candidates trained	Total Candidates placed	Funds Disbursed

2. Key Project Details

2.1 Year wise proposed training plan and funds requirement as per target allocated by MSDE

i. Please provide a year wise proposed training plan and funds requirement

S. No	Parameter	Year I (2016-17)	Year II (2017-18)	Year III (2018-19)	Year IV (2019-20)	Total
1	Total trainees to be trained ⁶					
2	Training funds requirement (@ average cost 14,100 per trainee)					
3	Administration expenses @4% of total funds requirement					
4	Total Funds requirement in INR (2+3)					

ii. Please provide a year wise distribution of allocated targets to be trained per category

S.No	Parameter	Year I (2016-17)	Year II (2017-18)	Year III (2018-19)	Year IV (2019-20)	Total
1.	Category I					
2.	Category II					
3.	Category III					
4.	Category IV					

*Please refer to section 14 of state engagement guidelines for further information

⁶Please refer to the State wise target allocation under Centrally Sponsored State Managed (CSSM) Component of PMKVY 2.0, Ministry of Skill Development and Entrepreneurship

2.2 Sector and category wise proposed training plan

i. Please provide the details of the job roles and sector wise allocation per category

(Kindly fill the training plan as per descending order for preference towards the sectors)

S. No.	Sector	Job Role	Allocation of candidates to be trained in the following categories			
			Category I	Category II	Category III (up to 25% of total target)	Category IV (up to 20% of total target)
Total						

ii. Kindly provide details of Identified Job roles

S. No.	Category (I,II,III,IV)	Sector	Name of the job role	Whether QP's / NOS exist or not (Y/N)

* In case of State specific/ Non-existent job roles please refer to PMKVY 2.0 state guidelines for detailed information

- a. Total number of selected Job roles where QP/NOS exist:
- b. Total number of job roles where QP/NOS doesn't exist

iii. Please describe in brief about skill gap and selection methodology for the selected sector/job roles in the tables above (in 300-500 words)*

*Please append the documentation (Presentation/Report) of the allocation methodology used by the state for allocation of targets to the Sectors and Job roles described above.

iv. Please elaborate on the placements strategy and employers engagement undertaken by the SSDM/ State nodal agency

v. Please provide details of State level PMKVY 2.0 Committee as per the below format:

Member	Designation	Name	Contact Number	E-mail ID
Chairman	Secretary (concerned line department to which SSDM is attached)			
Convenor	Mission Director/ CEO - SSDM			
Member 1	Director/ General Manager - SSDM			
Member 2	Chief Finance Officer SSDM			
Member 3	NSDC Nominee			
Member 4	Any other member invited nominated by the committee			

3. Key details of dedicated team for PMKVY 2.0

i. Tentative Administrative structure for implementing PMKVY 2.0 at state level and contact details

S.No	Role	Name of designated person	email ID	Contact Number
1	Team Leader (1)			
2	Manager-Training Providers (1/2)			
	Manager – Training Providers (2/2)			
3	Manager – MIS (1)			
4	Manager – Finance(1)			

*Please refer to Guidelines for state engagement for further information




सत्यमेव जयते
GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP

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

For more information

Website: www.pmkvyofficial.org | E-mail: pmkvy@nsdcindia.org

Mobile: 088000-55555



Facebook: <https://www.facebook.com/PMKVYOfficial>