



“A STUDY ON EFFECTIVENESS OF PRADHAN MANTRI KAUSHAL VIKAS YOJANA ON EDUCATED YOUTH OF COIMBATORE CITY”

D. PUNITHAVATHI¹

ASSISTANT PROFESSOR, DEPARTMENT OF PROFESSIONAL ACCOUNTING
POLLACHI COLLEGE OF ARTS AND SCIENCE

A. SANJIYA²

ASSISTANT PROFESSOR, DEPARTMENT OF PROFESSIONAL ACCOUNTING
POLLACHI COLLEGE OF ARTS AND SCIENCE

ABSTRACT

The Pradhan Mantri Kaushal Vikas Yojana (PMKVY), launched in 2015, is a flagship initiative by the Government of India aimed at providing skill development training to the youth, enhancing their employability and contributing to India's economic growth. While PMKVY has been effective in skill development across various demographics, its impact on educated youth. Furthermore, the study examines the role of PMKVY in bridging the gap between formal education and industry-specific skills, which are crucial for the current job market. However, issues such as insufficient awareness, lack of industry-aligned courses, and inadequate post-training support have limited its full potential. This study concludes by recommending improvements to the PMKVY framework, such as enhancing awareness campaigns, aligning training programs with emerging industry trends, and creating better post-training employment support systems. These suggestions aim to optimize the scheme's benefits for educated youth and contribute to a more robust and dynamic workforce in India. The study provides valuable insights into the strengths and weaknesses of the program, offering recommendations for further refinement and expansion. Ultimately, this research contributes to the ongoing discourse on skill development initiatives in India and their potential to empower the nation's youth population.

Keywords: Pradhan Mantri Kaushal Vikas Yojana (PMKVY), Skill Development, Youth Empowerment, Career Development.

1. INTRODUCTION

The Pradhan Mantri Kaushal Vikas Yojana (PMKVY), launched by the Government of India in 2015, aims to equip the youth with skills and knowledge required for various industries, thereby enhancing their employability. With the rising importance of skill development, particularly for the educated youth, PMKVY is seen as a transformative initiative to bridge the gap between education and employment. India, with its large and youthful population, faces a dual challenge:

an increasing number of educated individuals seeking jobs and the growing need for skilled labour across diverse sectors. While many educated youths hold degrees, a significant proportion lacks the specific vocational skills that modern industries require. PMKVY seeks to address this issue by providing short-term training programs designed to align the skills of the youth with market demands, improving their employability prospects. This study aims to evaluate the effectiveness of the PMKVY program specifically for educated youth. By analysing how the scheme has impacted their employment opportunities, skill acquisition, and career growth, the study will assess whether PMKVY has achieved its intended objectives. Moreover, the study will explore the challenges faced by educated youth in accessing and benefiting from PMKVY programs and suggest improvements for enhancing the scheme's impact.

The role of PMKVY in empowering the educated youth, fostering self-reliance, and contributing to the overall growth of India's skilled workforce is crucial in the context of national development. This research will contribute valuable insights into how the program can be refined to better serve the aspirations of the youth and the needs of the economy.

2. REVIEW OF LITERATURE

Research by Sharma (2021) identifies several barriers to the success of PMKVY for educated youth. These include a lack of awareness about the program, mismatches between training offered and industry demand, and a lack of effective post-training job placement services. Educated youth, especially those with higher academic qualifications, sometimes struggle to see the value in short-term vocational courses, especially if they feel their degrees should have been sufficient for employment. Moreover, there is a perception that vocational training programs are better suited for those with lower educational qualifications, which can deter educated youth from fully engaging with the program (Pandey & Yadav, 2022).

Kanchan & Varshney (2015), indicated in their research paper about the impact of strategies and initiatives of skill development in India. Secondary data sources- based study found that 80 percent of rural and urban Indian workforce has low marketable skills. Revealing filling this gap with various skill development initiatives results in skilled manpower to face a global hub. Kedar (2015), Productivity of Indian labour is lower as compared to the Asian economies that need upskilling of the labour to ensure economic growth.

Katole (2015) identified two main ways for developing skills that is through education & training and developmental experiences which is significant for the economic development of the country. Skill is the capability to do something good to arise from talent and training. Also, Author states the skill development model and training methods for micro-entrepreneurs in India, Model fall into three categories that is general management, entrepreneurial and knowledge related skills. Unemployment problem is the major challenge to India, youth enter the job market every year after completing their A Study on Effectiveness of Pradhan Mantri Koushal Vikas Yojana on Educated Youths of Coimbatore City.

Chenoy (2012) Improving workers ' efficiency is a key task for many businesses and entities in India with economic opening and increasing exports. Furthermore, as the Indian economy expands, this growth will require a big amount of qualified people. According to Chenoy, "Vocational courses enrolment in India is around 5.5 million per year, while 90 million in China and 11.3 million in the US". Only 2 percent are Indian employees officially qualified. For this, a joint initiative by the government and their partner agencies is to develop skill development.

3. OBJECTIVES

The primary aim of this study is to assess the effectiveness of the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) in enhancing the employability and skill set of educated youth in India. The specific objectives of the study are as follows:

- To examine how participation in PMKVY programs influences the skill development of educated youth.
- To assess whether the skills acquired through the program match industry needs and enhance the participants' professional capabilities.
- To evaluate the effectiveness of PMKVY in increasing the employability of educated youth.
- To analyse the transition of trained individuals into the workforce and the impact on their job prospects and career growth.

4. RESEARCH METHODOLOGY

This research follows a Descriptive and Empirical Research Design. It uses both primary and secondary data. Primary data is collected from respondents using structured questionnaires. The quota and convenience sampling techniques are used to collect primary data from the respondents. This study collected responses from 60 consumers in Coimbatore District who belonged to the different age groups. The dependent variable used in the study was the Pradhan Mantri Koushal Vikas Yojana and the educated youth was the independent variable. The study of impact of Pradhan Mantri Koushal Vikas Yojana on Educated Youths was measured using a Likert-type scale. Further, the collected data are analysed using F-Test and graphs.

5. THE CONCEPT OF PRADHAN MANTRI KAUSHAL VIKAS YOJANA (PMKVY)

The **Pradhan Mantri Kaushal Vikas Yojana (PMKVY)**, launched by the Government of India in 2015, is a flagship skill development program aimed at enhancing the employability of India's youth by providing them with industry-relevant training and certification. The primary goal of PMKVY is to equip individuals with the skills and knowledge necessary for various sectors of the economy, particularly those in high-demand industries. By focusing on vocational training, PMKVY seeks to bridge the skill gap that exists between formal education and the practical skills required by employers.

5.1 OBJECTIVES OF PRADHAN MANTRI KAUSHAL VIKAS YOJANA (PMKVY) 2020-24

The **Pradhan Mantri Kaushal Vikas Yojana (PMKVY)** for the period **2020-24** is an upgraded version of the original skill development program, aimed at building a skilled workforce in India. It continues to focus on making youth employable by equipping them with industry-relevant skills, but with updated and expanded objectives to meet the changing demands of the labor market. The objectives of PMKVY 2020-24 are as follows:

- One of the primary goals of PMKVY 2020-24 is to train **8 million youth** across various sectors in **industry-relevant skills**. The focus is on providing training that is aligned with market requirements, ensuring that trained individuals have better chances of securing employment in various industries.
- PMKVY 2020-24 aims to focus more on **emerging sectors** and **new-age technologies** like **artificial intelligence (AI), machine learning, renewable energy, data analytics, and cybersecurity**. The objective is to equip the workforce with the skills needed for future jobs and to keep pace with rapidly evolving technologies.

- One of the key improvements in PMKVY 2020-24 is a focus on **post-training support** and job placement. This includes ensuring that trainees have access to **job placement assistance**, career counselling, and internships after completing their training. Additionally, partnerships with **employers** and **industry leaders** will be strengthened to increase job placements for certified youth.

6. HYPOTHESES:

H01: There is no significant difference in the knowledge of Pradhan Mantri Koushal Vikas Yojana among youths across different demographic groups

H11: There is a significant difference in the knowledge of Pradhan Mantri Koushal Vikas Yojana among youths across different demographic groups

6.1 ANALYSIS:

Based on the results of the questionnaires a complete summary of data analysis is as below:

Table 1:

Table showing the number of respondents towards the knowledge of Pradhan Mantri Koushal Vikas Yojana among youths based on demographic groups

Age Group	Data	Mean (μ)	Variance (MSW)	N - 1	Sum of Squares (SSW)
18-24	[78, 85, 92, 80, 88]	84.6	68.5	4	342.0
25-30	[75, 82, 70, 68, 77]	74.4	20.8	4	83.2
31-35	[65, 60, 70, 58, 63]	63.2	9.96	4	39.84
Total		74.07		12	465.04

Source: Derived from Questionnaire

Table 2: Table showing the Sources of Variation and Mean Square.

Sources of Variation	Some of Squares (S)	Degrees of Freedom (df)	Mean Square (MS)
Between Groups (MST)	238.49	2	119.24
Within Groups (MSW)	226.55	12	18.88
Total (MST)	465.04	14	

Source: Researcher’s Calculation based on the responses

$$F = MST / MSW$$

$$F = 7.83 \text{ df within} = 15 - 3 = 12$$

$$\text{df between} = 3 - 1 = 2$$

$$\text{df Total} = 12 + 2 = 14$$

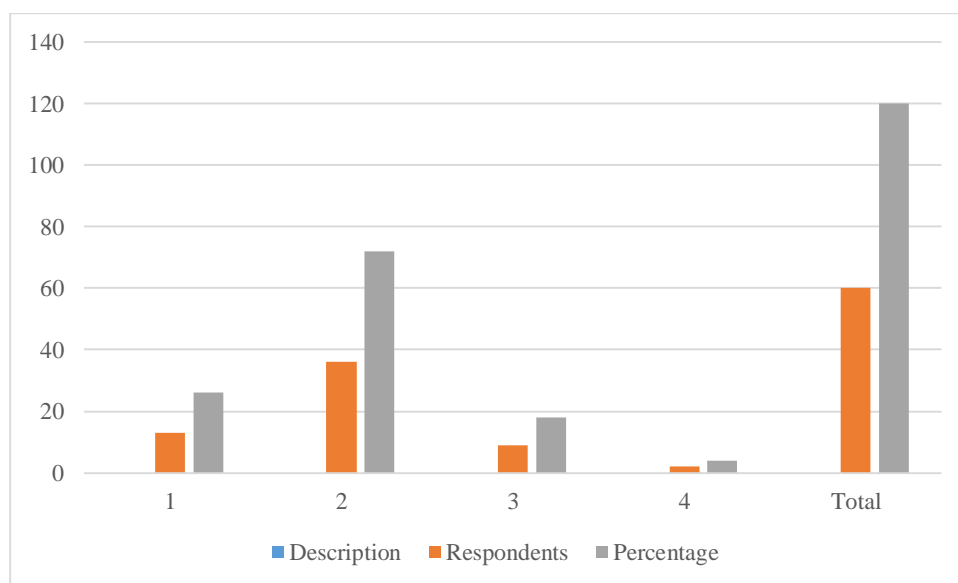
Critical F-value ($\alpha = 0.05$) = 3.89

Since the F-statistic (7.83) is greater than the critical F-value (3.89) at a significance level of $\alpha = 0.05$, you would reject the null hypothesis. This indicates that there is a significant difference in knowledge scores of Pradhan Mantri Kaushal Vikas Yojana among youths across different demographic groups

Table 1: Table showing the number of respondents towards the effective utilization of Pradhan Mantra Kaushal Vikas Yojana

S. No	Description	Respondents	Percentage
1	Very Much	8	16
2	Moderate	31	62
3	Less	9	18
4	Neutral	2	4
Total		50	100

Fig.1: Pie Chart showing the number of respondents towards the effective utilization of Pradhan Mantra Koushal Vikas.



Inpretation: The above graph clearly indicates the majority of the respondents are very much happy with the PMKVY and the respondents didn’t say anything.

7. FINDINGS

With a thorough analysis, the following findings were drawn

1. Finds That More Respondents are Self Employed.
- “A Study on Effectiveness of Pradhan Mantri Kaushal Vikas Yojana on Educated Youth of Coimbatore City”**
2. Majority of respondents are aware about Pradhan Mantri Koushal Vikas Yojana.
 3. More Number of Respondents Know about This yojana through social media.
 4. It is found that a greater number of respondents registered with PM Kaushal Vikas Yojana.
 5. The majority of the respondents are more moderate about the PMKVY.
 6. PMKVY provides new employment opportunities.
 7. The PMKVY is mainly useful to youths, technically educated.
 8. The PMKVY scheme improves personality development.
 9. Moderately respondents Satisfied About This Scheme.

8. SUGGESTIONS

1. It is suggested that the government has to include this scheme in the education system to know more about this scheme.
2. The government has to create more awareness about this scheme
3. The government promotes the youths to register in more numbers.
4. According to this study resplendently moderately satisfied with this scheme so governments have to first find out the drawbacks of this scheme.

9. CONCLUSION

The study on the "Effectiveness of Pradhan Mantri Kaushal Vikas Yojana (PMKVY) on Educated Youth of Coimbatore City" has provided valuable insights into the role of skill development initiatives in empowering educated youth. Based on the findings, it is evident that PMKVY has had a positive impact on enhancing employability and bridging the skills gap among the youth in Coimbatore. According to responses, training methods and activities brought new potentials for trainees when performing tasks and resulted in increased soft skill inferential analysis generated tabulated statistics that shows their results of factor analysis and data collected from 60 respondents through questionnaires. The findings of this study are supporting other research on training and skilled development. Training produces advantages for the understanding, abilities, capacity, abilities and conduct of the youth. From the results most respondents highly agreed that training builds abilities and abilities to enhance performance, it is helpful to earn livelihood and promote them for self-employment entrepreneurship and solve their unemployed problem.

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