



Impact and Achievements of Skill India Mission in Enhancing rural youth Employability: A case study

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Abstract

In any country, education and skills are essential for both societal advancement and economic growth. The most important change to the nation's education system for overall benefit to the student community, is the integration of vocational education with general education. The "National Education Policy NEP" 2020 aims to provide high-quality, all-encompassing education, equipped with industry relevant skills. In this direction, the Pradhan Mantri Kaushal Vikas Yojana (PMKVY), a flagship scheme of the Ministry of Skill Development and Entrepreneurship (MSDE) has been initiated by Government of India as part of Skill India mission and implemented by the National Skill Development Corporation (NSDC). This scheme focuses on imparting skill development training to youth nationwide, including rural areas. The Andhra Pradesh State Skill Development Corporation (APSSDC) was established with an aim to monitor skill development initiatives in the state through a Public Private Partnership (PPP) approach, in conjunction with NSDC. APSSDC has a presence in more than 1,250 institutions covering degree colleges and engineering colleges reaching out to vast number of student communities. The present study discusses the implementation of PMKVY 4.0 at SJGC, Kurnool and its impact on fostering economic independence of the youth by providing them with the requisite training and making them capable of meeting the employment demands. The paper has focused on present status and role of PMKVY and the effectiveness among unemployed youth in Nagaland through a case study Dimapur district of Nagaland.

Keywords: NEP, NSDC, PMKVY, APSSDC

Introduction

India's huge youthful demography presents significant opportunities to convert the nation into a global force and a centre for skills. With over 65% of its population being under 35, this young labour force is likely to be a driving force behind India's developmental change and economic progress. World Youth Skills Day, celebrated on July 15th, was established by the United Nations to highlight the importance of equipping young individuals with skills necessary for employment and entrepreneurship. Acknowledging the shortcomings of the conventional education system in providing Indian youth with job-ready skills, the government launched a skill development initiative in 2009 under the National Policy on Skill Development (NPSD), 2009. This policy includes provisions for reviews every five years to ensure its framework remains aligned with changing national and international trends. The initiative gained traction with the introduction of the National Skill India Mission in 2015, which aimed to rectify the disjointed nature of earlier skill development efforts. The revamped Skill India Initiative introduced a holistic approach to skill development along with the execution of the National Policy on Skill Development and Entrepreneurship, 2015 (Ashwani Kumar Joshi and K. N. Pandey 2020).

Skill India Mission

The Skill India Mission is a key initiative carried out by the Ministry of Skill Development and Entrepreneurship (MSDE) aimed at equipping the nation's youth with skills and training to improve their job prospects. A central organization oversees the Mission's goals, which includes a Governing Council, a Steering Committee, and a Mission Directorate. Supporting the Mission Directorate are three additional

entities. The National Skill Development Agency (NSDA) focuses on maintaining quality and conducting research on policies related to skills. The National Skill Development Corporation (NSDC) operates as a public-private partnership (PPP) organization tasked with increasing capacity and assisting private training providers. The Directorate General of Training (DGT) is responsible for implementing training and apprenticeship initiatives (NITI Aayog).

Schemes/Initiatives Under the Skill India Mission

Sector Skill Councils (SSC) are self-sufficient, industry-driven organizations set up by the NSDC. These councils are vital in creating occupational standards, qualification frameworks, and competency models. They implement a range of initiatives, including Train the Trainer Programs, skill gap analyses, and assessments to certify individuals. At present, there are 37 functioning Sector Skill Councils, each overseen by a Governing Council made up of more than 600 representatives from various corporations.

National Skills Qualifications Framework (NSQF) is a structured system that categorizes qualifications according to levels of expertise and knowledge. The National Skill Development Agency (NSDA) oversees this framework, while the National Skills Qualifications Committee (NSQC) implements it. The NSQC is responsible for approving National Occupational Standards (NOSs) and Qualification Packs (QPs), establishing accreditation criteria, addressing the needs of underprivileged groups, resolving conflicts, and ensuring alignment between the NSQF and international qualification systems. The NSQF plays a crucial role in maintaining quality assurance in skill development. Many countries around the globe are adopting similar qualification frameworks. The NSQF enhances global mobility and provides development pathways for the Indian workforce (NCAER (2018)).

The National Education Policy 2020 highlights the significance of vocational training and the enhancement of teachers' skills to boost learners' employability and vocational competencies at every educational level.

The New Employability Skills curriculum, created in partnership with Quest Alliance and introduced by the Ministers of State for Education during 'Shikshak Parv 2022,' seeks to foster a self-learning approach, prepare students for employment in a post-pandemic world, and arm them with 21st-century competencies. The e-Books are accessible via NSDC's eSkill India portal, and there are plans to launch eLearning resources for public access through NSDC's modules. This curriculum will be incorporated throughout the MSDE framework, focusing on widespread implementation and influence. Additionally, recent Annual PLFS Reports reveal a favourable shift in employment, with the Worker Population Ratio (WPR) for individuals aged 15 and older rising from 52.9% in 2021-22 to 56.0% in 2022-23. This indicates the success of ongoing initiatives aimed at enhancing employment in the country (MoSDE Annual Report Various Issues 2022-23).

Pradhan Mantri Kaushal Vikas Yojana (PMKVY): PMKVY is the flagship initiative of the Ministry of Skill Development and Entrepreneurship (MSDE) and carried out by the National Skill Development Corporation (NSDC), aims to provide skill training to youth throughout the country, including in rural regions. Between 2015 – 2022, three versions of the scheme have been implemented with approach and varied strategy. Cumulatively, more than 1.37 crore youths have been trained across various sectors. Based on the challenges faced in implementing earlier phases of PMKVY and the learnings gathered, the next phase of PMKVY, i.e., PMKVY 4.0 under the umbrella scheme of the 'Skill India Programme' is being implemented between FY 2022-2026 (EduKida Desk 2024).

Key Components of PMKVY

1. **Short Term Training:** The objective of this is to impart training for skills in various sectors through a network of empanelled training centres across the country. The said institutions offer short duration courses according to the needs of the industries concerned with the skills, so that the candidate gets a job in the same after completion of the course.
2. **Recognition of Prior Learning: RPL** caters to those who have skills or work experience but do not have formal certification. The competency pool is assessed and certified through orientation or bridge courses, which can finally establish their skills in the job market.
3. **Special Projects:** The Special Projects component of PMKVY envisages the creation of a platform that will facilitate trainings in special areas and/or premises of Government bodies, corporates or industry bodies, and training in special job roles, not defined under the available Qualification Packs (QPs)/National Occupational Standards (NOS). The objective of Special Projects is to undertake project-based skilling interventions, primarily to meet the skilling needs of marginalised or vulnerable groups (Process manual PMKVY 2015)

As of June 30, 2024, PMKVY has trained 1.48 crore candidates. Indeed, this huge reach and impact portray their skill development for the youth of India.



Source: pmkvy 4.0 guidelines

Salient Features

Establishment of Quality Training Infrastructure: PMKVY has also initiated the setting up of model skill training centers called Pradhan Mantri Kaushal Kendras (PMKK) that are fully functional across the country. The scheme makes use of existing infrastructure in most government and private schools, colleges, and universities to optimize resource usage. In this way, this collaborative effort enables diffusion of skill training on a much wider scale, reaching diverse demographics.

Monitoring & Integration through Skill India Digital Hub: The MSDE has brought out the Skill India Digital Hub for monitoring and tracking of training effectiveness. This is a unified platform for integrating different ecosystems of Skilling, Education, Employment, and Entrepreneurship, which can provide all end-to-end services to stakeholder(s) involved. The SIDH shall capture the entire training life cycle from candidate registration to post certification follow up thereby ensuring transparency and accountability of the training process.

Adhar Enabled Biometric System (AEBS): It captures attendance in real time, which is authenticated against the UID database every time a student/Trainer punches in on a biometric machine installed at every centre. As per the guidelines it is mandatory for every student to have 70% attendance to be eligible for assessment. The platform also facilitates Aadhaar authentication, apart from integration with the PFMS for efficient financial transactions, thereby allowing DBT to eligible candidates. Beyond this, the portal links trained candidates with probable employers, thus improving their prospect of getting a job.

Placement Support: The most essential aspect of the scheme is assistance with finding placements. This placement can include paid employment or self-employment options. Opportunities for both short-term and specialized projects should be secured within three months of completing the training. Job opportunities should be connected to the skills that participants have acquired during their training. Training partners are responsible for identifying job openings and placing students in appropriate roles as necessary. The skills training provided should align with industry requirements (PMKVY 4.0 guidelines).

Sector Wise Skill Councils



Source: skillindia.org

Implementation Strategy

- **Policy Framework:** MSDE provides overall policy framework for the implementation of PMKVY 4.0.
- **Regulatory framework:** National Council of Vocational Education and Training (NCVET) provides a unified regulatory framework, including recognizing Awarding Bodies (ABs) and Assessment Agencies (AAs) for National Skills Qualification Framework (NSQF) aligned courses.
- **Implementing Agency:** National Skill Development Corporation (NSDC) will support MSDE in effectively implementing the scheme as per approved guidelines by providing technical and knowledge support in various aspects of the scheme as mandated by MSDE.
- **Training Providers:** Pradhan Mantri Kaushal Kendras (PMKKs), PMKVY Training Centres, Industrial Training Institutes (ITIs), Skill Hubs (Schools, colleges, Higher Education training centres Ministries/Department, Institutes), of other training centres of industry partners and private training providers, etc.
- **Sector Skill Councils:** Sector Skill Councils will promote industry connect through skill gap studies, curriculum development, facilitating On-the-Job Training (OJT), Training of Trainers and Assessors and support in overall implementation of the scheme.

Role of APSSDC in the Implementation of PMKVY

Andhra Pradesh (AP) has a population of 4.94 crore, making it the tenth most populous state in the country. It is home to 30 established urban centres, including three mega cities and 12 planned smart cities. The region holds significant job market potential due to the ongoing planning of various industrial belts. AP has structured an entity on a PPP mode along with NSDC and private partners to initiate and oversee skill development initiatives. Andhra Pradesh State Skill Development Corp (APSSDC) is a nodal agency to promote skill Development & Entrepreneurship activities in the state and to standardize & monitor the Skill Development activities being implemented by various corporations/departments of A.P. APSSDC is implementing centrally sponsored and state managed Component of PMKVY and it is the executing agency for this scheme in Andhra Pradesh (apssdc.in).

Performance of PMKVY (4.0) in Kurnool District of Andhra Pradesh

The primary objective of this study is to progress of PMKVY in Andhra Pradesh in general and in Kurnool district in particular and examine the role of PMKVY scheme in enhancing the employment opportunities and earning capacity of the youth. The study is based on the collected from the Ministry of Skill Development, GOI and Training Partners. A micro level study has taken up to measure the impact of PMKVY on the livelihoods of youth in the Kurnool District of Andhra Pradesh. The list of beneficiaries who are trained in various domains under PMKVY and placed in various were collected from the training partners and a sample of 50 beneficiaries were selected among them using convenient sampling method. Data related to job roles of the beneficiaries, span of the job period, awareness of the trainees average earnings from various sources and average expenditure before and after receiving the skill development training (<https://www.skillindiadigital.gov.in/pmkvy-dashboard>).

Objectives Of Study

The study has following objectives

1. To examine the sector wise job role sought by the trainees.
2. To study the gender wise, category wise enrolment.
3. To draw relationship between job role, gender and age in enrollment.

Research Methodology

This research is conducted in Silver Jubilee Government College (SJGC), Kurnool located in south India. The source of data belongs to the database India stat considering India and Andhra Pradesh. The study focuses on the analysis of PMKVY Scheme in the period of 1.0, to 4.0. Only percentage method is applied to analysing the trend of trained to assessed candidates of Andhra Pradesh in general and SJGC in particular and compared with India. The motive of analysing is based on intercomparison of both region in the term of trained and assessed trainees of PMKVY Scheme in 1.0, to 4.0.

Findings of the Study

Progress of PMKVY in India Versus Andhra Pradesh: The following analysis is based on the trained and assessed trainees under the Pradhan Mantri Kaushal Vikas Yojana from (1.0) to (4.0). The overall goal of PMKVY is to increase young people's employability (Vyas, 2018) and industry. In 2015–16, 19.85 lakh people received training as part of the program's trial phase. According to Ministry of Skill Development and Entrepreneurship, (09 Feb 2022) out of 132 lakh target 134.29 lakh candidates were trained as part of PMKVY (3.0) as of 31st dec 2021. The overall scenario of certified versus placed data at national level is

represented in Table 2, which shows 48.29% placement of trained candidates whereas in Andhra Pradesh the placement ratio is 58.83%.

table 1: the phase-wise targets and candidates benefited under PMKVY since inception, as on 31.12.2021

Phase	Target	Candidates Trained
PMKVY 1.0 (2015-16)	24	19.86
PMKVY 2.0 (2016-20)	100	109.98
PMKVY 3.0 (2020-22)	8	4.45
Total	132	134.29

Source: Ministry of Skill Development and Entrepreneurship, 09 Feb 2022

table 2: details of candidates trained/oriented under pmkvy (1.0 to 3.0) as on 30.06.2024

	Candidates Certified	Candidates Reported Placed	% of Placement rate
Andhra Pradesh	68,803	40,474	58.83%
India	21,26,871	10,27,016	48.29%

Source: Ministry of Skill Development and Entrepreneurship 29 Jul 2024

Implementation of PMKVY (4.0) at SJGC

Andhra Pradesh State Skill Development Corporation (APSSDC) has established skill hubs in 2022, in various Govt degree colleges across the state which managed by the National Skill Development Corporation (NSDC) and the jointly. Silver Jubilee Government College (SJGC), Kurnool is one among those colleges to receive funds for establishing skill hubs. As part of funding the college received infrastructure such as smart TV, Laptops, Tables and chairs to facilitate the training. The skill hub offered Short-Term Training (STT) in Ornamental Fish Farming, Domestic Data Entry Operator, Junior Software Developer, Associate Data Entry Operator, open to individuals aged 18 years and above, including dropouts and students who passed intermediate. Upon completion of these three-month courses, the centre provides both certifications as well as employment opportunities by connecting the graduates with employers.

Depending on the job role, the training's duration varies, although most programmes range between 200 and 600 hours (2 and a half and six months). Modules in soft skills, entrepreneurship, financial literacy, & digital literacy are among the training options available in accordance with the National Skills Qualification Framework (NSQF).

Placement Support : Our institution has been opted as centre for conducting monthly job melas under the aegis of Directorate of Employment & Training, (DE&T) which is working along with the Department of Skills Development and Training, Government of Andhra Pradesh to track the placements of PMKVY as a key performance indicator.

table 1: job roles under short term training (stt) component of pradhan mantri kaushal vikas yojana (pmkvy 4.0) at sjgc (2023-24).

Skill Sector	Training type	Job Role	Category	NSQF level	Total QP Hours (Theory + Practical +ES)	OJT Hours
Agriculture	STT	Ornamental Fish Farming	Regular	4	300	90
IT-ITES	STT	Domestic Data Entry Operator	Regular	3	390	60
IT-ITES	STT	Junior Software Developer	Regular	3	390	60
IT-ITES	STT	Associate Data Entry Operator	Customised	3	390	-

Overall enrolment:

Figure:1 shows overall enrolment of candidates across all the courses offered at SJGC. Out of four courses offered, the maximum number of enrolment and certification is seen in Junior Software Developer course depicting that this course is the most sought after course among all the four which was run in six batches. Domestic data entry operator course was second opted course by the candidates with enrolment of 52 and

certification of 32. Associate adad entry operator course was taken up by 39 candidates and out of which 37 got certified. The ornamental fish farming course was opted by 30 candidates and all of them got certified.

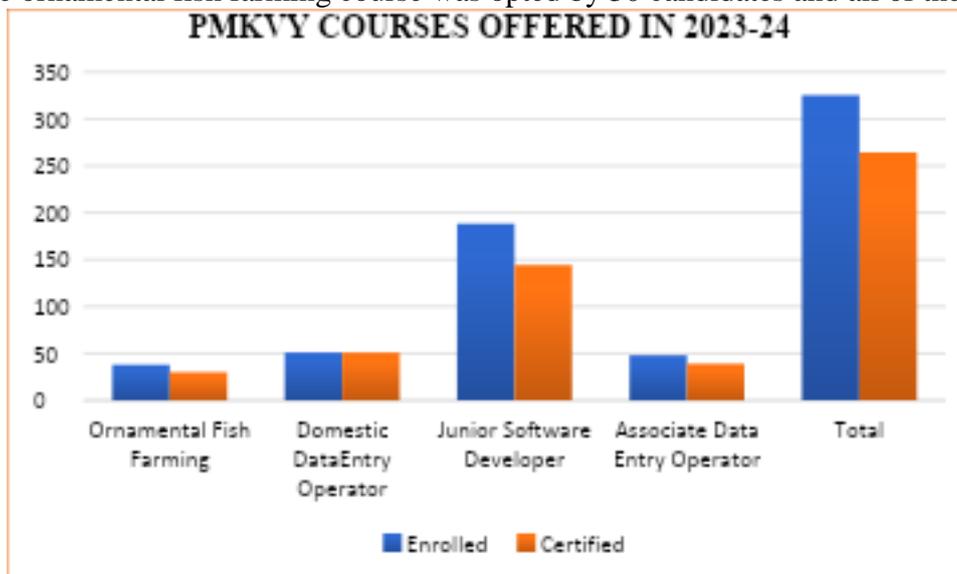


fig 1: total no.of enrolled and certified candidates across all courses

ORNAMENTAL FISH FARMING: The total no.of enrolled candidates in the Ornamental fish farmer course were from the age group 21-30 years. Out of which 12 were male, 18 female, 14 OBC, 8 SC, 2 ST and 6 from general category. Showing that the female students are more interested in the agriculture sector job roles (Fig 2).

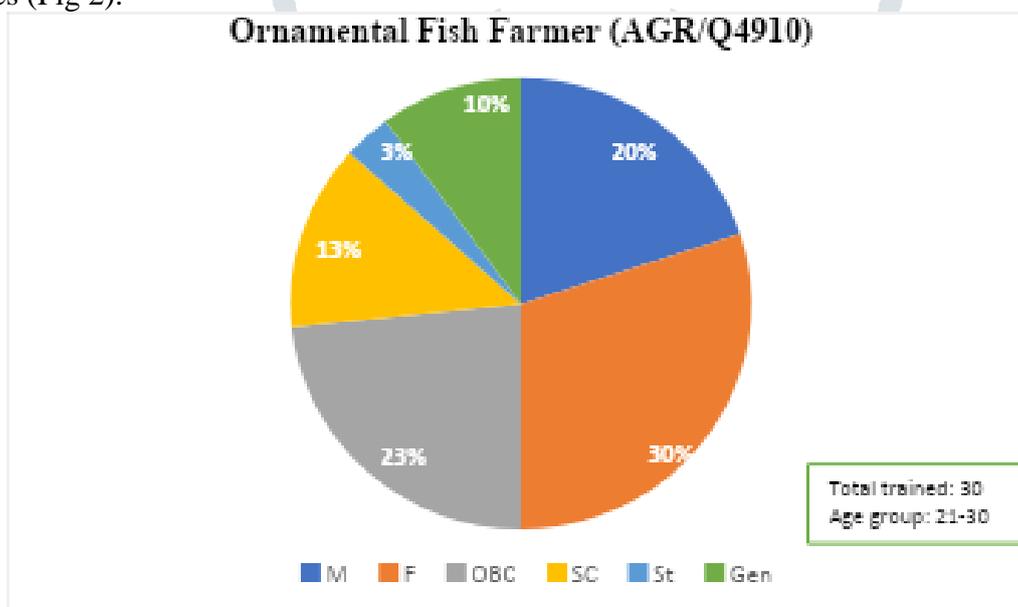


fig 2: gender & category wise study of enrolment in ornamental fish farmer

DOMESTIC DATA ENTRY OPERATOR (SSC/Q2212): The job role of Domestic data entry operator has been opted by varied age group ranging from ≤20 years to 50 years depicting that this job role is lucrative for all age groups. The total no.of candidates enrolled in this course is 51, out of which 36% of them are male candidates. 49.02% of candidates are from 21-30 years age and followed by 16% in the ≤20 year age group (Fig 3&4).

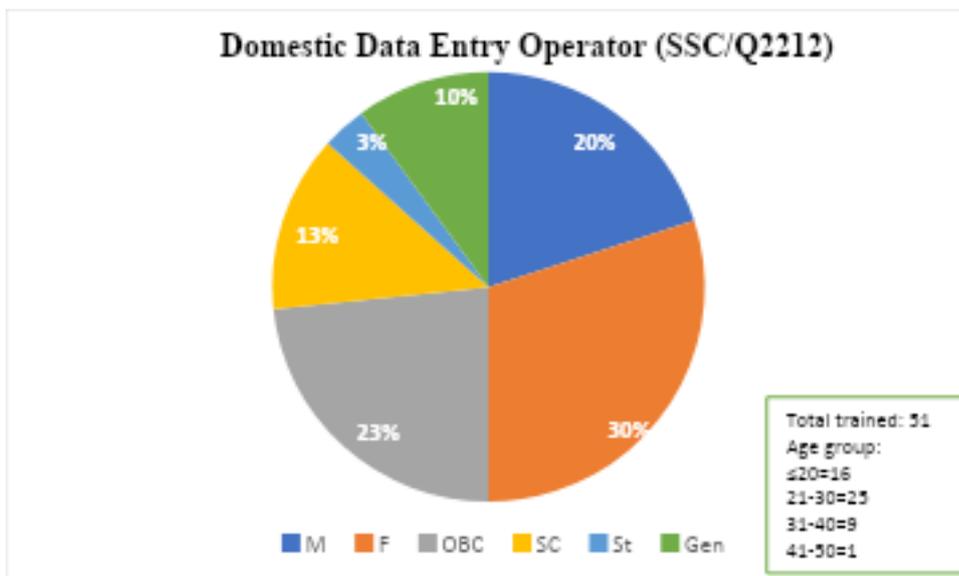


fig 3: gender & category wise candidates trained in domestic data entry operator

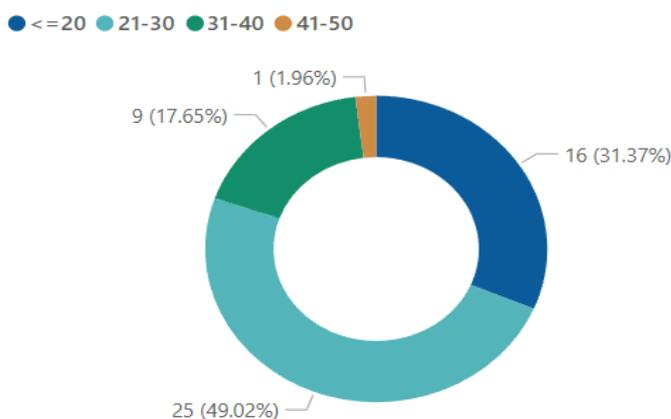


fig 4: age wise candidates trained in domestic data entry operator

JUNIOR SOFTWARE DEVELOPER (SSC/Q0508): The job role of junior software developer has been opted by total 144 candidates which is the highest among all four courses offered in our institute showing that this job role is much sought after job role by the youth in the Kurnool region. Out of 144, 94 of them are female candidates, which equal to 33% and 34% belong to OBC category (Fig 5).

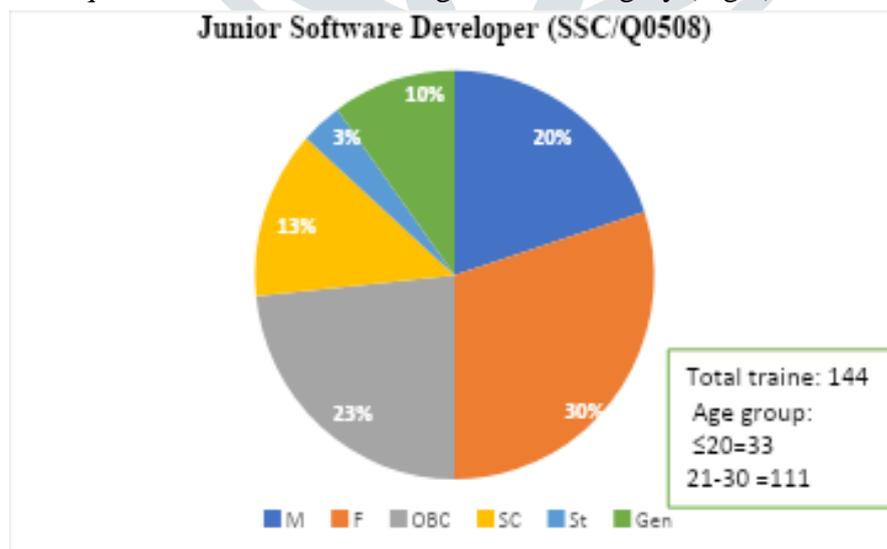


fig 5: gender & category wise candidates trained in junior software developer

ASSOCIATE DATA ENTRY OPERATOR (SSC/Q2215): Fig 6 shows the data of total trained candidates in the job role of Associate Data Entry operator which is a customised job role category unlike other three job roles mentioned earlier which come under regular job role category. Under this job role total 39 candidates were trained all belonging to the age group of 21-30 years.

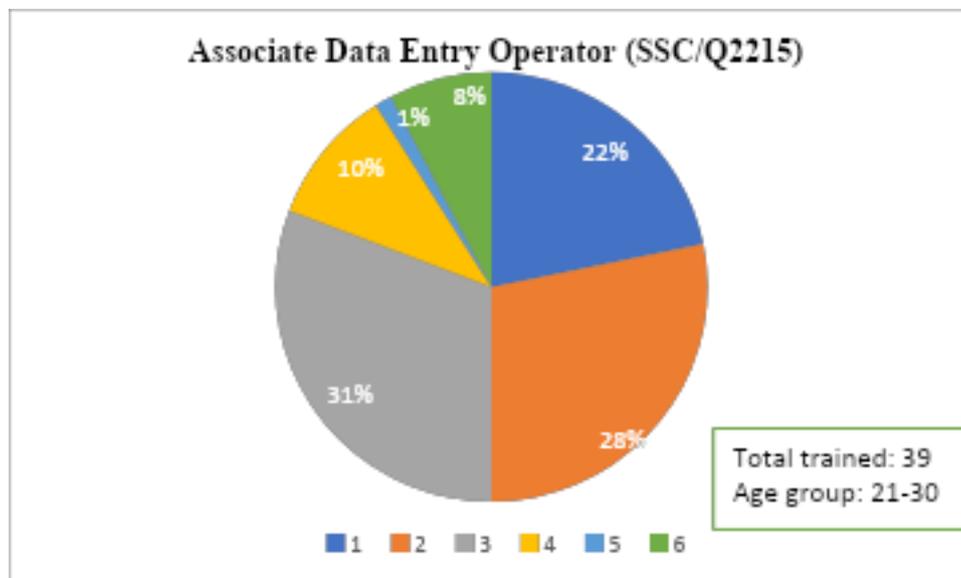


fig 6: gender & category wise candidates trained in associate data entry operator

Discussion

Several studies done in Madhya Pradesh by Bhawar Pratap Singh, Dr. Bimlesh Singh (2024) and in Allahabad district, Uttar Pradesh by Neera Kumar (2022), Dimapur District of Nagaland by Debojit Konwar (2021) by Ramkishan Manjre et al in Salem district of Tamilnadu on PMKVY 1.0 and 2.0. & 3.0 showcased promising outcomes in terms of awareness about the scheme and training the youth and finding employment. Kumar, Sunaina (2022), Surinder Singh and Kamal Goel (2022) in their study stated that, PMKVY helped raising the employment opportunities as they got nearly 50 per cent placements at their training centres. However, opined that the Government of India needs to upgrade the skills among youth through this programme. Ashwani Kumar Joshi and K. N. Pandey (2020) assessed the quality of the PMKVY training as perceived by the youth in Haryana and concluded that majority of them are aware of the eligibility criterion for enrolments, free training and other aspects PMKVY plays a major role in enhancing the employability of the youth. Srinivas and Gangaiah reported that, PMKVY has helped to improve the employment opportunities and earning capacity of the youth which accelerate their family income in the state of Andhra Pradesh.

Pankaj Kumar (2023) revealed that the PMKVY scheme has achieved the target up to the completion of the PMKVY 3.0 But with a huge gap between the trained manpower and employment avenues.

In the present study, we have completed four Short Term Training programmes, for the job roles of Ornamental Fish Farming, Domestic Data Entry Operator, Junior Software Developer, Associate Data Entry Operator under the “Skill Hub Initiative” of the scheme “Pradhan Mantri Kaushal Vikas Yojana 4.0 (PMKVY 4.0)” during 2023-24. We have been able to train a total of 264 candidates from rural areas of Kurnool district belonging to varied socioeconomical background and age groups. Both male and female candidates have shown interest in completing the courses successfully. By conducting job melas we could help the trained individuals in showing employment opportunities. As a result, we got approval for the second consecutive year 2024-25 under PNKVY (4.0) for three job roles, namely, Hydroponics Technician under agriculture sector, Junior Software Developer and IoT Hardware Analyst under It-Ites sector. The total no.of candidates enrolled in these courses is 114. The training part has been completed successfully. Assessment and certification part is under progress.

As part of providing placement support, we have conducted four job drives in the months of September, October, December 2024 and January 2025 in collaboration with Directorate of Employment & Training, (DE&T). Several reputed companies like KL Group, QSpider Pvt Ltd, L&T, Bharat financial solution Ltd Paytm, IITM skill academy, Axis bank etc took part in the job drives. Total 483 candidates participated in the job drives, including trained and certified candidates under the STT component in PMKVY (4.0) during 2023-24 and also the unemployed youth of Kurnool district, 227 have got the placement orders.

Conclusion

The Pradhan Mantri Kaushal Vikas Yojana has become exemplary of India’s commitment to empower its youth through skill development. PMKVY is contributing to an increase in employability and the overall economic growth of the country through structured training and harnessing the power of modern technology in monitoring and support. While the scheme is always learning, it remains focused on meeting dynamic industry needs and aspirational requirements of youth.

Through different programs and related schemes of the Skill India Mission, the government seeks to equip people with skills that are relevant to the industry. Highlighting the importance of soft skills recognizes their value in the modern workplace, promoting effective communication and flexibility. By integrating the

development of both technical and soft skills, Skill India guarantees a diverse and employable workforce, aiding in India's economic progress and societal development. We look forward to implement many such Government initiative in near future for training the rural youth in finding better livelihood

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