Marketing & Communication Guidelines for Pradhan Mantri Kaushal Vikas Yojana (PMKVY) (as of 03/09/2015)
The following Guidelines for Marketing and Communication under PMKVY have been prepared to enable affiliated Training Partners to communicate and promote the scheme accurately and effectively.

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

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

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

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

a. Monetary Reward Scheme

*(PMKvy IS NOT A FREE SCHEME!!!)*

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

b. Goal of GOI

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

c. Industry Aligned and Extensive Coverage of Sectors

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

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

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

**d. MPs and Mobilisation**
Awareness and mobilisation occurs through Kaushal Vikas Shivirs (KVSs) involving local MPs. KVSs are organised by Training Partners.
2. Branding of Training Centers

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

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

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

Please follow the instructions in **red** carefully. They specify where the collateral should be placed.
Instructions: To be displayed prominently at the entrance of the Training Center
Instructions: To be displayed prominently at the entrance of the Training Center and inside the Counselling Room.
2.3 Poster 2

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

<table>
<thead>
<tr>
<th>Courses Offered</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>IT/TeS</td>
<td>Domestic Data Entry Operator</td>
</tr>
<tr>
<td>Electronics</td>
<td>Field Technician – Networking and Storage</td>
</tr>
<tr>
<td>Life Science</td>
<td>Medical Sales Representative</td>
</tr>
<tr>
<td>Retail</td>
<td>Sales Associate</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>Fitter – Electrical and Electronic Assembly</td>
</tr>
<tr>
<td>Banking</td>
<td>Business Correspondent &amp; Facilitator</td>
</tr>
</tbody>
</table>

To be a part of this scheme or to know more about it, call 08800055555 or log on to www.pmkvyofficial.org / www.facebook.com/PMKVYOfficial
2.4 Poster 3

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

Instructions: To be displayed prominently around Training Center
The PMKVy video and flyer is to be shown and distributed to all new trainees at the start of every batch.

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

**Don’ts**
2. Do not edit the video!
3. Do not change the content of the flyer!

Please follow the instructions in red carefully.
3.1 Animation Video

Instructions: To be played at all PMKVY enrolment drives and at the start of every PMKVY batch.
Instructions:
To be distributed at all PMKVY enrolment drives and at the start of every PMKVY batch. Copies to be made available in counselling room as well as at the entrance of the center.
The following slides 16 to 21 contain the revised PMKVY collateral for Kaushal Vikas Shivirs.

**Dos**

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

**Don’ts**

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

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

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

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

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

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

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

To be a part of this scheme or to know more about it, Call 08800055555 or log on to www.pmkvyofficial.org | www.facebook.com/PMKVYOfficial or visit your nearest Kaushal Vikas Shivir.
Instructions: To be distributed at Shivir
Do not change the content!
5. Marketing Courses under PMKVY

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

1. The communication must only be about PMKVY courses.

2. The logos of MSDE, NSDC, Skill India are not to be used.

3. The logo of PMKVY can be used. It has to be in the format given.

4. The following information about the courses must be provided:
   a. Name of the Job Role
   b. Minimum eligibility criteria for the Job Role as mentioned in the Qualification Pack
   c. Maximum eligibility criteria for the Job Role, if mentioned in the Qualification Pack
   d. Number of days of training and fee for the program/course
   e. Monetary reward eligible for the Job Role
5. The communication should contain the call center number (088000-55555) and the PMKVY website link www.pmkvyofficial.org

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

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

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

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

9. Training Partners/Centers are not permitted to provide/advertise any additional ‘monetary’ incentives (such as silver coins)!
6. Usage of MSDE, NSDC, Skill India and PMKVY Logos

1. Training Partners are not allowed to use the Government of India, MSDE, NSDC or Skill India logos in any communication, other than the communication templates made available by NSDC.

2. Training Partners which are affiliated under the PMKVY Scheme, are permitted to use the PMKVY Scheme logo in their marketing communication related to PMKVY only. The PMKVY logo has to be in the specified format.

3. Training Partners are permitted to use the logos of the Sector Skill Councils (SSCs) that they are affiliated to under the PMKVY Scheme. Before using the logo, the Training Partner must get an written approval from the SSC.
1. Training Partners should not mention that NSDC is a Government of India undertaking in any of their communication.

2. NSDC is a Public Private Partnership (PPP) not-for-profit under the Ministry of Skill Development and Entrepreneurship (MSDE), with 49% equity held by the Government of India and remaining 51% by the private sector. NSDC registered under Section 25 of the Companies Act.
8. Marketing by Franchise Centers of Training Partners

1. In all their communications, franchise centers should contain the name and logo of the Training Partner to whom they are affiliated.

2. All franchise centers should prominently have the branding of the affiliated Training Partner that they have partnered with under PMKVY.

3. Franchise centers are to strictly adhere to all the guidelines in this document. It is the responsibility of the affiliated Training Partner to ensure the same.
1. Creation of TP Facebook Page

All TPs are required to have a Facebook page. The name of the page should be the same as the Training Partner’s and should not mention PMKVY.
2. Management of Content on Training Partner Page

2.1. Moderation of Posts Made by Training Partner

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

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

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

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

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

The images shared will also be collated for monitoring purposes.
Step By Step Guide to Creating an Album on Facebook

Step 1: Click ‘Photos’ section on **your page**

![Click here on the page](image-url)
9. Digital Mandates

Step 2: Click on ‘Add Photos’ and select pictures.
Step 3: Write the album name and description (tag PMKVY in the description)

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

Step 4: Click “Post” to share the album

Step 5: Share the album link with the PMKVY Official Facebook page via inbox message
2.2. Moderation of User Activity

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

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

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

3. General Information and Queries

Received about PMKVy

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

And if further assistance is required, Training Partners are to inform users to email PMKvy PMU at pmkvy@nsdcindia.org
10. Non-Compliance of Guidelines

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

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