



# PMKVY 3.0

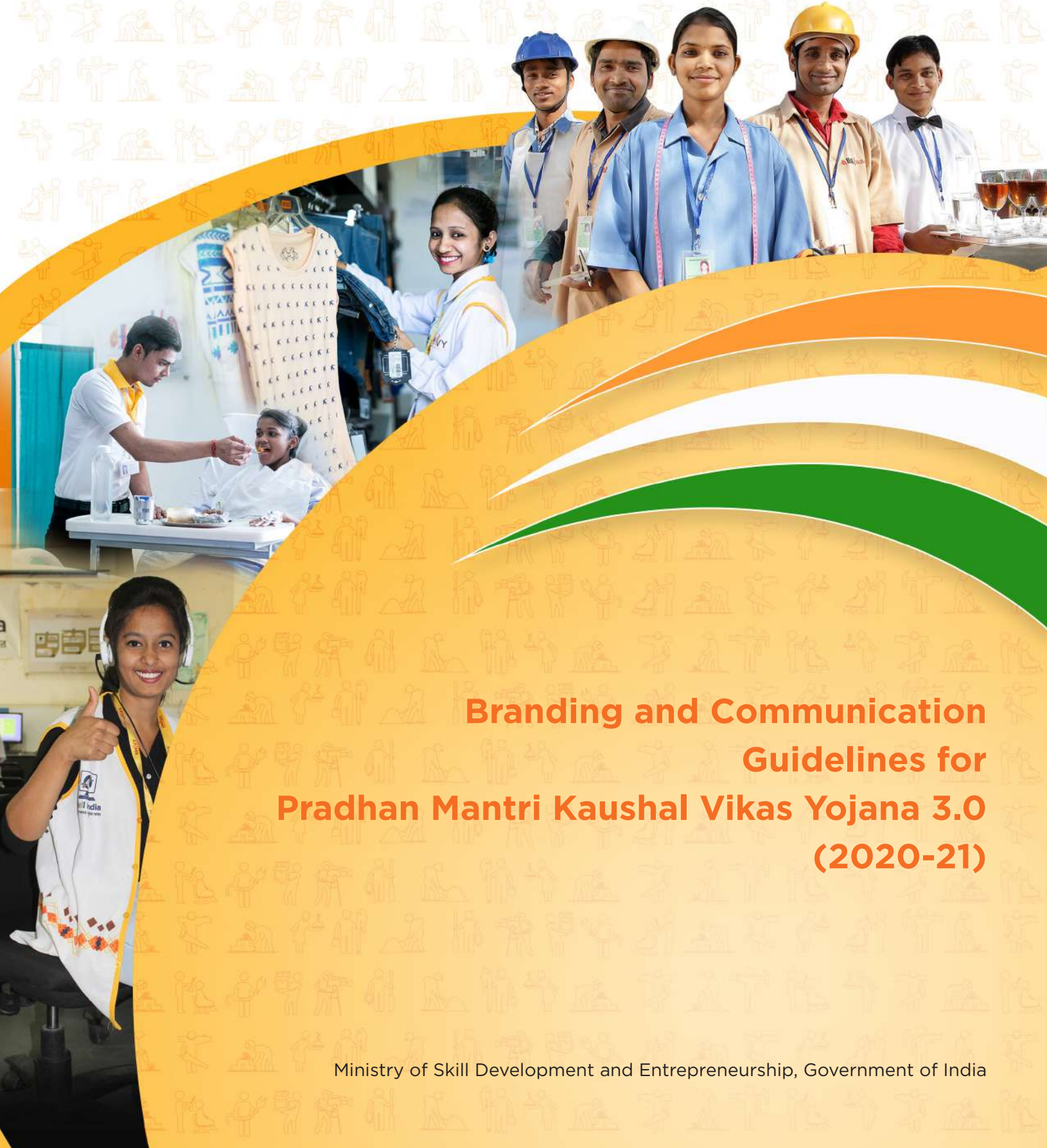
PRADHAN MANTRI KAUSHAL VIKAS YOJANA



सत्यमेव जयते  
MINISTRY OF SKILL DEVELOPMENT  
& ENTREPRENEURSHIP  
GOVERNMENT OF INDIA



**Skill India**  
कौशल भारत - कुशल भारत



## Branding and Communication Guidelines for Pradhan Mantri Kaushal Vikas Yojana 3.0 (2020-21)



**"The mantra to stay relevant in the midst of rapidly changing businesses and markets today is skill, reskill, and upskill. With this vision, we are constantly taking concrete steps to create a future-ready workforce."**

**- Shri Narendra Modi**

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# Overview

# 01

## **About PMKVY 3.0**

Pradhan Mantri Kaushal Vikas Yojana is the flagship scheme of the Ministry of Skill Development and Entrepreneurship, Government of India. The scheme, currently in its third edition (PMKVY 3.0), was launched on January 15th, 2021.

Like its previous editions, PMKVY 1.0 and 2.0, PMKVY 3.0 also has three kinds of training routes: Short-Term Training (STT) for fresh skilling of school/college dropouts and unemployed youth, Recognition of Prior Learning (RPL) to recognise existing skills and prior experience and Special Projects (SP) to address skilling requirements of vulnerable groups, and permit certain flexibility while conducting STTs.

## **Objectives of PMKVY 3.0 (2020-21)**

The objectives of the scheme are to:

- Create an ecosystem for the youth to make informed choices on the available skilling avenues.
- Provide support to the youth for skill training and certification.
- Promote sustainable Skill Centres for greater participation of private sector.
- Benefit 8 lakh youth over the scheme period (2020-21).

# Introduction

## **Branding and Communication Guidelines**

After the successful implementation of PMKVY 1.0 (2015) & PMKVY 2.0 (2016-20) and learnings from the past, PMKVY 3.0 (2020-21) has been launched with the objective to enhance skill development at grassroot level across districts and states.

Branding is an important aspect of communicating the scheme. All the Training Centres need to brand their respective centres with collaterals for promotional activities in accordance with these Guidelines. The Training Centres shall also promote activities conducted at their centres on various social media platforms.

This Branding and Communication Guideline document prescribes standardised branding for states and districts, training partners, and project implementation agencies, among others, for implementation of the scheme, PMKVY 3.0 (2020-21). The defined guidelines aim to ensure a clear communication of the key messages with one voice and as one brand. PMKVY training centres and other scheme implementing agencies shall thereby abide by these guidelines and read them in conjunction with the scheme's operational guidelines.

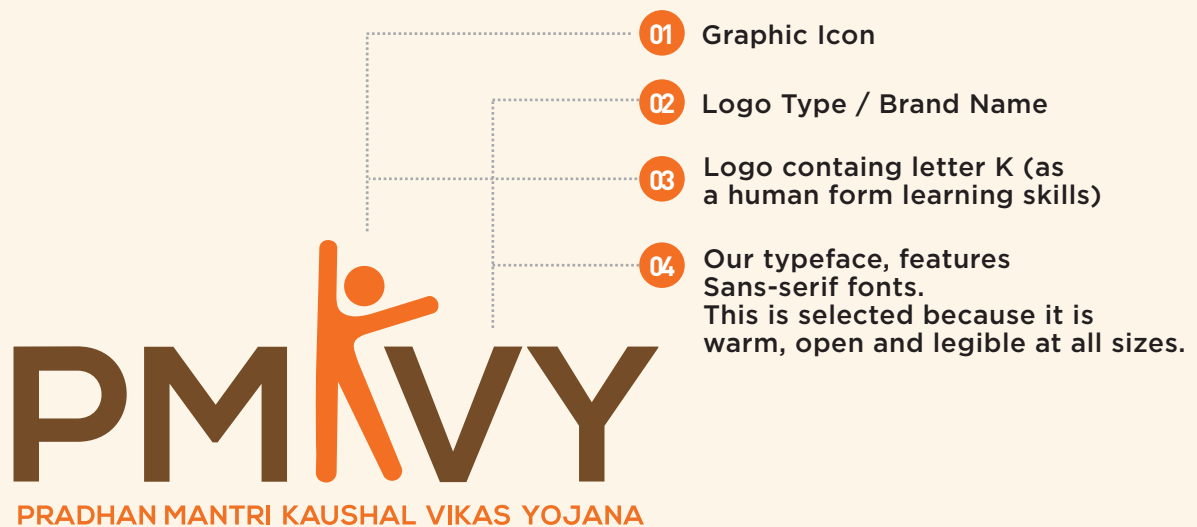
The Branding and Communications Guidelines document can then be used both internally and externally to ensure consistency and continuity of the PMKVY scheme, its visual identity, and strategy.

The training centres may undertake innovative approaches for further promotion of the scheme. The same shall be informed to MSDE/ NSDC prior to the roll-out or implementation of such campaigns. All the open (artwork) files of the branding elements shall be available on PMKVY official website- [www.pmkvyofficial.org](http://www.pmkvyofficial.org)

# Logo Specifications

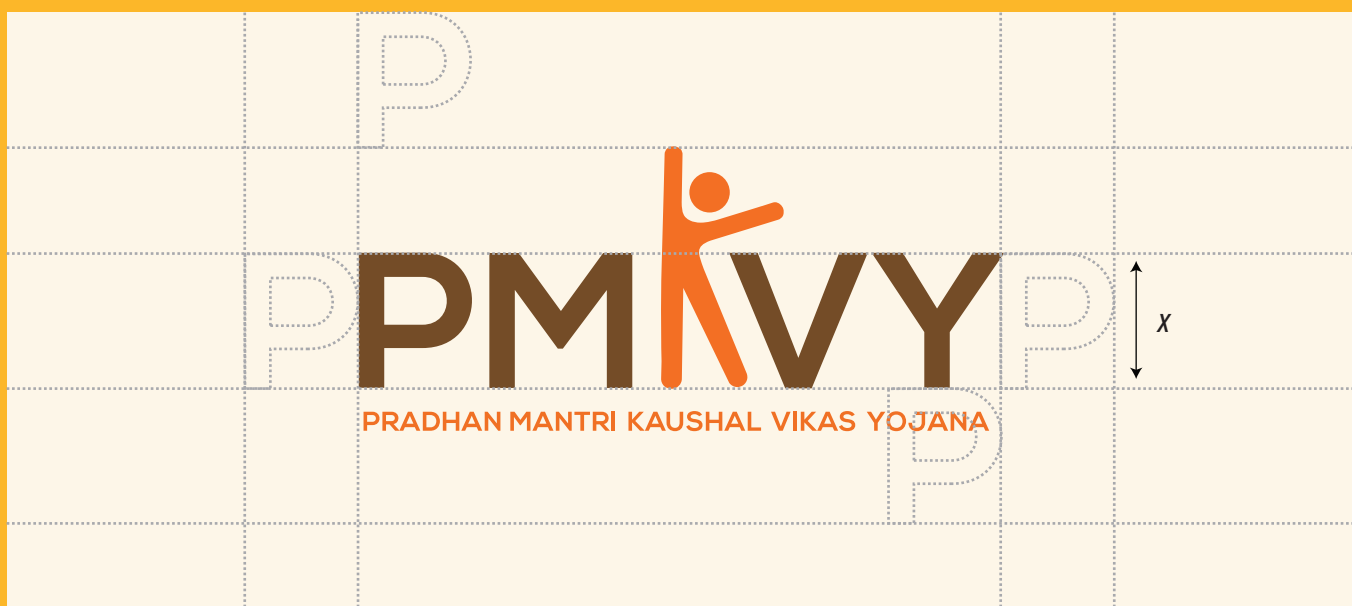
# 03

## 3.1 Logo Structure/ Type



## 3.2 Clear Space

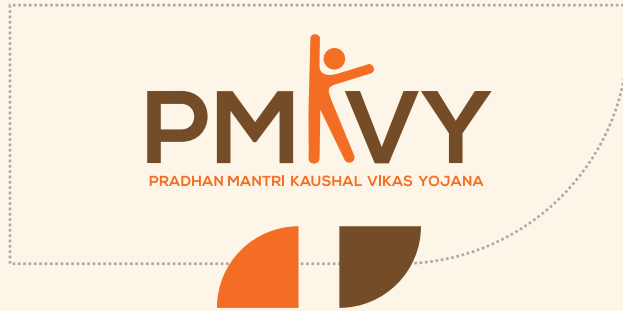
When the logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the signature's importance. The logo must be at least Xmm (X mm = Height of the letter "P") away from every side from illustrations, photographs, rules, page edges, or other type.



### 3.3 Logo Colour Palette

Beyond our logo, colour is the most recognisable aspect of the scheme identity. The colours selected reflect our bold, and diverse community. Using the correct colours appropriately is one of the easiest ways to make sure our materials reflect a cohesive PMKVY visual story and identity.

#### CMYK



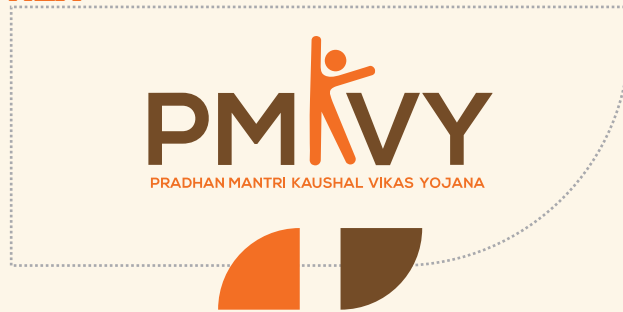
C: 0 | M: 70 | Y: 98 | K: 0    C: 40 | M: 65 | Y: 90 | K: 35

#### RGB



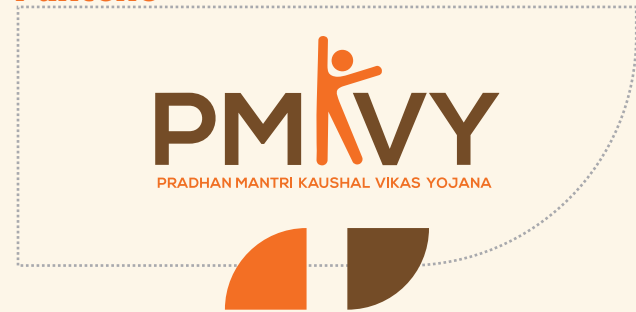
R: 243 | G: 112 | B: 36    R: 117 | G: 76 | B: 41

#### HEX



#F37024    #754C29

#### Pantone



151C    463C

### 3.4 Logo in Reverse

#### Logo in Reverse

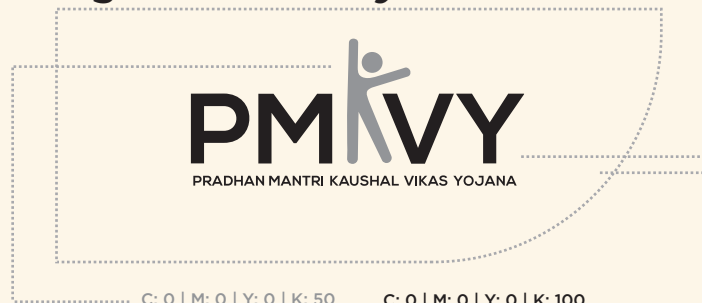


#### Logo in Reverse



### 3.5 Logo in Black and White

#### Logo in Black & Grey



C: 0 | M: 0 | Y: 0 | K: 50  
R: 147 | G: 149 | B: 152  
Hex: #939598  
Pantone: 423C

C: 0 | M: 0 | Y: 0 | K: 100  
R: 35 | G: 31 | B: 32  
Hex: #231F20  
Pantone: Black 6 C

#### Logo in Reverse



C: 0 | M: 0 | Y: 0 | K: 100  
R: 35 | G: 31 | B: 32  
Hex: #231F20  
Pantone: Black 6 C

#### Logo in grey



C: 0 | M: 0 | Y: 0 | K: 50  
R: 147 | G: 149 | B: 152  
Hex: #939598  
Pantone: 423C



### 3.6 Logo Placement - Do's

The preferred placement for the logo is in the upper segment of communication materials. Anywhere in the outlined areas shown here is acceptable, although corners are preferred. This way, the logo becomes a grounding element that appears consistently on all pieces. If the bottom zone is unsuitable, it is also acceptable to place the logo anywhere in the horizontal segment at the top within the piece. Again, corners are preferred, but the logo can be centered for more formal communication.

#### Do's



Do use the primary logo in its normal state



Do use the reverse black logo when it's required



Do use the reverse grey logo when it's required



Do use the reverse white logo with PMKVY Red Orange patch when its required



Do use the reverse white logo with PMKVY Brown patch when its required

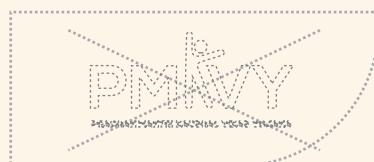


Do use the reverse white logo with black patch when its required

### 3.7 Logo Placement - Don'ts

Don't stretch, condense, or change the dimensions of the identity.  
Don't alter the placement or scale of the elements.  
Don't add colours to individual elements.

#### Don'ts



### 3.8 Font Pallete

Gotham Font Family is an Open Type font family made up of various style. Each style includes small capitals, fractions, standard ligature, lining and oldstyle figures, and more. There are extensive font options to go with it.

#### Font with 12 styles within

PMKVY

**Aa**  
 medium

**Aa**  
 Book

**Aa**  
 Bold

**Aa**  
 Black Regular

*Aa*  
 Book Italic

**Aa**  
 Light

**Aa**  
 Narrow Medium

*Aa*  
 Thin Italic

**Aa**  
 Thin

**Aa**  
 Ultra Italic

*Aa*  
 Xlight Italic

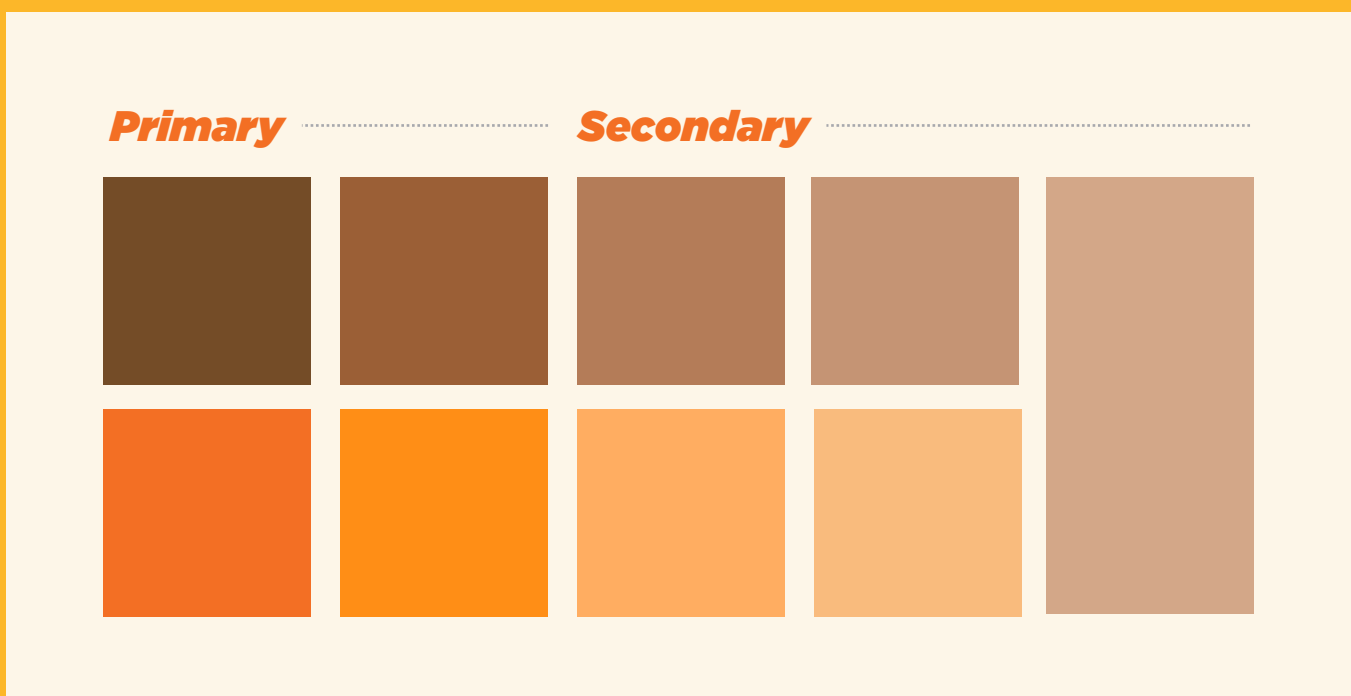
**Aa**  
 XLight Regular

### 3.9 Typography of 3.0

Gobold Bold Font Family is an Open Type font family made up of various style. Each style includes small capitals, fractions, standard ligature, lining and oldstyle figures, and more. There are extensive font options to go with it.



### 3.10 Colour Family



# Exterior Centre Branding

# 04

Outdoor signs have phenomenal recall value. Therefore, it is extremely important that these signs are standardised across India.

## 4.1 Drop Down Banner (Mandatory)



### Specifications

**Position:** Front Facade of Training Centres (Main Entrance)

**Size:** 5 ft. x 20 ft.

**Material:** Star Flex with Digital Printing

**Customisation Required:** None

**Language:** Region Specific

Training Centres may install more than one of these banners at the exterior of TCs.

## 4.2 Exterior Signage (Backlit) (Mandatory)

Pradhan Mantri Kaushal Vikas Yojana Centre



**SKILL INDIA**  
**TRANSFORMING INDIA**

To find a PMKVY centre near you, call 88000 55555  
or visit [www.pmkvyofficial.org](http://www.pmkvyofficial.org)

 @SkillIndiaOfficial  @MSDESkillIndia  @skill\_india\_official

### Specifications

**Position:** Front Facade of Training Centres (Main Entrance)

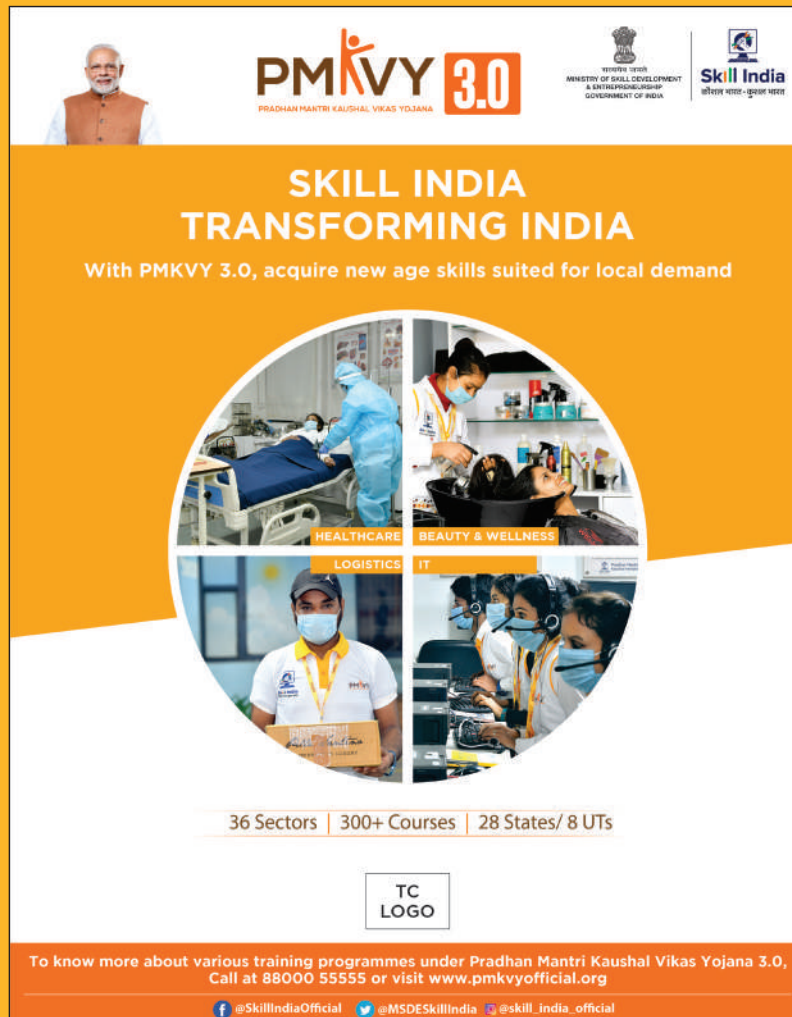
**Size:** 8 ft. x 4 ft.

**Material:** Star Flex (Mounted on Iron Frame or Backlit (Good Quality Tubes))

**Customisation Required:** None

**Language:** Region Specific

### 4.3 Outdoor - Hoarding/Backdrop (Vertical)



#### Specifications

**Position:** Front Facade of Training Centres (Main Entrance)

**Size:** 6 ft. x 8 ft.

**Material:** Star Flex (Mounted on Iron Frame) & Backlit (Good Quality Tubes)

**Customisation Required:** Photographs can be changed as per job roles

**Language:** Region Specific

#### 4.4 Outdoor - Hoarding/Backdrop (Horizontal)



##### Specifications

**Position:** At the training area

**Size:** 8 ft. x 6 ft.

**Material:** Star Flex (Mounted on Iron Frame) & Backlit (Good Quality Tubes)

**Customisation Required:** Photographs can be changed as per job roles

**Language:** Region Specific

# Reception Area Branding

# 05

The reception area is the first touch point at the training centre. The right elements would help create a positive brand recall for the visitors.

## 5.1 Main Signage Behind Reception Table (Mandatory)



### Specifications

**Position:** Behind Reception Desk

**Size:** Depending on Wall

**Material:** Digital Printing on 5 mm Sun Board/LED

**Customisation Required:** None

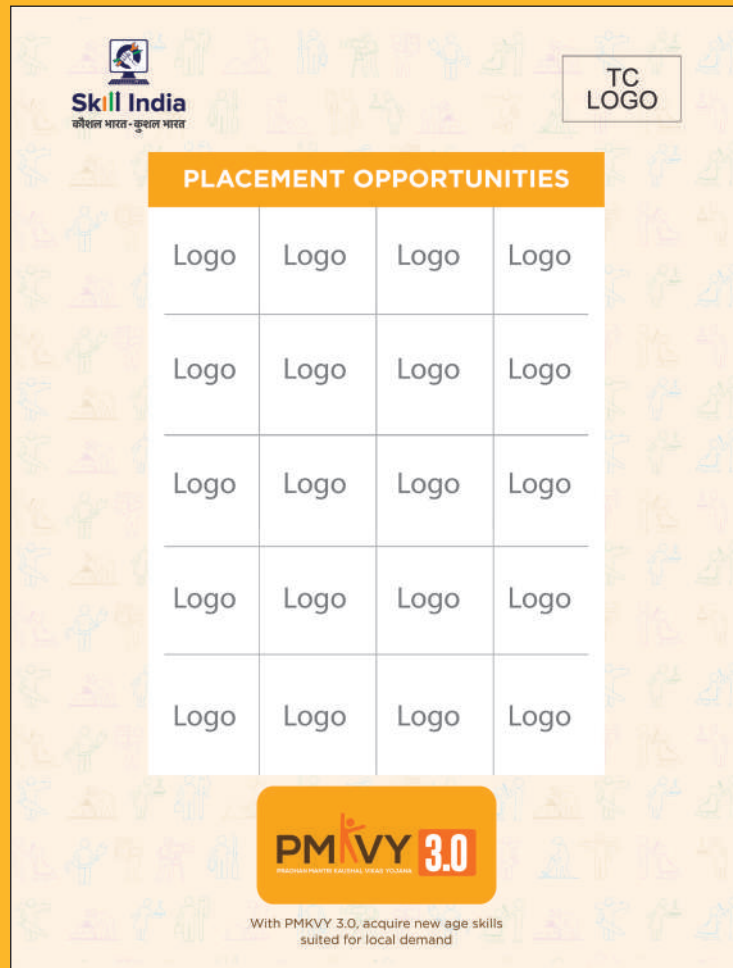
**Language:** Region Specific

TCs to install one signage behind the reception desk.



## 5.2 Poster - Placement Opportunities (Mandatory)

These logos are for reference. Training Centres to add the logos of local employers in the region.



### Specifications

**Position:** On walls in the waiting area

**Size:** 17 inch x 22 inch

**Material:** Digital Printing on Imported Art Paper (300 GSM)

**Customisation Required:** Logos of Placement partners/Companies where candidates have been placed

**Language:** Region Specific

### 5.3 Course Marketing Leaflet



#### Specifications

**Position:** As per requirement

**Size:** 10 cm x 14 cm

**Material:** Imported Art Paper (150 GSM)

**Customisation Required:** Addition of List of Courses, Duration of Courses, TP Logo and Contact Information

**Language:** Region Specific

### 5.4 Poster - PMKVY 3.0 (Short-Term Training) Benefits to the Trainee

**PMKVY 3.0**  
PRADHAN MANTRI KAUSHAL VIKAS YOJANA

**TP LOGO**

## SKILLED YOUTH SECURED FUTURE

Pradhan Mantri Kaushal Vikas Yojana (PMKVY 3.0, 2020-21) aims to secure the future of youth by providing them opportunities along with many special benefits.

- Pool of 300+ courses from across 36 sectors
- Target group 15-45 years for skilling, re-skilling & upskilling

### Benefits to the Candidate

- Training aligned to the National Skill Qualification Framework (NSQF)
- Placement assistance provided by training centres
- NCVET Certification under Skill India Mission
- Opportunities to avail Mudra loans
- KAUSHAL BIMA - A Personal Accident Insurance Cover  
Sum insured - Rs. 2 lakh/term - 3 years, No premium charged from the candidate
- Digilocker Facility - Easy access to Skill Certificate anywhere, anytime  
Download digilocker.gov.in
- Emphasis on digital and financial literacy, soft skills and entrepreneurship
- Special Focus on Women, Transgender, Disadvantaged and PwD
- Monetary Payout of INR 500 to certified candidates

**TRAINING AND ASSESMENT FEES PAID BY THE GOVERNMENT**

To know more about various training programmes under Pradhan Mantri Kaushal Vikas Yojana 3.0, Call at 86000 55553 or visit [www.pmkvyofficial.org](http://www.pmkvyofficial.org)

@SkillIndiaOfficial @MSDESkillIndia @skill\_india\_official

#### Specifications

**Position:** As per requirement

**Size:** 17 inch x 22 inch

**Material:** Imported Art Paper (130 GSM)

**Customisation Required:** None

**Language:** Region Specific

## 5.5 Poster - Code of Conduct



### Specifications

**Position:** As per requirement

**Size:** 9.25 inch x 11.75 inch

**Material:** Imported Art Paper (130 GSM)

**Customisation Required:** None

**Language:** Region Specific

# Waiting Area Branding

# 06

Adjacent to the reception area is the waiting area. The waiting area is ideal as it provides a comfortable demarcated space for candidates to wait before the counsellor attends to them. All collateral at the waiting area should be clearly visible to visitors, placed either at eye level or a little above.

## 6.1 Poster - Scheme Information and Process (Mandatory)



### Specifications

**Position:** On walls in the waiting area

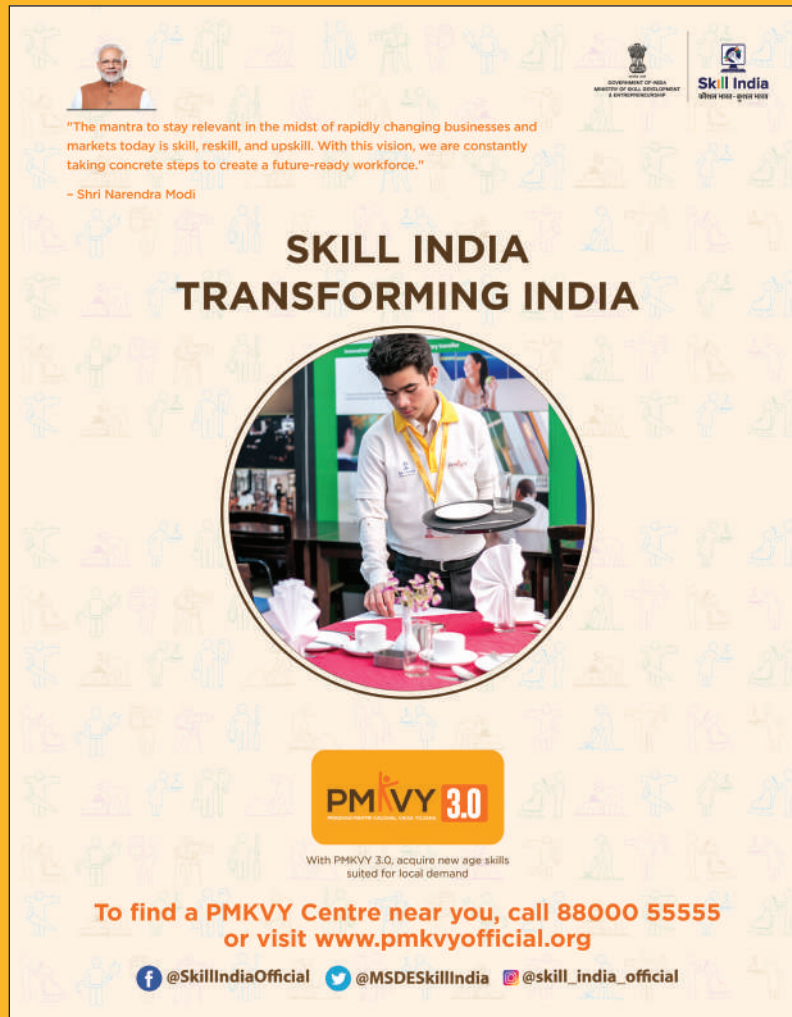
**Size:** 17 inch x 22 inch

**Material:** Digital Printing on Imported Art Paper (300 GSM)

**Customisation Required:** Photos as per job roles

**Language:** Region Specific

## 6.2 Poster - Honourable Prime Minister's Quote (Mandatory)



### Specifications

**Position:** On walls in the waiting area

**Size:** 17 inch x 22 inch

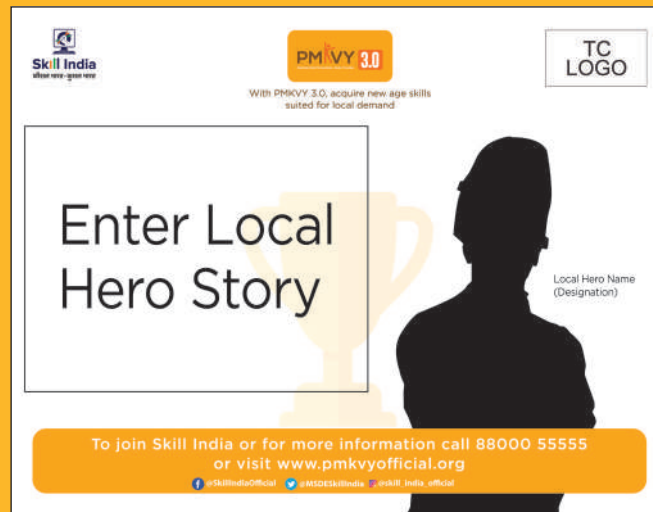
**Material:** Digital Printing on Imported Art Paper (300 GSM)

**Customisation Required:** Photograph can be changed as per job roles

**Language:** Region Specific

### 6.3 Poster 3 - Local Hero Testimonial (Mandatory)

Template



#### Specifications

**Position:** On walls in the waiting area

**Size:** 22 inch x 17 inch

**Material:** Digital Printing on Imported Art Paper (300 GSM)

**Customisation Required:** Local hero to be a previous PMKVY candidate who is now gainfully employed or has setup his/her own business

**Language:** Region Specific

## 6.4 Standee - Honourable Prime Minister's Quote (Mandatory)



### Specifications

**Position:** Around/Adjacent Waiting Area

**Size:** 3 ft. x 6 ft.

**Material:** Star Flex

**Customisation Required:** Photo of the candidate as per local job role

**Language:** Region Specific

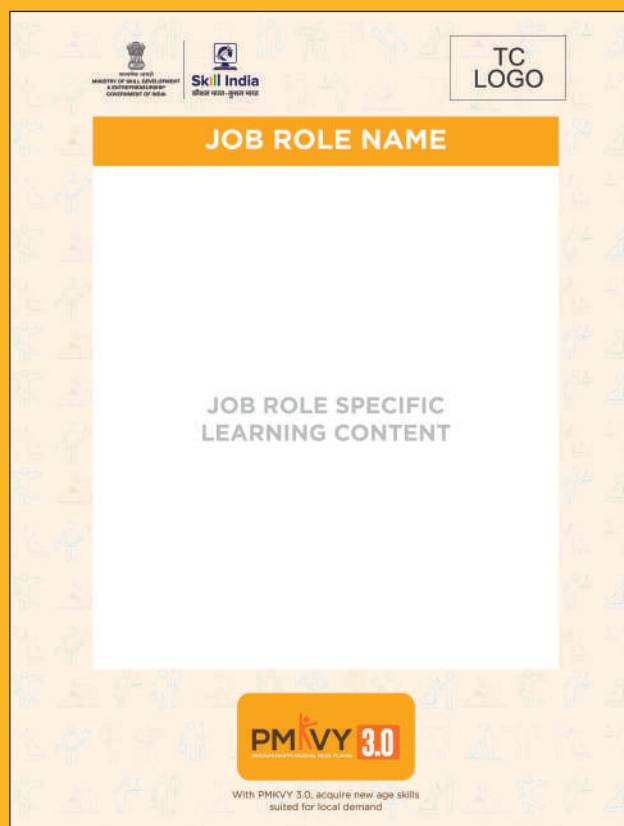


# Classroom Lab Branding

# 07

Elements within the classroom/laboratory shall work as teaching aids. These can be used by trainers for various classroom/laboratory activities. These can also work as a constant reminder for learners. The other elements in the classroom/laboratory shall inspire and motivate trainees to enjoy learning.

## 7.1 Poster 1 - Job Role Specific Information (Mandatory)



### Specifications

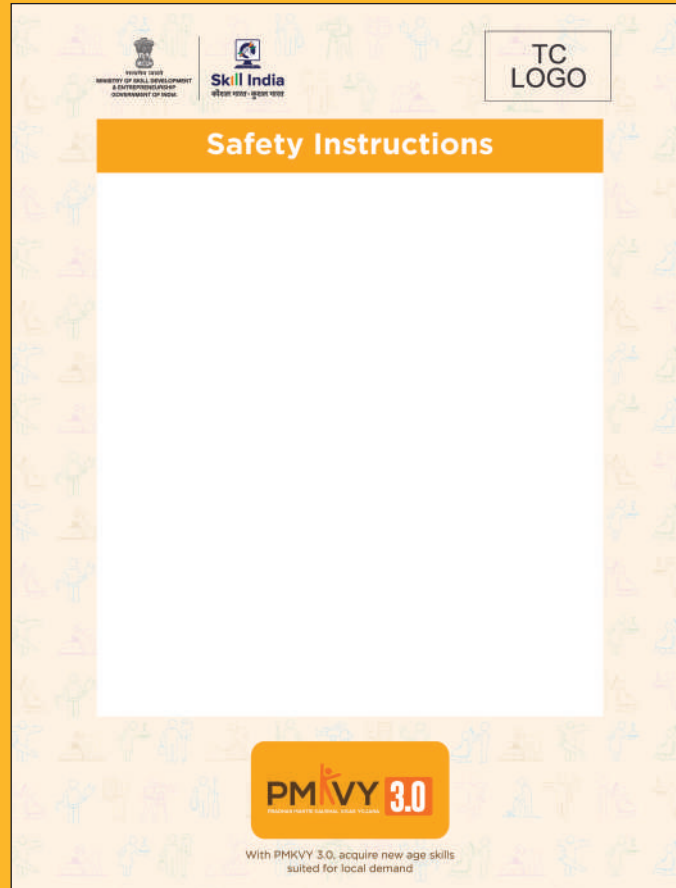
**Position:** On wall in the classroom and labs

**Size:** 17 inch x 22 inch

**Material:** Digital Printing on Imported Art Paper (300 GSM)

**Customisation Required:** Job role specific content taught in the classroom/lab

## 7.2 Poster 2 - Safety Instructions (Mandatory)



### Specifications

**Position:** On wall in the classroom and labs

**Size:** 17 inch x 22 inch

**Material:** Digital Printing on Imported Art Paper (300 GSM)

**Customisation Required:** Job role specific safety instructions

### 7.3 Poster - Job Interview Tips and Etiquettes



#### Specifications

**Position:** On wall in the classroom and labs

**Size:** 9.25 inch x 11.75 inch

**Material:** Digital Printing on Imported Art Paper (300 GSM)

**Customisation Required:** None

# Catchment Area Branding

# 08

The Training Centres are encouraged to promote the scheme in their surrounding areas and draw potential candidates. The TCs can place these stickers/ self-adhesive posters across town.

## 8.1 Poster 1 – Scheme Information and Process



### Specifications

**Position:** On the wall

**Size:** 17 inch x 22 inch

**Material:** Digital Printed Vinyl Sticker/Sun Board

**Customisation Required:** Photographs can be changed as per job roles

**Language:** Region Specific

## 8.2 PMKVY Process Stickers (Encouraged)



### Specifications

**Position:** As Needed

**Size:** 5.5 inch x 3 inch

**Material:** Digital Printed Sticker  
Paper/ PVC

**Customisation Required:** None

**Language:** Region Specific

### 8.3 Standee - Training Features

**PMKVY 3.0**  
PRADHAN MANTRI KAUSHAL VIKAS YOJANA

**नए परिवेश के अनुकूल बदल रहे हैं अवसर**  
रथानीय जलतता के अनुतार पाइए अपने पतंद का कोराल PMKVY 3.0 के साथ

**36 सेक्टर | 300+ पादयक्रम | 28/8 राज्य, केन्द्र शासित प्रदेश**

- 15 से 45 वर्ष के युवाओं को रिकलिंग, रीस्कलिंग और अपस्कलिंग
- अपनी रिकल को अपग्रेड करे और रिकल इंडिया शिक्षण (आरपीएल) प्रमाणपत्र प्राप्त करे
- प्रशिक्षुओं को रोजगार के अवसरों के लिए कंपनियों के साथ जोडा जाएगा
- बाहरी छात्रों के लिए आवास, खान-पान और यात्रा हेतु आर्थिक सहायता

प्रशिक्षु को 2 लाख रूपए की दुर्घटना बीमा

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

**TP**  
Logo

प्रधानमंत्री कौशल विकास योजना 3.0, के राहत पत्र किये गये विभिन्न प्रशिक्षण कार्यक्रमों के विषय में जानने के लिए 8800055555 पर कॉल करे अथवा [www.pmkvyofficial.org](http://www.pmkvyofficial.org) पर जानकारी प्राप्त करे।

#### Specifications

**Position:** Around/Adjacent Waiting Area

**Size:** 3 ft. x 6 ft.

**Material:** Star Flex

**Customisation Required:** Photos as per job roles

**Language:** Region Specific

## ADVERTISEMENTS

The Implementing Agencies and Training Centres are advised to use mass media to promote PMKVY 3.0. This may include print, TV, radio, Kaushal Mela, wall branding, OOH mediums like rickshaw, mobile vans, pamphlets etc.

Regarding the budget for advertisement and publicity – please refer to Point 7 (Financial Management) of the PMKVY 3.0 Operational Guidelines.

### 9.1 Print Advertisement

Press advertisements can be released by the Implementing Agencies/TCs for the publicity and advocacy of the scheme and its benefits.

#### Specifications:

The following adaptations and changes are permissible:

- Photographs can be replaced according to the sector and job role.
- The language of the advertisement to be customised per local/ regional needs.
- Training Partner logo can be added in the footer (in the orange strip).
- Training Centre details can be added in the footer.
- The size of the advertisement can be altered as per the medium

#### Mandates:

- The positions of Prime Minister's photograph and Emblem cannot be changed.
- Centralised helpline number 8800055555 and official website [www.pmkvyofficial.org](http://www.pmkvyofficial.org) must not be deleted from the advertisement(s).

## 9.2 Radio

Radio Advertisements are low-cost and help increase brand awareness. Campaigns such as **Call us Now!** or **Register for Pradhan Mantri Kaushal Vikas Yojana** allow for the delivery of a short and powerful message to the target trainee/communities.

Radio advertising can include Jingle Ads, RJ Mentions, FM Advertising, Sponsorship Ads, Career Guidance, among others.



## 9.3 Television

Television has emerged as a powerful visual medium. With the increased number of streaming options, it can be utilised well for targeting a fragmented audience and to develop awareness campaigns. Regional, local satellite and cable television channels can be leveraged for the publicity and advocacy of the scheme.

- a. PMKVY scheme logo could be added in the visual creatives.
- b. Skill India Mission logo could also be added in the visual creatives.
- c. Animated logos of both PMKVY Scheme and Skill India Mission would be available on [www.pmkvyofficial.org](http://www.pmkvyofficial.org) under the Branding and Communications page.





### 9.4 Kaushal/Rozgar Mela or Skill Exhibitions

The branding collaterals for such events may include backdrop, pole bunting, flyers, press ads, mobile vans, among others.

#### Hoarding Option 1



Photograph of the Chief Minister may be added

#### Hoarding Option 2



#### Specifications

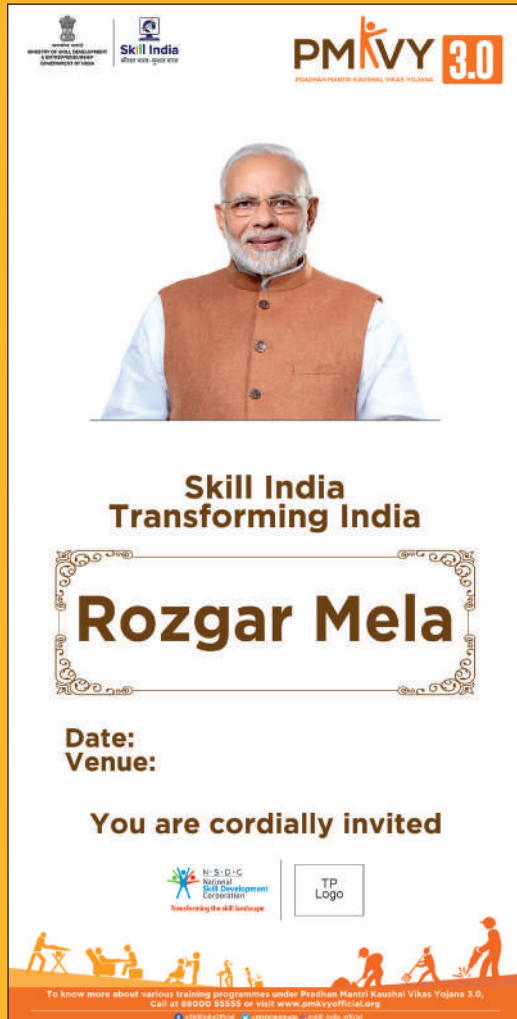
**Size:** According to the Venue

**Customisation Required:** Event Details, Job Roles, Dignitaries may be added

**Language:** Region Specific

PMKK centres can add NSDC logo along with TP logo

Pole Bunting



Specifications

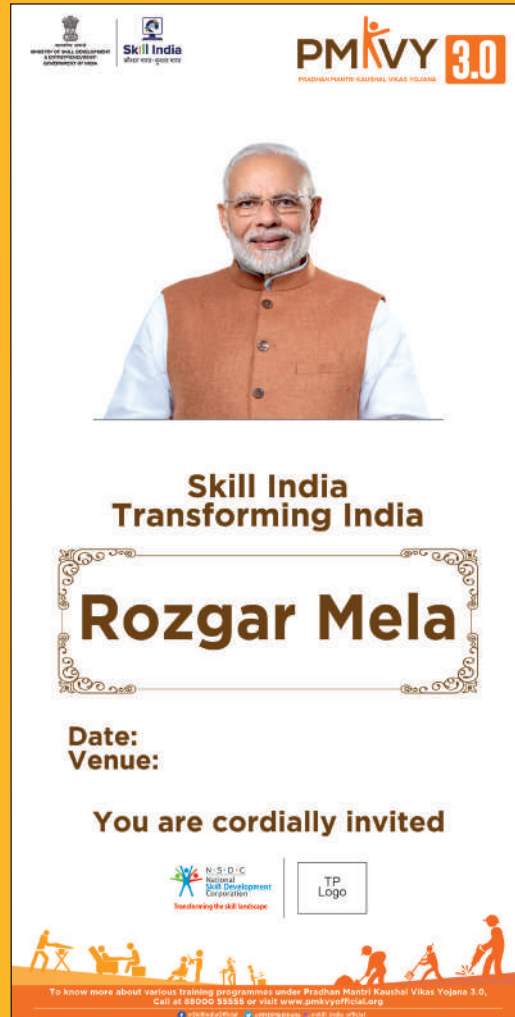
Size: 3 ft. x 6 ft.

**Customisation Required:** Date/Event/Guest name to be added according to the event

**Language:** Region Specific

PMKK centres can add NSDC logo along with TP logo

Standee



**Specifications**

**Size:** 3 ft. x 6 ft.

**Customisation Required:** According to the Date/Venue/Event

**Customisations permitted:** Names of dignitaries, Date and Venue, Highlights of the event

**Language:** Region Specific

PMKK centres can add NSDC logo along with TP logo

# Recognition of Prior Learning (RPL) 10

Recognition of Prior Learning is a skill certification component designed to enable a large number of Indian youth to take on industry-relevant skill certification, which will help them secure a better livelihood. Individuals with prior learning experience or skills can register themselves and get assessed and certified under the Recognition of Prior Learning (RPL) component of the scheme. RPL focuses mainly on individuals engaged in unregulated sectors.

## 10.1 Backdrop

**Recognition of Prior Learning (RPL)**

**Features:**

- Upskill / reskill under Skill India Mission
- Align competencies to National Skills Qualification Framework (NSQF)
- Enhance employability / entrepreneurial opportunities
- No fee charged
- Certification under NCVET
- Standardized content on digital and financial literacy, online assessment

To know more about various training programmes under Pradhan Mantri Kaushal Vikas Yojana 3.0, Call at 88000 55555 or visit [www.pmkvyofficial.org](http://www.pmkvyofficial.org)

[@SkillIndiaOfficial](https://www.facebook.com/SkillIndiaOfficial) [@MSDEskillIndia](https://twitter.com/MSDEskillIndia) [@skill\\_india\\_official](https://www.instagram.com/skill_india_official)

### Specifications

**Position:** At the training area

**Size:** 8 ft. x 6 ft.

**Material:** Star Flex

**Customisation Required:** Photograph can be changed according to the job role

**Language:** Region Specific

## 10.2 Poster - Process



### Specifications

**Position:** On walls in the waiting area

**Size:** 22 inch x 17 inch

**Material:** Digital Printing on Imported Art Paper (300 GSM)

**Customisation Required:** None

**Language:** Region Specific

### 10.3 Poster - Types of RPL

**Recognition of Prior Learning (RPL)**

**Types of RPL**

- 1 RPL through Camps** → Targets industrial or traditional clusters and is implemented at camp locations
- 2 RPL at Employer's Premises** → In partnership with industries/ different employers for orientation and bridge training at employer locations
- 3 RPL at Training Centres** → At PMKVY accredited centres/ PMKIs to mobilize candidates at district level
- 4 Best-In-Class Employers (BICE)** → In partnership with reputed/ best in class employers/industries across sectors
- 5 On Demand through Demand Aggregation Portal** → Captures the demand of interested candidates through an online portal

To know more about various training programmes under Pradhan Mantri Kaushal Vikas Yojana 3.0, Call at 88000 55555 or visit [www.pmkvyofficial.org](http://www.pmkvyofficial.org).

@SkillIndiaOfficial @MSDESkillIndia @skill\_india\_official

#### Specifications

**Position:** At the training area

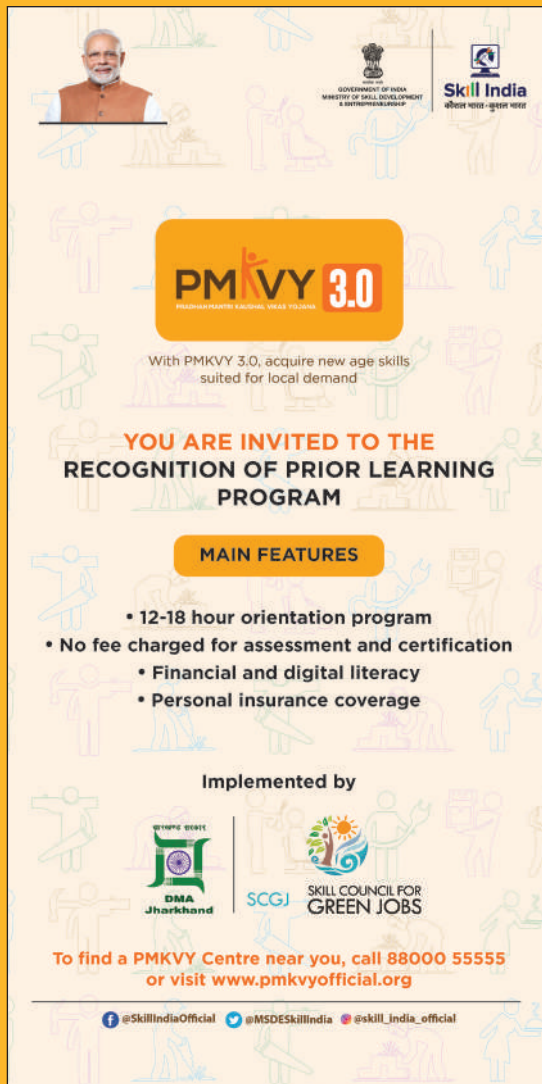
**Size:** 3 ft. x 6 ft.

**Material:** Star Flex

**Customisation Required:** Photograph can be changed as per job role

**Language:** Region Specific

## 10.4 Standee 1



### Specifications

**Position:** Around/Adjacent Waiting Area

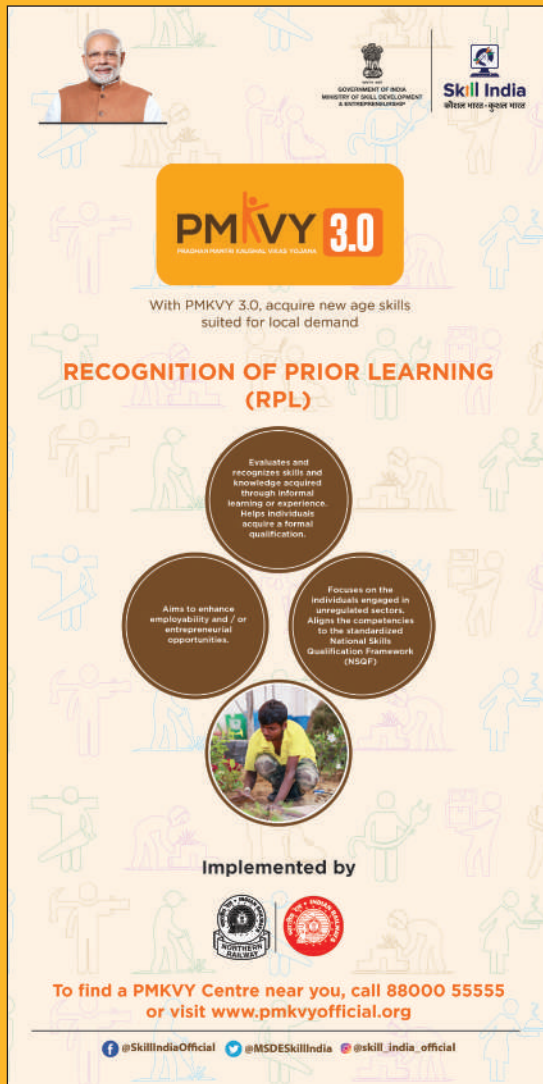
**Size:** 3 ft. x 6 ft.

**Material:** Star Flex

**Customisation Required:** As per sector. NSDC, SSC, PIA logos could be added

**Language:** Region Specific

## 10.5 Standee 2



### Specifications

**Position:** Around/Adjacent Waiting Area

**Size:** 3 ft. x 6 ft.

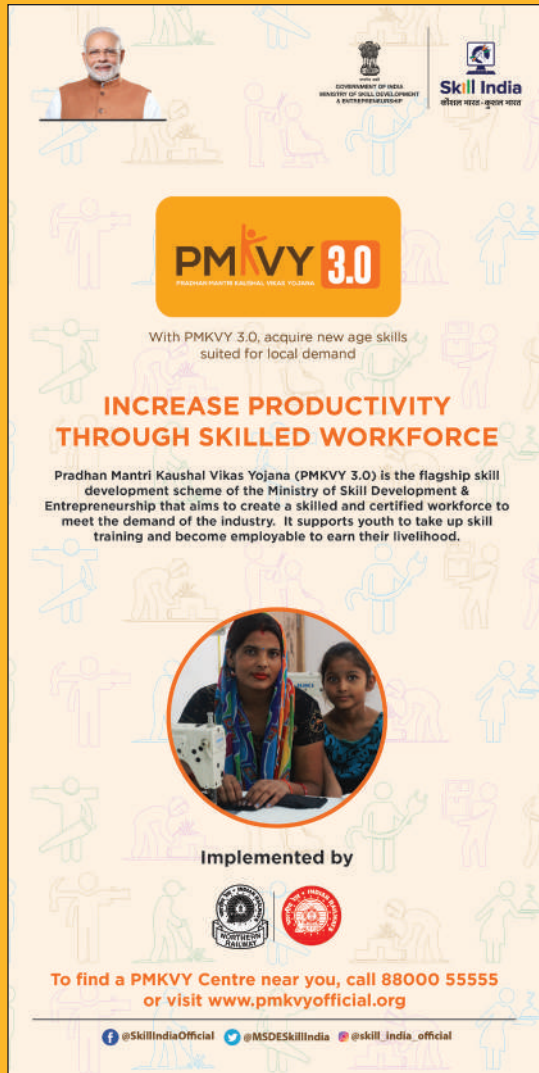
**Material:** Star Flex

**Customisation Required:** As per sector/job role. NSDC, SSC, Partners logos could be added

**Language:** Region Specific



## 10.6 Standee 3



### Specifications

**Position:** Around/Adjacent Waiting Area

**Size:** 3 ft. x 6 ft.

**Material:** Star Flex

**Customisation Required:** As per sector/job role. NSDC, SSC, Partners logos could be added

**Language:** Region Specific

TC to place this standee around/adjacent Training Area

10.7 Flyer



**PMKVY 3.0**  
PRADHAN MANTRI KAUSHAL VIKAS YOJANA

**RECOGNITION OF PRIOR LEARNING**

**Acquire a formal qualification that matches your knowledge and skills !**

Recognition of Prior Learning (RPL) is a skill certification component of Pradhan Mantri Kaushal Vikas Yojana 3.0 that aims to enable Indian youth to take on industry-relevant skill certification to secure better livelihood. Individuals with prior learning experience, skills or experience can register, get assessed and certified under RPL.

**Recognition of Prior Learning Process**

MOBILIZATION OF CANDIDATES → COUNSELLING AND PRE-SCREENING → 12 HOURS OF MANDATORY ORIENTATION → FINAL ASSESSMENT OF CANDIDATES → CERTIFICATE, MARKSHEET AND PAY-OUT

**FEATURES**

- i. Entitlement to all individuals engaged in unregulated sectors
- ii. Orientation program of 12 to 80 hours
- iii. Up-skill and re-skill through bridge courses
- iv. Enhance employability / entrepreneurial opportunities
- v. Align competencies to National Skills Qualification Framework (NSQF)
- vi. Standardized content on digital and financial literacy, and online assessment

**BENEFITS TO THE CANDIDATE**

- i. No Fee Charged
- ii. Kaushal Bima (3 years accident insurance of Rs. 2 lakhs) to certified candidates
- iii. Reward Money of Rs. 500/- to certified candidates
- iv. Study material / training kit provided by training agency\*
- v. Get a Skill Card

\*Varies as per RPL type.

To know more about various training programmes under Pradhan Mantri Kaushal Vikas Yojana 3.0, Call at 88000 55555 or visit [www.pmkvyofficial.org](http://www.pmkvyofficial.org)

@SkillIndiaOfficial @MSDESkillIndia @skill\_india\_official

**Specifications**

**Size:** A4/A5

**Material:** Digital/Offset Printing on (150 GSM)

**Customisation Required:** Photographs can be changed as per job roles

**Language:** Region Specific

# Format for Notice

# 11



Notice Number:

**<HEADLINE TO BE IN ALL CAPITAL LETTERS>**

The body of the notice with the subject of the same highlighted in bold to indicate that the notice is on the same.

Text here is to be justified with a front-line indent and font calibri 11.

For each new para/point the frontline indent must follow as can be seen/is demonstrated in this particular paragraph change. This is only in the first line in the new paragraph and does not follow into the next lines in the same paragraphs, as evidenced here.

Issued By

Signature

City, State

Date: dd/mm/yyyy

# PMKVY 3.0

PRADHAN MANTRI KAUSHAL VIKAS YOJANA



सत्यमेव जयते  
GOVERNMENT OF INDIA  
MINISTRY OF SKILL DEVELOPMENT  
& ENTREPRENEURSHIP



**Skill India**  
कौशल भारत - कुशल भारत

To know more about various training programmes under Pradhan Mantri Kaushal Vikas Yojana 3.0,  
Call at 88000 55555 or visit [www.pmkvyofficial.org](http://www.pmkvyofficial.org)



@SkillIndiaOfficial



@MSDESkillIndia



@skill\_india\_official



# PMKVY 3.0

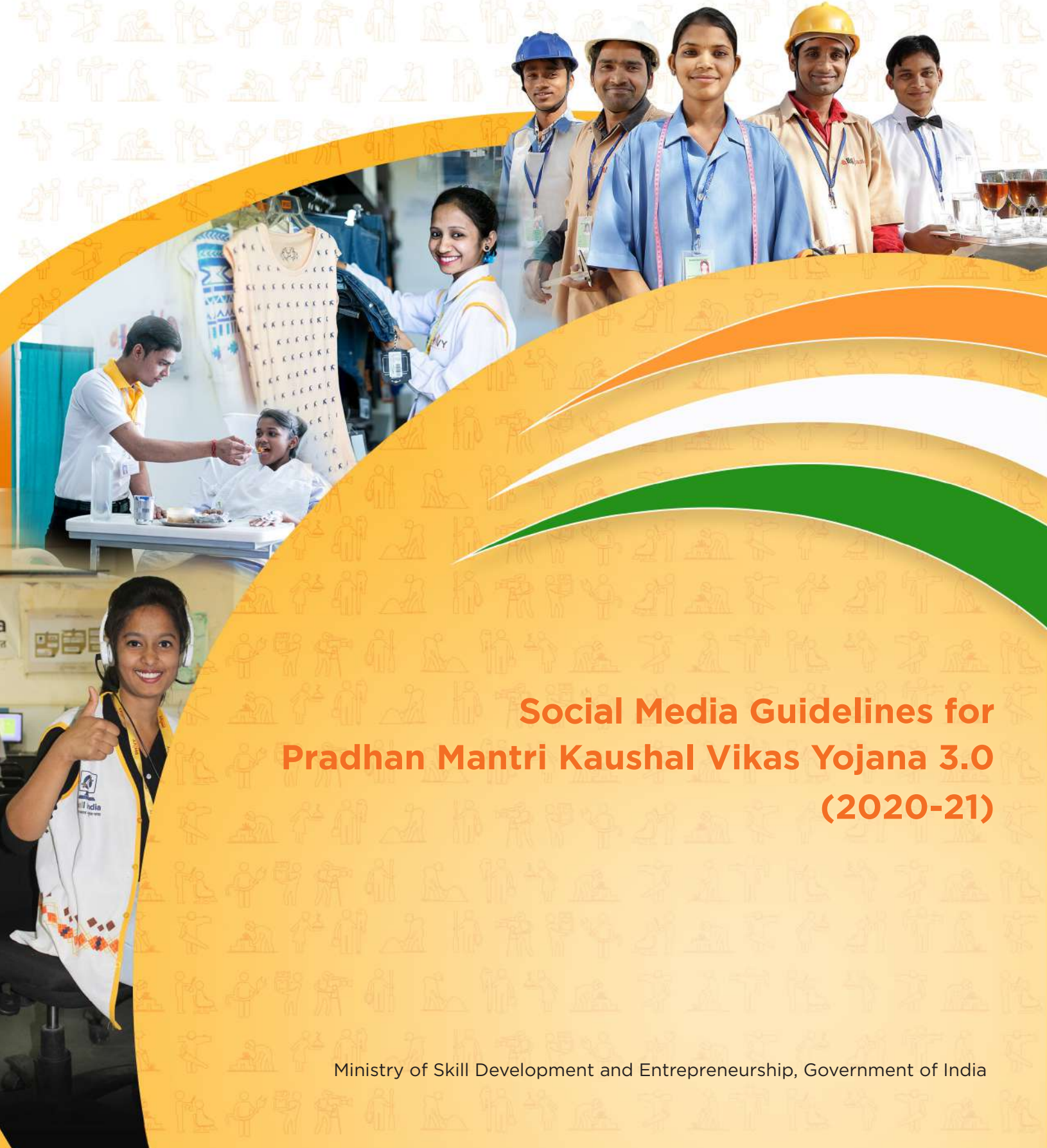
PRADHAN MANTRI KAUSHAL VIKAS YOJANA



सत्यमेव जयते  
MINISTRY OF SKILL DEVELOPMENT  
& ENTREPRENEURSHIP  
GOVERNMENT OF INDIA



**Skill India**  
कौशल भारत - कुशल भारत



## Social Media Guidelines for Pradhan Mantri Kaushal Vikas Yojana 3.0 (2020-21)



## Social Media Guidelines

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With the increase in Internet penetration and affordable smart phones, social media use and engagement is proliferating in India, primarily among the youth. In fact, Facebook now has more than 324 million Indian users with 90% of them being below the age of 34 years. Platforms like Twitter, Facebook, Instagram and YouTube have become effective means of not just brand building but also to build long lasting relationships with targeted beneficiaries.

Further, communicating via social media is almost immediate which reduces the response time for addressing grievances and promotes greater transparency.



# Social Media and Skilling



Skill India is an initiative of the Government of India that was launched to empower the youth of the country with skill sets that make them employable and more productive in their work environments. The Hon'ble Prime Minister, Shri. Narendra Modi chairs the National Skill Mission.

PMKVY is the flagship scheme of the Ministry of Skill Development & Entrepreneurship. The scheme aims to boost Skill India Mission through 300+ courses in 36 different sectors, recognized by both relevant industries and the government, under the National Skill Qualifications Framework.

PMKVY scheme, promoted through MSDE's official Skill India handles, Facebook - @MSDESkillIndia helps in communicating with skill seekers and other stakeholders alike and aims to engage with a larger audience.

In order to leverage the power of social media, SMSDE urges all PMKVY implementation partners and stakeholders to ensure their presence on various social media platforms including Twitter, Instagram, YouTube according to their respective target audience. This will help in creating awareness amongst the general population on skill development programs that are currently active in the country and also promote a deeper engagement with the target audience.

District Skill Committees (DSCs) / SSDMs / Training Partners are encouraged to tweet and post about the following subject/developments:

- New courses launched
- Inaugurations of new Skill Centres
- Launch of new skill development programs/courses
- Progress of existing skill development courses (mobilization, enrolment and registration, actual training in progress, assessment and certification)
- Events (Kaushal Mela, special trainings, RPL programs, visits by various dignitaries, media coverage)
- Testimonials and experiences of the beneficiaries, how their lives have changed as a result of the training that they have received (messages/videos/photos)
- Other information that can help the beneficiaries

Regular posts on above will enable the District Skill Committees (DSCs) / SSDMs / Training Partners to connect effectively with the target audience and will encourage more people to take up skill development programmes. District Skill Committees (DSCs) / SSDMs / Training Partners must tag the Skill India handle (@MSDESkillIndia) and National Skill Development Corporation handle (@NSDCIndia) to ensure that the message is shared with a larger audience.





# Branding of Websites, Apps and Mobile Devices



- Ensure usage of Prime Minister Narendra Modi's photograph as in the appended banner
- Use the logos in the size and manner mentioned
- Use correct sizes for respective platforms i.e. websites and mobile sites to prevent any distortion
- Use correct margins for logos and keep proper breathing space between the text and images
- Please don't overlay colors and don't use effects (fx) for Logos, keep the logos in the same ratio and colors
- Do not use pixelated or ill traced images. Use relevant compelling imagery
- Please adhere to the appended color scheme and fonts while creation of branding for website or mobile

## Color Scheme



## Fonts

**DIN Black Regular**

**DIN Alternate Bold**

**हिन्द बोल्ड**

**हिन्द रेग्युलर**



**PMKVY 3.0**  
PRADHAN MANTRI KAUSHAL VIKAS YOJANA

Demand driven, District - level skill development scheme



# Sample Tweets/Posts




# Sample Tweets/Posts



# Details of Skill India on Social Media Platforms


The Skill India social media presence is maintained and accessible through the following pages/handle.



**Skill India**  
कौशल भारत - कुशल भारत

**Facebook:**  
[www.facebook.com/SkillIndiaOfficial](http://www.facebook.com/SkillIndiaOfficial)

**Twitter:**  
<https://twitter.com/MSDESkillindia>



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

**Facebook:**  
<https://www.facebook.com/NSDCIndiaOfficial/>

**Twitter:**  
<https://twitter.com/NSDCINDIA>



TPs may use the following hashtags as relevant - **#PMKVY, #PMKK, #ISupportSkillIndia, #SkillIndia**

## NOTE

There is no official handle or group of PMKVY scheme. Please refrain from joining any fake groups.

# How to make good videos with your phone

Few tips for you to film good quality videos



## **A clean lens**

The lens might have oily fingerprints or tiny dust particles so it best to clean it with a soft fabric before you shoot any video.

## **Avoid flash**

Don't use the flash because it might distort the colors. Only do it when there is no other light source.



## **Shoot horizontal, not upright**

This way people could watch your video on a monitor, TV screen, YouTube and all other social media channels.

## **Keep it smooth and steady**

Even though your smartphone is small and light, it can be held surprisingly steady. The key is to place it on an even surface and fasten it using a book or something heavy, without obscuring the lens. If you're asking someone else to hold the camera, make sure they use both hands, and lock their elbows into the body for extra stability. You could also use a Tripod for this purpose.



## **Make the light work for you**

The light should be in front of you and not behind. Before shooting the actual video, record a sample version just to check the lighting.

## **Manually set exposure and focus**

Not all smartphone apps do this but try pressing and holding on an area of the screen to activate the AE/AF Lock function. This will help you maintain the exposure and focus while you're filming.

# How to make good videos with your phone

Few tips for you to film good quality videos



## Check audio quality

Bad audio can ruin a video. Always record a video with clear audio quality. The audio of the subject should not be echoing or slow while he/she is speaking.



## Keep yourself in the center

Remember that you are making a video focused on the subject, so make sure the subject is in the center of the frame.

## Review the video

After you are done shooting the video, view it once to ascertain that the video has been shot properly according to the instructions and guidelines above and the audio quality is up to the mark.

## What to wear

Do not wear checks, stripes or extremely bright colors as they will not look good on camera. It is advisable to wear solid colors. Also, please make sure your clothes compliment the color of the background.



# How to take good photographs for Social Media

Few tips for you to take good quality photographs



- When clicking a photograph for use on social media ensure a minimum resolution - 1920 X 1080 px. (With the latest smartphones it is not a difficult task)
- Use Grid-lines to balance your shot and ensure they are straight
  - iPhone: Go to "Settings," choose "Photos & Camera," and switch "Grid" on
  - Android: Launch the camera app, go to "Settings," scroll down and switch the "grid lines" option to "on"
- Position your camera at the eye level of the subject and compose your shot accordingly
- For group shots, place subject in a manner which highlights them in action
- Make sure the location is well lit and subject is not standing or working in darkness
- Ensure you focus on the subject and engage the Focus Lock (Long Press Screen) before clicking the photograph
- Please Avoid zooming in as it distorts the image and makes it unclear
- Make sure the photos are take in landscape mode
- Try and ensure a less crowded background, too many items in the background tend to take away the focus of the photo

## Further Suggestions



- While posting on Twitter, District Skill Committees (DSCs) / SSDMs / Training Partners should tag Skill India (@MSDEskillindia), NSDC (@NSDCINDIA)
- Encourage candidates to create a Twitter account and follow relevant handles to stay connected and get the regular updates & tweet about their experiences, learnings, outcomes and other benefits
- While tweeting candidates may tag the Twitter handles of the District Skill Committees (DSCs)/ SSDMs / Training Partners, Skill India, NSDC & the Hon'ble Minister

## Further Suggestions



- TPs are encouraged to visit and like Skill India's and the Hon'ble Minister's official Facebook page to stay updated
- For posts on Facebook, TPs may use the following tags: @SkillIndiaOfficial, #ISupportSkillIndia, #PMKVY, #PMKK
- TPs should upload images and videos of project launch ceremonies mobilization camps, registration and enrolment of candidates, candidates undergoing training, under PMKVY/ PMKK using the tags mentioned above
- Encourage candidates to post pictures from workshop / classroom on Facebook, with the tags mentioned above
- Encourage all the candidates to post messages, tagging @PMOIndia



# PMKVY 3.0

PRADHAN MANTRI KAUSHAL VIKAS YOJANA



सत्यमेव जयते  
GOVERNMENT OF INDIA  
MINISTRY OF SKILL DEVELOPMENT  
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**Skill India**  
कौशल भारत - कुशल भारत

To know more about various training programmes under Pradhan Mantri Kaushal Vikas Yojana 3.0,  
Call at 88000 55555 or visit [www.pmkvyofficial.org](http://www.pmkvyofficial.org)



@SkillIndiaOfficial



@MSDESkillIndia



@skill\_india\_official