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**Strengthening the Pradhan Mantri Kaushal Vikas Yojna (PMKVY)
through Technological Interface and Stakeholder Collaboration**

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Abstract:

The current PMKVY is implemented throughout the country for skilling the youth to gain purposeful employment and to promote self-employment. This study evaluates the PMKVY as is being implemented in Jabalpur Division comprising of eight districts. The study identified an important dimension which could result in obtaining considerable successes of this scheme. It was revealed that the nature and the domains of training being imparted are not in sync with the requirements of local industrial clusters. It was found that the training centers provided training in different domain, whereas the needs of local industries were different. This study proposes a technology based solutions which will help in bridging the existing gaps between training imparted to the local youth and the local industries more specifically the MSMEs. A web based application which will be serving as common platform for various stakeholders is being proposed which will help in bringing together MSMEs, training providers, trainees as well as ministries. This will help in understanding and synchronizing the needs of each stockholders thus overcoming the present drawbacks of PMKVY and help in effective implementation of schemes as well as resulting in overall benefit to all stockholders.

Key words: PMKVY, Stakeholder collaboration, Skill mismatch, Web based application.

Introduction: The globalization, liberalization and technological changes have forced government of every country whether developed or developing to precedence skill development as a tool for economic growth (Dayal, 2016). India is considered one of the emerging powerful Nations of the world. There are realm of possibilities for growth and development. As we know India is known for its huge population. India's population is on second place on a global scale. In addition, the majority of the country's population is tribal and backward class population. India contributes 17.6% of total world population in which largest number of people belong to working age group of 15-59 years (Bhiwa, 2013). India is in a position to take the advantage of 'Demographic Dividend' by imparting trained labor force, so as to realize the requirement of skilled labor force domestically as well as globally (Misra, 2015). If the huge population unemployed, unproductive and untrained than the 'Demographic Dividend' can converted into 'Demographic Liability' (Kedar, 2015). Data revealed that the percentage of illiterate labour force is about 38%, primary level educated labour force is 25%, middle level or higher level of educated labour force is 25% and merely 2% of the labour force has the vocational training. It means there is a large gap between demand and supply of work force. So to avail the benefit of demographic dividend it is important to prepare the workforce



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according to the need of industry. Now the aim should be to recognize the skill gap and prepare the training program according to that (**Patnaik, et al. 2015**). Every year approx 12 million of youth enter into the labor market without any marketable and identified skill. If they are not getting the job due to lack of skill it will cause social unrest (**Ansari and Khan, 2018**). The annual training capacity of India is 4.3 million which is 20% of the industrial demand of 22 million skilled work force a year (**Punjani, 2019**). India deals with the inadequacy of skilled workforce. There are several reasons behind this inadequacy such as higher ratio of school and college dropouts, limited entry to training and educational program and huge discrepancies in the labour market. Young Indian's educational attainment level is very low. Although enrollment ratio has grown but primary and secondary level education's drop out ratio is still very high. This inadequacy of skills generates major restrictions on the production and innovation of the industries (**Okada, 2012**).

MSME has the potential to soak up the large work force. The workers engaged in this sector are usually less educated. So they are not able to cope up with the changes which take place due to globalization. At present the problem is not associated with the opportunities of employment but the problem is associated with the employability. This is an important issue of most of the developing countries where youth are educated but they don't have any technical skills which assist them to fulfill the requirements of industry (**Patnaik, et al. 2015**). Unorganized sector comprises a large section of workforce, for smooth functioning of business it is compulsory to make proper arrangement of training for them. But it is almost ignored. There are so many VTPs carries out by the government but it is not enough to impart skill training to the workers of unorganized group (**Hajela, 2012**). The traditional system of education is not delineated according to the requirements of employees and it is also not market friendly. It is always keep in mind that any program related to capacity building skill has to have hands on, real life situation and applied knowledge support. We cannot take the advantage of demographic dividend until and unless right and structured attempts are made for development of skills of youth. Lack of synergy between institution and industries is one more challenge for skill development. To overcome from these problem Industrial executives, need to come forward and help the academicians to design the curriculum according to market need. (**Kaptan, 2014**).

The PMKVY is touted to be one of the most ambitious schemes of the government of India. The overall aim of this Skill Certification Scheme is to prepare a huge number of youth to obtain industry-pertinent skill training that will assist in procuring a better livelihood. Training and Assessment is free of cost under this scheme (**NSDC, 2015**). This scheme helps mainly those, who are school or college dropouts and from



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financially weaker section of the society. The scheme aims to provide skills and ultimately provide employment through this same to 10 million unemployed youth of the country. By this ambitious target, the scheme acquires a great significance. The researcher has chosen this specific scheme for study as it aims to impact a large section of the population and addresses the most crucial aspect of the economy i.e. Employment generation. When it comes to implementation of such ambitious scheme nationwide government faces so many challenges. To overcome from this challenges researcher proposed a web based application model, which is a 360-degree solution to overall problem in single platform for this scheme because this will bring all stakeholders to a single platform.

Background of the study:

Demographic dividend is an opportunity for India but it last till the 2040. But it is very challenging task to avail these opportunities and skilling the workforce (**Mehrotra et al. 2013**). To avail this, benefit our Honorable Prime Minister Mr. Narendra Damodardas Modi launched most powerful campaign i.e. “Skill India” on 5th July 2015, which aims to train 40 crore people in various skills which help them to obtain better job and livelihood by the year 2022. There are so many initiatives have taken to support this “Skill India” campaign, Pradhanmantri Koshal Vikas Yojna (PMKVY) is one of them. It is the most aspiring scheme of the central government. Initially PMKVY in its 1st phase launched as a pilot scheme in 2015 with a budgetary amount of 1500 crore to train 2.4 million people. After that government continued it for another four years i.e. 2016 to 2020 with budgetary amount of 12000 crore to train 10 million people (**Joshi & Panday, 2020**). A huge amount of money is deployed on this scheme. To support this gigantic program every ministry of government of India plays an important role. The program involves public private partnership. The method used for attaining the targeted objects of the scheme is through creation of training centers which spread across the nation wide. There are certain specific regions in the country where the scheme is implemented on a large scale. In 1st phase of this scheme namely PMKVY1.0 trained people were 19.85 lakh, certified people were 14.34 lakh and placed people were merely 18.34%. In 2nd Phase of this scheme i.e. PMKVY 2.0 up to July 2020 trained people were merely 68.93 lakh, certified people were 56.76% and placed people were 56.76%. Suddenly lockdown happened due to outbreak of pandemic government unable to accomplish the set goals of this scheme so government has taken decision to approve this scheme for 2020-2021 and called it as a PMKVY 3.0 for which 948.90 crore sanctioned with aim to skill 8 lakh people (**Joshi & Panday, 2020**). PMKVY scheme is being executed by 15282 training centers in the



whole nation during 2018. A huge number of training center i.e. 1363 approx 9% are only in the Madhya Pradesh state. This forms the Madhya Pradesh as one of the highest participants in the scheme. From which 22% of the total centers in the state are situated within the Jabalpur division. This again forms the largest division in the state in respect of number of training centers established during 2018 (Patel & Siddiqui, 2021).

Research Problem:

Any scheme floated by the government and implemented by the Non-governmental agencies need a careful and objective analysis. The schemes that are implemented on a large scale across the country are faced with multiple problems and issues. It is the fact that such scheme seldom achieves their targets. Pradhan mantra koshal vikas yojna is most ambitious scheme of central government under the 'Skill India' campaign, which aims to generate over 10million jobs and employment to Indian citizen. This study evaluates the PMKVY as is being implemented in Jabalpur Division comprising of eight districts. The study identified an important dimension which could result in obtaining considerable successes of this scheme. It was revealed that the nature and the domains of training being imparted are not in sync with the requirements of local industrial clusters. It was found that the training centers provided training in different domain, whereas the needs of local industries were different. This study addressed this problem and obtained detail information of the implementation of the scheme. This research went beyond the measurement of objects and critically analyzed the dimensions that, hitherto, remain hidden and undisclosed to the government and policy makers.

Research Objective:

- To study the types of training programs conducted by Training Centers (TCs) under PMKVY in Jabalpur division of Madhya Pradesh.
- To identify the discrepancy between labour needs of the local industry and the skills being imparted by the Training Centers across 8 districts in the Jabalpur division.
- To suggest a ubiquitous solution to resolve the discrepancy, if any, in the skills being imparted by Training Centers and the skilled labour requirements of local industry across 8 districts in the Jabalpur division.



Research Methodology:

This study is explorative in nature. A very few research studies have been done on this topic so researcher will try to find the important issues related with this topic. Simple random technique has been used to select the sample. Researcher used both primary as well as secondary data for study. Primary data collected through 'Interview Schedule' from the training centers of Jabalpur Division of Madhya Pradesh and after that 'content analysis' was done. Content analysis is very efficacious approach of data curtailment. It is a replicable and systematic technique of compressing huge words of text into little content depend on explicit rule of coding (Stemler, 2001). It can be an effective method which enables us to detect and elucidate the focus of institution, group and individuals (Weber, 1990). Secondary data collected from various journals, newspapers, websites, articles, reports and so on.

Analysis and Discussion:

The analysis is drawn based on an interview conducted amongst 8 training centers of PMKVY under Jabalpur division and also analysis the reports of MSMEs. The analysis includes the number of Job roles provided under PMKVY in Jabalpur division during 2018 and 2019, number of candidates trained, employed and self-employed under PMKVY in 2018, ratio of male and female participants, number of clusters exist in the Jabalpur division, number of units in the clusters, number of Micro, Small, Medium and Large Scale Industries available in Jabalpur division, total and average manpower trained under PMKVY in 2018 with respect to clusters and industries available.

Number of Job roles under PMKVY in Jabalpur division of Madhya Pradesh in 2018 and 2019

S. No.	Sector	Number of Job Role (2018)	Number of Job Role (2019)
1	Agriculture	7	2
2	Apparel, Madeups and Home Furnishing	5	4
3	Beauty and Wellness Sector Skill Council	4	3
4	BFSI Sector Skill Council of India	5	1
5	Capital Goods Skill Council of India	4	0



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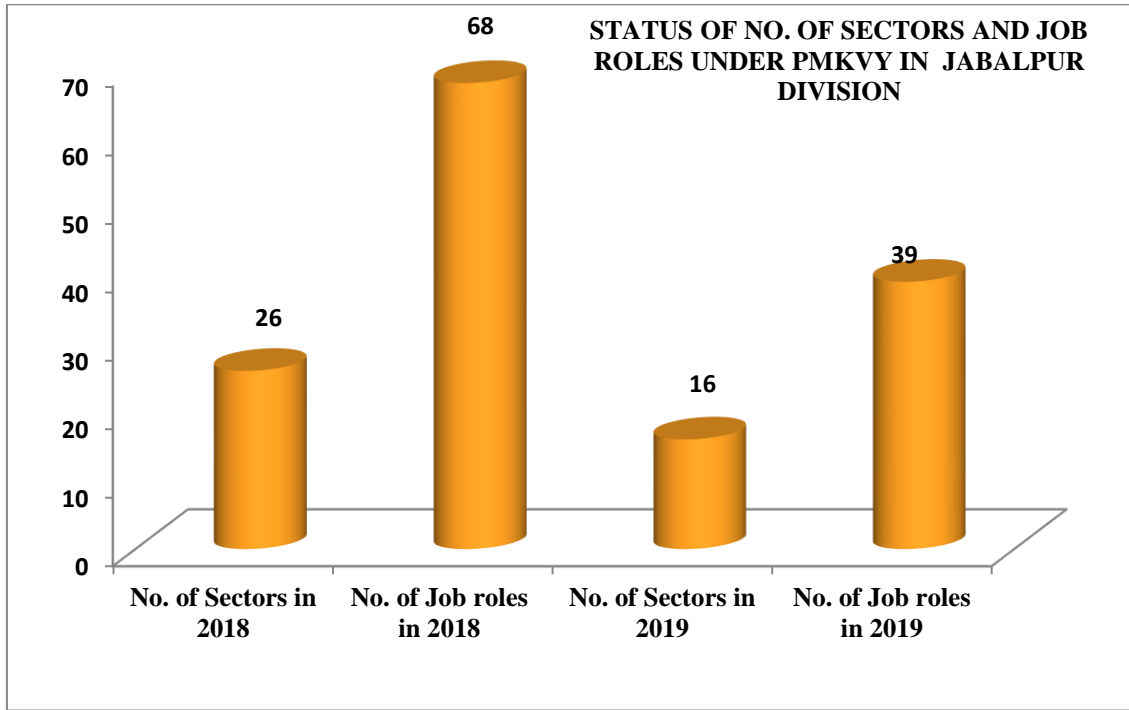
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6	Construction Skill Development Council of India	2	2
7	Domestic Workers	4	0
8	Electronics Sector Skills Council	6	3
9	Food Processing	1	0
10	Gems and Jewellery	2	0
11	Green Jobs Sector Skill Council	1	0
12	Handicrafts and Carpet	1	0
13	Healthcare Sector Skill Council	4	3
14	Iron and Steel	2	0
15	IT-ITeS Sector Skill Council	2	2
16	Life Sciences Sector Skill Development Council	1	0
17	Logistics	3	5
18	Mining	1	0
19	Media and Entertainment	0	1
20	People with Disability	1	5
21	Power	1	3
22	Retailers Associations Skill Council of India	3	1
23	Security Sector Skill Development Council	1	1
24	Sports, Physical Education, Fitness and Leisure	1	1
25	Telecom Sector Skill Council	5	2
26	Tourism and Hospitality	1	0

Source - *pmkvyofficial*



According to the available data, in 2018 there were 26 sectors in which short term training was imparted to the candidates and there were 68 job roles related to that sectors under PMKVY in Jabalpur division of Madhya Pradesh. But in 2019 both the sectors and job roles were reduced. There were only 16 sectors were remained under which only 39 job roles were there under which short term training were provided. There is a huge reduction in sectors as well as in job roles in 2019 as compare to 2018 i.e. 38.46% and 42.64% respectively.

No. Of Candidate's Detail in Jabalpur Division (8 District) in 2018

S. No.	Name Of District	No. of Female Candidate	No. of Male Candidate	No. of Candidate Certified	No. of Candidate Employed	No. of Candidate Self Employed	No. of Candidate Unemployed
1	Balaghat district	561	218	779	359	119	301
2	Chhindwara district	2876	2027	4903	1959	53	2891
3	Jabalpur district	1880	940	2820	592	78	2150



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4	Katni district	75	128	203	146	0	57
5	Mandla district	75	90	165	0	0	165
6	Narsinghpur district	318	423	741	174	76	491
7	Seoni district	608	500	1108	323	20	765
8	Dindori district	188	180	368	42	32	294
Total		6581 (59.36%)	4506 (40.64%)	11087 (100%)	3595 (32.42%)	378 (3.40%)	7114 (64.16%)

Source - *pmkvyofficial*

Data revealed that there were 11087 candidates were certified in short term training program under PMKVY in Jabalpur division in 2018, in which ratio of female participants were more than male participants about 59.36% of participants were female and 40.64% were male. There were 3595 candidates were employed, 378 candidates were self-employed and 7114 candidates were unemployed after training. The percentage of unemployed candidates were very high after training i.e. 64.16%, only 32.42% were employed and 3.40% were self- employed that is again a very poor ratio.

No. of Industrial Cluster in Jabalpur Division (8 District) of Madhya Pradesh

S.No.	Name of Division	Industrial Cluster			
		Name of Cluster	No. of units in Cluster	Total Manpower trained in 2018	Average Manpower per unit
1	Chhindwara	Nil	0	0	0
2	Mandla	Nil	0	0	0
3	Dindori	Nil	0	0	0
4	Katni	Mineral Based Industries	150	0	0
5	Balaghat	Nil	0	0	0
6	Seoni	Nil	0	0	0



7	Narsingpur	Mfg of pulses, Brass Utensils, Khandsari, Gur	140	0	0
8	Jabalpur	Powerloom	104	0	0
Total			394	0	0.00

Source – Government of India Ministry of MSME

It is found that there are ‘three’ Industrial Clusters available in Jabalpur division of Madhya Pradesh which comprises of 8 districts. ‘Mineral based Cluster’ available in ‘Katni district’ of Jabalpur division. There are 150 units in the cluster, but no manpower trained in 2018 under PMKVY related to this cluster. ‘Manufacturing of Pulses, Brass Utensils, Khandsari, Gur based Cluster available in ‘Narsinghpur district’ of Jabalpur division under which 140 units in the cluster. It has been seen that there is no manpower trained in 2018 under PMKVY related to this cluster. ‘Powerloom based Cluster’ is available in ‘Jabalpur district’ of Jabalpur division under which 104 units in the cluster and again it has been seen that there were no training provided to the manpower related to this cluster. So it is clear that the nature and the domains of training being imparted are not in sync with the requirements of local industrial clusters. It was found that the training centers provided training in different domain, whereas the needs of local industries were different.

No. of Micro, Small, Medium and Large-Scale Industries in Jabalpur Division (8 District) of Madhya Pradesh

S.No.	Name of District	Micro and Small-Scale Industries	Medium Scale Industry	Large Scale Industry	Total No. of Industry	Total Manpower trained in 2018	Average Manpower per unit
1	Chhindwara	255	9	2	266	687	2.58
2	Mandla	10	0	5	15	0	0
3	Dindori	65	0	0	65	0	0
4	Katni	569	5	5	579	203	0.35
5	Balaghat	6754	1	3	6758	206	0.03
6	Seoni	279	0	0	279	0	0



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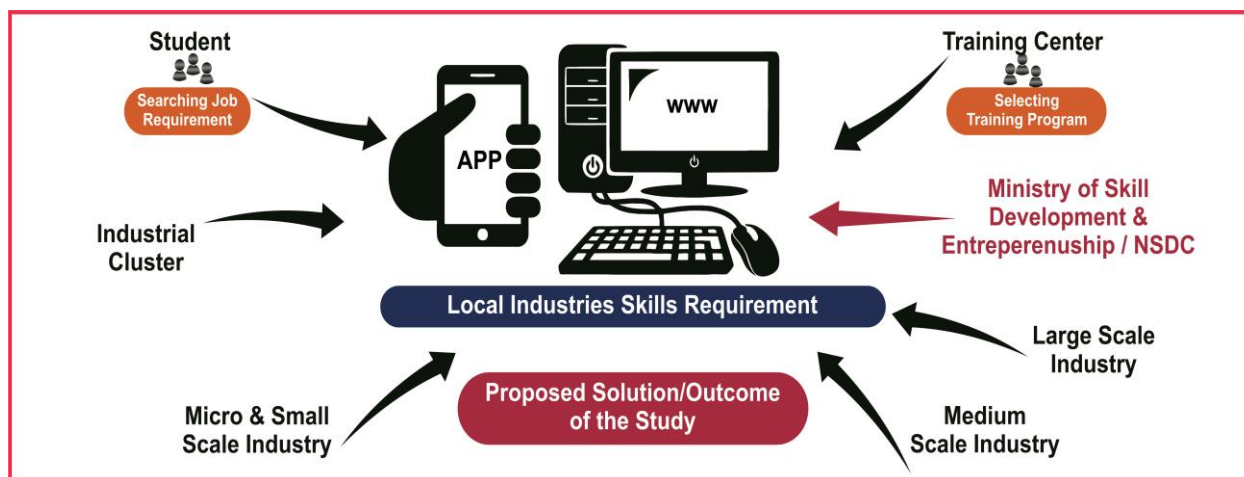
7	Narsingpur	553	3	6	562	0	0
8	Jabalpur	1150	10	7	1167	0	0
	Total	9635	28	28	9691	1096	0.11

Source – Government of India Ministry of MSME

Study revealed that there are total 9691 Industries available across Jabalpur division of Madhya Pradesh, which comprise of 9635 Micro and Small Scale Industries, 28 Medium Scale Industries and 28 Large Scale Industries. But the total manpower trained under PMKVY is very low in 2018 that is only 1096. There is large number of industries in this region but the trained manpower is very low because the training is not aligned with the requirement of the local industries. Training is provided in different domains which of no use and also not cost effective. If the training centers assess the local industrial need before providing the training the problem of unemployment will resolve easily. If training programs aligned with the local industrial need than automatically industries will grow, people will find the jobs in their local areas so the mobilization of people towards metros automatically stop, villages will also develop, standard of living of people will also increases, overall economic development will take place.

No government scheme can be successful unless its mechanism is proper. PMKVY is the most ambitious scheme of the government facing the difficulties in achieving the targets because of improper mechanism. To overcome from this problem researcher proposed the overall ubiquitous web based application where all the beneficiaries of PMKVY will find there solutions.

Proposed Web based application



Source --- Authors Creation

Possible Outcome:

- This study will provide a web based application which will be serving as common platform for various stakeholders, which will help in bringing together MSMEs, training providers, trainees as well as ministries. This will help in understanding and synchronizing the needs of each stockholders thus overcoming the present drawbacks of PMKVY and help in effective implementation of schemes as well as resulting in overall benefit to all stockholders.
- With the help of this web based application migration issue of candidate will also be resolved, they will get the jobs within their local area.
- With the help of this application government will easily identify the need of employment where “RojgarMelas” or Placement fairs can be held in every district of the division, to ensure placements of trainees, which is also one of the problems of trainees.
- This application will also help the candidate to find the job at their locality as they can see the job postings on the web application.
- TCs will also understand the requirement of local industries and can propose their training programs to the government. The government can also align the training programs and approve them in



accordance with the needs of a specific location.

- At the policy level, the outcomes of the research shall help in formulation of the new plans and adjust the targets to be set for realistically establishing new targets for the SSCs.
- The employment generated through the scheme shall also be able to identify those sectors of the economy, where the beneficiaries have gained meaningful employment or have been able to secure self-employment, so that efforts in those sectors may be increased and those areas which have not been able to perform well can be focused through increased emphasis while planning the next phase of this scheme.

So overall this web based application will benefit to all the stakeholders and also to policy makers. In short this web based application is one platform with 360-degree solution for PMKVY.

Suggestions:

- Researcher found in the study that there is a mismatch of job roles according to local industrial need. It was found that the training centers provide training in different domain and job roles, whereas the needs of local industries are different. To overcome this problem, the training centers must conduct only those training programs which have the potential of employment in the local markets and industry. This will help in providing jobs which are available in abundance in the local industries.
- This study proposes a technology-based solutions which will help in bridging the existing gaps between training imparted to the local youth and the local industries more specifically the MSMEs. The web portal shall help the local industries in specifying their manpower needs and this in turn will lead to identification of the job roles for which the training centers must conduct the training programs.
- It is also found in the study that the training centers are not consistently provided the approval to train the new trainees year after year. Which means that the Job roles for which training is provided in a year is discontinued in the next year which has made the Training Centers financially unviable and are unable to continue their work. Hence the government must ensure that there is a regular allocation of the training targets to training centers.



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- It was found that the duration of training program of three months is very less for training the aspirants especially in the technical trades. Hence the duration of the training programs must be extended for those programs where the technical skills are to be imparted to the trainees.
- It was revealed in the study that many of the training centers did not possess the capability in terms of teaching staff, training facilities and related infrastructure, hence it is suggested that the government must provide the training centers to those institutions and organizations who are experienced and already in the field of training for these job roles.



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