

“A Study On Effectiveness Of Pradhan Mantri Kaushal Vikas Yojana On Educated Youth Of Tumkur City”

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Abstract:

In India, harnessing the potential of its educated youth population has always been a priority for sustainable development. The Pradhan Mantri Koushal Vikas Yojana (PMKVY), a flagship skill development program initiated by the Government of India, aims to empower educated youths by enhancing their employability and livelihood prospects. This study investigates the impact and effectiveness of PMKVY on the educated youths of Tumkur City, Karnataka.

The research employs a mixed-method approach, combining both quantitative and qualitative data collection methods. A structured questionnaire is administered to a sample of educated youths who have undergone PMKVY training programs, supplemented by in-depth interviews with key stakeholders such as program trainers and employers. The study analyzes the acquired data to evaluate the program's influence on the employability, skill development, and socio-economic status of the participants.

Preliminary findings suggest that PMKVY has made significant strides in enhancing the employability of educated youths in Tumkur City. Participants reported improvements in their skill sets, confidence levels, and access to better employment opportunities after completing the program. Additionally, the program's alignment with industry demands has been a key factor in the positive outcomes observed. However, challenges related to program awareness, accessibility, and monitoring mechanisms also emerge from the study. These challenges need to be addressed to maximize the program's impact.

In conclusion, this research sheds light on the effectiveness of PMKVY in addressing the employment needs of educated youths in Tumkur City. The study provides valuable insights into the strengths and weaknesses of the program, offering recommendations for further refinement and expansion. Ultimately, this research contributes to the ongoing discourse on skill development initiatives in India and their potential to empower the nation's youth population.

Keywords: Skill development program, Educated youth, Vocational training, Youth empowerment.

INTRODUCTION

Recognizing demographic profile change, the urgency of securing the benefits of these demographic dividends Ministry of Skill Development and Entrepreneurship was established with aims to achieve a 'skilled India' all-encompassing vision with a large scale and speed along with high standards. India's government has launched a nationwide multi-skill program parade called the "Skill India Mission". The primary objective is to create a training, skill upliftment and job opportunities framework for India's. PMKVY is one of the schemes to achieve this objective. These PMKVY effective training programs would satisfy the domestic manpower requirements as well as global labor demand of countries like the USA, Russia, Germany, China, Japan and rest of West Asia. The general focus of PMKVY is on generating job possibilities and entrepreneurship especially Grey collar (knowledge workers), Pink collar (waiters, retail clerks, salespersons) and Rust Belt workers (construction) beside white and blue collars. Few percentages of India's workers previously had any

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formal skill training. Therefore, it is not surprising that several sectors of the country's economy face a shortage of skill. Union Cabinet has approved the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) with an outlay of Rs.1,500 crore to train 24 Lakh .The Union Cabinet had approved India's largest Skill Certification Scheme, Pradhan Mantri Kaushal Vikas Yojana (PMKVY), on 20 March, 2015.

The Scheme was subsequently launched on 15 July, 2015, on the occasion of World Youth Skills Day by Honorable Prime Minister, Shri Narendra Modi. PMKVY is implemented by National Skills Development Corporation (NSDC) under the guidance of the Ministry of Skill Development and Entrepreneurship (MSDE). With a vision of a "Skilled India", MSDE aims to skill India on a large scale with speed and high standards. PMKVY is the flagship scheme that is driving towards greater realization of this vision. Owing to its successful first year of implementation, the Union Cabinet has approved the Scheme for another four years (2016-2020) to impart skilling to 10 million youth of the country. This booklet contains the various Guidelines under the Scheme that participating agencies need to abide by. The Guidelines mentioned in this booklet have the approval of the PMKVY Steering Committee and are effective from 15 July, 2016.

REVIEW OF LITERATURE

- **Shrivastav&Jatav (2017)** revealed how the different types of programs launched by Government of India can generate job opportunities in India with new Industrial skill requirement. The study concludes the overall status of Skill capacity available, requirement, gap and initiatives engaged by Government of India for Skill Development. There is an immediate need for therapy for the current skill development strategy in India.
- **Kanchan & Varshney (2015)**, indicated in their research paper about the impact of strategies and initiatives of skill development in India. Secondary data sources- based study found that 80 percent of rural and urban Indian workforce has low marketable skills. revealing filling this gap with various skill development initiatives results in skilled manpower to face a global hub. Kedar (2015), Productivity of Indian labor is lower as compared to the Asian economies that need up-skilling of the labor to ensure economic growth.
- **Chenoy (2012)** Improving workers ' efficiency is a key task for many businesses and entities in India with economic opening and increasing exports. Furthermore, as the Indian economy expands, this growth will require a big amount of qualified people. According to Chenoy, "Vocational courses enrollment in India is around 5.5 million per year, while 90 million in China and 11.3 million in the US". Only 2 percent are Indian employees officially qualified. For this, a joint initiative by the government and their partner agencies is to develop skill development.
- **Katole (2015)** identified two main ways for developing skills that is through education & training and developmental experiences which is significant for the economic development of the country. Skill is the capability to do something good to arise from talent and training. Also, Author states the skill development model and training methods for micro-entrepreneurs in India, Model fall into three categories that is general management, entrepreneurial and knowledge related skills. Unemployment problem is the major challenge to India, youth enter the job market every year after completing their A Study on Effectiveness of Pradhan Mantri Koushal Vikas Yojana on Educated Youths of Tumkur City.

OBJECTIVES OF THE STUDY

- To understand the concept of Pradhan Mantri Koushal Vikas Yojana.
- To study the knowledge of Pradhan Mantri Koushal Vikas Yojana among youths.
- To study the effective utilization of Pradhan Mantra Koushal Vikas Yojana

RESEARCH METHODOLOGY

This research follows a Descriptive and Empirical Research Design. It uses both primary and secondary data. Primary data is collected from respondents using structured questionnaires. The quota and convenience Sampling techniques are used to collect primary data from the respondents. This study collected responses from 50 consumers in Tumkur Urban District who belonged to the different age groups. The dependent variable used in the study was the Pradhan Mantri Koushal Vikas Yojana and the educated youth was the independent variable. The study of impact of Pradhan Mantri Koushal Vikas Yojana on Educated Youths was measured using a Likert-type scale. Further, the collected data are analyzed using F-Test and graphs

The concept of Pradhan Mantri Koushal Vikas Yojana:

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) was launched in 2015 to encourage and promote skill development in the country by providing free short duration skill training and incentivizing this by providing monetary rewards to youth for skill certification. The overall idea is to boost both industry and employability of youths. During its pilot phase in 2015-16, 19.85 lakh candidates were trained.

After the successful implementation of pilot PMKVY (2015-16), PMKVY 2016-20 was launched by scaling up both in terms of Sector and Geography and by greater alignment with other missions of Government of India like Make in India, Digital India, Swachh Bharat, etc. The Scheme is aligned to Common Cost Norms and has a total budgetary outlay of Rs 12000 Crores.

Objectives of PMKVY 2016-20

- Enable and mobilize a large number of youths to take up industry designed quality skill training, become employable and earn their livelihood.
- Increase productivity of the existing workforce, and align skill training with the actual needs of the country.
- Encourage standardization of the Certification process and put in place the foundation for creating a registry of skills.
- Benefit 10 million youth over the period of four years (2016- 2020).

HYPOTHESES:

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

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

ANALYSIS:

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

Table 1: Table showing the number of respondents towards the knowledge of Pradhan Mantri Koushal Vikas Yojana among youths based on demographic groups

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

Source: Derived from Questionnaire

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

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

Source: Researcher’s Calculation based on the responses

$$F = MST / MSW$$

$$F = 7.83$$

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

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

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

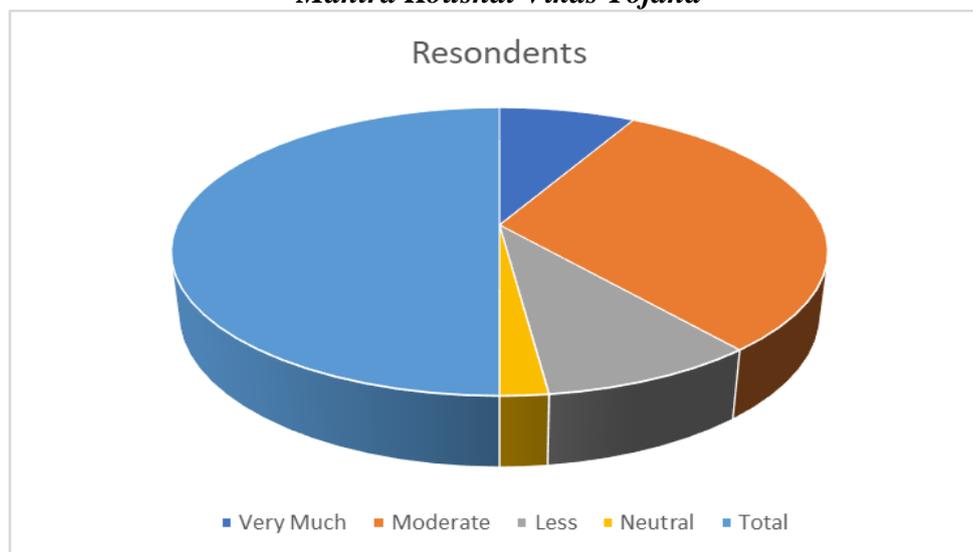
$$\text{Critical } F\text{-value } (\alpha = 0.05) = 3.89$$

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

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

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

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



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

FINDINGS

With a thorough analysis, the following findings were drawn:

1. It Finds That More Respondents are Self Employed.

2. Majority of respondents are aware about Pradhan Mantri Koushal Vikas Yojana.
3. More Number of Respondents Know about This yojana through social media.
4. It is found that a greater number of respondents registered with PM Kaushal Vikas Yojana.
5. The majority of the respondents are more moderate about the PMKVY.
6. PMKVY provides new employment opportunities.
7. The PMKVY is mainly useful to youths, technically educated.
8. The PMKVY scheme improves personality development.
9. Moderately respondents Satisfied About This Scheme.

SUGGESTIONS

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

CONCLUSION

General objective of this research was to assess the role and impact of PMKVY training on skill development and performance of trainees in the Tumkur region. Most of the respondents through their answers confirmed the impact of the PMKVY in improving the skilled development. According to responses, training methods and activities brought new potentials for trainees when performing tasks and resulted in increased soft skill inferential analysis generated tabulated statistics that shows their results of factor analysis and data collected from 50 respondents through questionnaires. The findings of this study are supporting other research on training and skilled development. Training produces advantages for the understanding, abilities, capacity, abilities and conduct of the youth. From the results most respondents highly agreed that training builds abilities and abilities to enhance performance, it is helpful to earn livelihood and promote them for self-employment entrepreneurship and solve their unemployed problem.

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