



A STUDY OF THE PERCEPTION OF YOUTHS OF SOUTHERN RAJASTHAN ON PRADHAN MANTRI KAUSHAL VIKAS YOJANA

Prof. P. K. Singh

Professor

Department of Banking and Business Economics
MLSU, Udaipur

Naman Khandelwal

Research Scholar

Department of Banking and Business Economics
MLSU, Udaipur

Rajiv Choudhary

Senior Research Fellow

Department of Banking and Business Economics
MLSU, Udaipur

ABSTRACT

The government of India's innovative Pradhan Mantri Kaushal Vikas Yojana intends to provide 24 lakh young Indians with relevant, industry-related, and skill-based training. After successfully completing the training and assessment, the trainees will receive a government certification and a monetary award under this system, which will aid them in finding employment for a better future. Thus, it was envisioned as a crucial step to provide young men and women with skill-based training so they could assist the country's anti-poverty initiatives and earn a living. Prime Minister Narendra Modi launched his effort for the growth of entrepreneurship opportunities and skill development with the support of the National Skill Growth Council of India (NSDC), which both met and exceeded expectations. Still, it will produce a more highly skilled workforce in the near future. It contributes to increased employment opportunities and revenue creation. In this study article, we have investigated a sample of 200 respondents from Southern Rajasthan in an



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effort to determine how young people perceive PMKVY. Likert statements were created to gauge respondents' perceptions, and a single hypothesis was put forth to gauge answer consistency.

Keywords: Skill development, Skill-based training, NSDC, PMKVY.

1.1 INTRODUCTION

The Pradhan Mantri Kaushal Vikas Yojana (PMKVY) was introduced in 2015 with the goal of fostering and advancing skill development throughout the nation. It does this by offering youth monetary rewards for completing short-term skill certification courses and by giving free training. The overarching goal was to increase youth employability and industry. In the 2015–16 pilot program, 19.85 lakh participants received training. Operated within the Skill India Mission, which the government announced in 2015, is the PMKVY, also known as Pradhan Mantri Kaushal Vikas Yojana, which the presidents push faster.

The objective was to provide training to over 40 million individuals in India across diverse fields by the year 2022. Its purpose is to offer vocational education and certification to Indian youth, aiming to enhance their quality of life and social standing.

The PMKVY is categorised into three parts.

1.1.1 QUICK-TERM TRAINING (QT):

Indian nationals who have dropped out of school or college or are unemployed should take advantage of the STT component offered at PMKVY Training Centers (TC). The National Skills Qualification Framework (NSQF) is a training program offered by Technical Colleges (TCs) that primarily focuses on imparting soft skills, business acumen, financial literacy, and digital literacy. Training programs play a crucial role in facilitating job placement for applicants following a successful examination.

1.1.2 RPL: Recognizing Prior Learning:

Recognising Prior Learning (RPL) is a component of a skill certificate that guarantees individuals in India the opportunity to get industry-specific skill certificates, thereby enabling them to attain a higher standard of living. According to the RPL component of PMKVY, individuals who possess previous learning experiences or skills have the opportunity to register, undergo assessment, and obtain certification. Its main emphasis is on individuals employed in unregulated sectors.

1.1.3 SPECIAL PROJECTS:

Special Projects of the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) require specific departures from the short-term training norms. The stakeholders responsible for providing recommendations may include institutions affiliated with the Centre or State Government,

autonomous institutes, peer organisations, or corporations that are willing to offer training to beneficiaries.

The initial iteration of PMKVY was PMKVY 1.0. The Pradhan Mantri Kaushal Vikas Yojana (PMKVY), which is India's comprehensive skill certificate programme, was inaugurated on July 15, 2015, coinciding with World Youth Skills Day. Its primary objective is to foster and promote skill development within the country by providing affordable and concise skill training to children, as well as offering financial incentives for skill certification. The PMKVY programme is administered by the National Skills Development Corporation under the supervision of the MSDE. The essential components comprise Kaushal & Rozgar Mela, concise instruction, unique assignments, and acknowledgement of prior expertise. In 2015-16, a total of 19.85 lakh candidates underwent training.

The second and the next phase of the Yojna was known as PMKVY 2.0. The introduction of PMKVY 2016–20 (PMKVY 2.0) brought in enhanced sectoral and geographical scalability, as well as improved alignment with other government projects in India, such as Digital India. A sum of twelve billion rupees was provided. PMKVY 1.0 and PMKVY 2.0 have provided training to over 1.2 million young individuals, resulting in a more diverse and improved skilling system in the country.

The third stage of the yojana is known as PM Kaushal Vikas Yojana 3.0. The implementation of PMKVY 3.0 in 717 districts across 28 states and eight union territories marked a significant advancement towards achieving "Atma Nirbhar Bharat". The intention was to achieve a higher level of decentralisation, involving the States/UTs and the Districts and assigning them larger responsibilities. The primary concept underlying the version was the involvement of District Talent Committees (DSCs) in addressing the talent gap and evaluating district needs under the oversight of State Talent Acquisition Missions (SSDM).

1.2 REVIEW OF LITERATURE

According to a study by (**Dr. Sanjay *et al.*, 2023**), young Indians without jobs are attempting to overcome financial obstacles in order to develop start-ups. The government's Pradhan Mantri Kaushal Vikas Yojana aims to promote business within the district of Chhindwara. The findings of the study suggest that through PMKVY, young empowerment, innovation, and formulation/implementation of other laws can support and increase the entrepreneur community generation's growth. Today's youth are ready to embrace business, and their creative efforts can positively influence society. They thrive when they are facilitated to do so; when our young kids, children, and adults throughout the nation are thrilled, they can help increase our economy by leaps and bounds. In a nutshell, creating a conducive and enabling environment for our youth to explore their business patterns is critical.

(Neelu, 2023) states that PMKVY is a free short-term vocational training course in India called Pradhan Mantri. The importance of vocabulary and exposure to knowledge and skills in driving economic progress is apparent. Narendra Modi's government initiated the Kaushal Vikas Yojana Utsaha 2015. It was established to promote skill development. It will not add any variables to candidates seeking it, considering that it is designed to be installed locally. A large includes a diverse range of programs and professions, such as NG jobs and roles in the public and private sectors, among others.

(Sakshi, 2023) states that The Indian government introduced the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) in 2015 with the goal of promoting skill development. This program covers the cost of skill certification in addition to providing brief, free instruction. As the application is designed to be implemented locally, candidates won't encounter any extra difficulties. A wide range of programs and specialities, including non-governmental labour and roles in the public and private sectors, recognise the qualification for employment.

The study (Debojit, 2021) concludes that Prime Minister Narendra Modi launched the Skill India project in 2015 with the goal of training over 40 crore people in a variety of skills by 2022. Young individuals who successfully complete the Pradhan Mantri Kaushal Vikas Yojana (PMKVY), a unique program, can get skill-based training, government certification, and cash incentives. India has launched several initiatives to increase young people's employment and income possibilities over the last 20 years.

The Skill India initiative of Prime Minister Narendra Modi is anticipated to have trained 400 million Indians by 2022. The Pradhan Mantri Kaushal Vikas Yojana (PMKVY) provides training specifically for the industry together with financial assistance. This study by (Himanshu *et al.*, 2021) examines the impact of PMKVY on employment and the requirement for government support in Rajasthan.

According to the research findings (Minakshi, 2021), India's skill development plan can be effectively addressed by the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) campaign and other NSDC efforts. The analysis demonstrates a robust relationship between the PMKVY strategy and the need for skilled labour.

1.3 RESEARCH METHODOLOGY

In order to conduct the research, a sample size of 208 young individuals, aged between 18 and 25, from the Southern Rajasthan region were selected. The sample was deliberately collected, thereby employing the random sampling technique. The respondents' awareness was assessed using Yes-No questions, while Likert

statements were created to determine their assessment of the implementation of PMKVY. The statistical packages utilised for data synthesis were SPSS software and MS Excel.

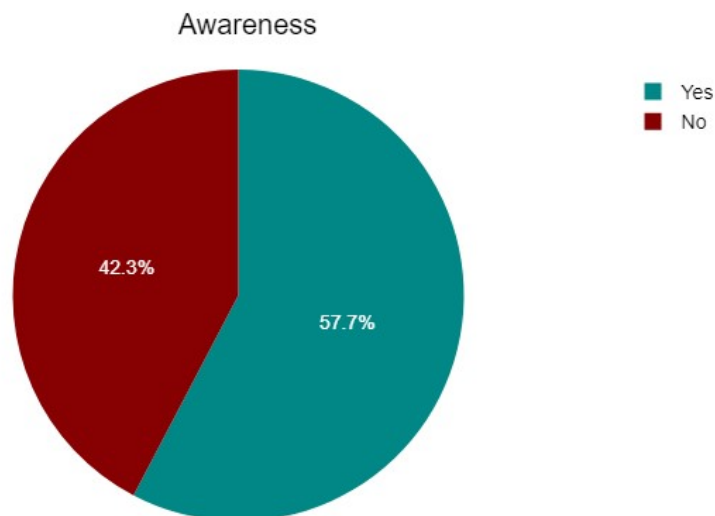
1.3.1 OBJECTIVE OF THE STUDY

The key objective of the study is to identify youths' perceptions of the execution of Pradhan Mantri Kaushal Vikas Yojana.

1.4 ANALYSIS OF DATA

Q. Are you aware about the Pradhan Mantri Kaushal Vikas Yojana?

	Frequency	%
1	120	57.69%
2	88	42.31%
Total	208	100%



In the table provided, out of 208 randomly selected respondents asked about their awareness of the Pradhan Mantri Kaushal Vikas Yojana, 120 (57.69%) were aware

of the scheme. These 120 respondents were chosen as our sample for further research.

1.4.1 Likert statements and the opinion of the Respondents

In order to accomplish the selected objective, 10 Likert statements were framed ranging between strongly agree to strongly disagree:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
The scheme must also match the market demand.	6	8	16	21	69	120
	5.0%	6.7%	13.3%	17.5%	57.5%	100.0%
The step taken by the Government is exemplary but not appropriate.	11	13	29	27	40	120
	9.2%	10.8%	24.2%	22.5%	33.3%	100.0%
An awareness campaign must be started to educate all the youth studying in schools and colleges about the yojana for its effective follow-up	4	3	8	34	71	120
	3.3%	2.5%	6.7%	28.3%	59.2%	100.0%
I feel that it is a waste of time and money	62	33	12	13	0	120
	51.7%	27.5%	10.0%	10.8%	0.0%	100.0%
The youth need a pep-talk on the yojana as several myths have made the picture unclear	7	10	17	32	54	120
	5.8%	8.3%	14.2%	26.7%	45.0%	100.0%
The problem is not with the yojana; it is with the traces created by society.	5	25	7	18	65	120
	4.2%	20.8%	5.8%	15.0%	54.2%	100.0%
It is an applaud-winning gesture of the Government to imbibe Skill India and Youth for the good of the country	9	9	14	26	62	120
	7.5%	7.5%	11.7%	21.7%	51.7%	100.0%

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Bringing more and more youth from rural areas under its purview is the only way out	13	12	10	22	63	120
	10.8%	10.0%	8.3%	18.3%	52.5%	100.0%
The effort taken by the Government is futile.	58	31	15	8	8	120
	48.3%	25.8%	12.5%	6.7%	6.7%	100.0%
It is the need of the hour in order to combat unemployment in the economy.	8	20	11	20	61	120
	6.7%	16.7%	9.2%	16.7%	50.8%	100.0%

As depicted in the above table, there seems to be variation in the responses of the respondents to framed Likert statements. To ascertain whether there is any opinion difference, hypothesis testing was done

1.5 Hypothesis testing

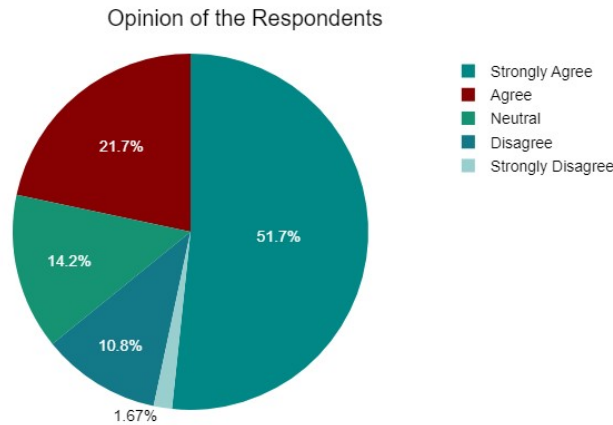
H₀₁: There is no statistically significant disparity in how respondents perceive the implementation of PMKVY.

Responses of the respondents for each framed Likert statement were averaged, and the results obtained were further processed to ascertain the difference in opinion between the respondents.

Table 0.1
Opinion of the Respondents

	Frequency	%
Strongly Disagree	2	1.67%
Disagree	13	10.83%
Neutral	17	14.17%
Agree	26	21.67%
Strongly Agree	62	51.67%

	Frequency	%
Total	120	100%



As depicted in the above table and figure, 62 (51.67%) respondents were on the strongly agreed side. The application of one sample Wilcoxon test (with test value=2.5) revealed that.

Table 0.2
Summary of Ranks

		n	Mean Rank	Sum of Ranks
Opinion of the Respondents	Negative Ranks	27	23.96	647
	Positive Ranks	92	70.58	6493
	Ties	1		
Total		120		

Ninety-two respondents had a mean score more than the test value of 2.5, which entails there is no difference in the opinion of the respondents.

Table 0.3
Wilcoxon-Test

	W	z	p
Opinion of the Respondents	647	7.76	.062

Interpretation: Since the p-value was found to be more than 0.05, the researcher accepts the null hypothesis and concludes *there is no statistically significant disparity in how respondents perceive the implementation of PMKVY.*

1.6 FINDINGS

The population of India has surpassed 121 crore individuals, making it the second most populous country in the world. The Indian economy has undergone structural transformations that have resulted in shifts in the demand patterns for industrial manpower. Recent employment patterns in India suggest a notable shift in the makeup of the workforce, with a notable migration from the agriculture sector to the industry and services sectors. The findings indicate that there is a lack of comprehensive awareness among young individuals regarding the skill-development program implemented by the Government, which is a concerning indication. India possesses one of the most youthful populations globally, a trajectory that is projected to persist until the year 2040. The prioritisation of skill development has become a prominent focus at the national level, leading to the implementation of many projects aimed at enhancing skills in recent years. The Government should prioritise implementing a comprehensive awareness campaign as the sole means to bring about change.

1.7 SUGGESTIONS:

Following are a few suggestions

1. Form alliances between businesses and skill-training organisations to ensure that training meets the demands of the labour market.
2. Put in place training courses for cutting-edge technology to prepare for the demands of the labour market.
3. Establish targeted programs for underprivileged people to strengthen their skills.
4. Offer instructors and trainers frequent training sessions to improve their abilities.
5. To strengthen the credibility of skill development programs, put in place a formal certification procedure.
6. Offer monetary rewards, including tax breaks and subsidies, to people and businesses who invest in skill development.
7. Take a prudent stance in order to maximise the advantages of government initiatives.

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