



सत्यमेव जयते

MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP
GOVERNMENT OF INDIA



N.S.D.C.
National
Skill Development
Corporation

Transforming the skill landscape

PMKVY

PRADHAN MANTRI KAUSHAL VIKAS YOJANA

Branding and Communication
Guidelines (2016-2020)

I Support



Skill India

कौशल भारत - कुशल भारत

Introduction

We all want to tell the aspirational story of how Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is transforming the lives of Indian youth through skill training and certification. The tools presented here should enable us to do so more effectively.

Defined guidelines ensure a clear communication of the key messages with one voice and as one brand. Without adherence to these guidelines, marketing and communication can become diluted, lacking focus and impact.

PMKVY Training Centre (TCs) shall thereby abide by these guidelines and read them in conjunction with the scheme's monitoring guidelines.

The Guidelines contain the following sections:

- Exterior Centre Branding
- Reception Area Branding
- Waiting Area Branding
- Counselling & Placement Assistance Room Branding
- Classroom/ Lab Branding
- Catchment Area Promotional Branding Stickers
- Social Media Promotion

Training Partners (TPs) may undertake innovative approaches for the further promotion of the Scheme. But the same shall be informed to NSDC prior roll out/implementation.

Open files of elements available on PMKVY official website (www.pmkvyofficial.org.)

NSDC has the right to modify these guidelines at any given point of time. Revised versions shall be available on the PMKVY official website. For more information or assistance, email pmkvy@nsdcindia.org.

Exterior Centre Branding

02

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

2.1 Drop Down Banner (Mandatory)

Specifications

Position: Front Façade of TC
(@ Main Entrance)

Size: 5ftx20ft

Material: Star Flex with Digital Printing

Customisation Required: None

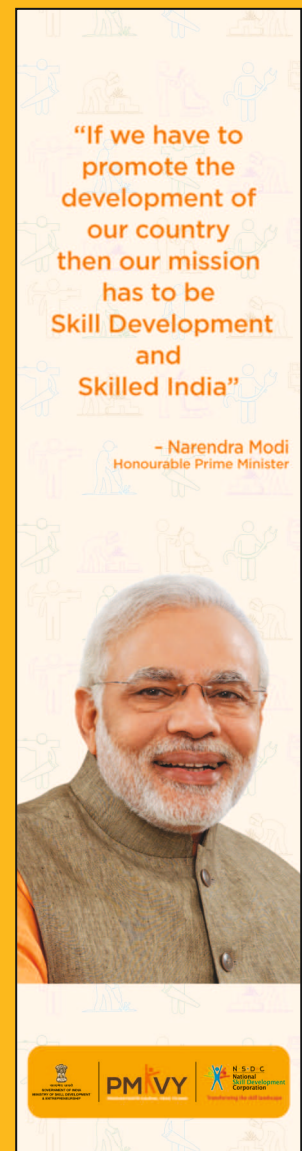
Language: Region Specific

TCs may install more than one of this banners at the exterior of TCs.

(Option 1)



(Option 2)



2.2 Exterior Signage (Back Lit) (Mandatory)



Specifications

Position: Front Façade of TC
(@ Main Entrance)

Size: 8ftx4ft

Material: Star Flex (Pasted on Iron
Frame) & Back Lit (Good Quality Tubes)

Customisation Required: None

Language: Region Specific

TCs may install more than one of this
signage at the exterior of TCs.

2.3 Wall Painting (Encouraged)

Pradhan Mantri Kaushal Vikas Yojana Centre



To find a PMKVY Centre near you,
call **088000-55555**

Specifications

Position: In Front/Around TC and Catchment Area

Size: Depending on Wall

Material: Paint

Color Specifications: House Color (C=0, M=40, Y=100, K=0)

Wall Color (C=0, M=5, Y=10, K=0)

Customisation Required: None

Language: Region Specific

TCs may paint this template on as many walls so long as they are permitted to do so.

Reception Area Branding

03

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

3.1 Main Signage Behind Reception Table (Mandatory)



Specifications

Position: Behind Reception Desk

Size: Depending on Wall

Material: Digital Print on 5mm Sun Board

Customisation Required: None

Language: Region Specific

TCs to install one signage behind the reception desk.

3.2 Sachin Tent Card on Reception Table (Mandatory)



Front



Back

Specifications

Position: On Reception Desk

Size: 7inx9in

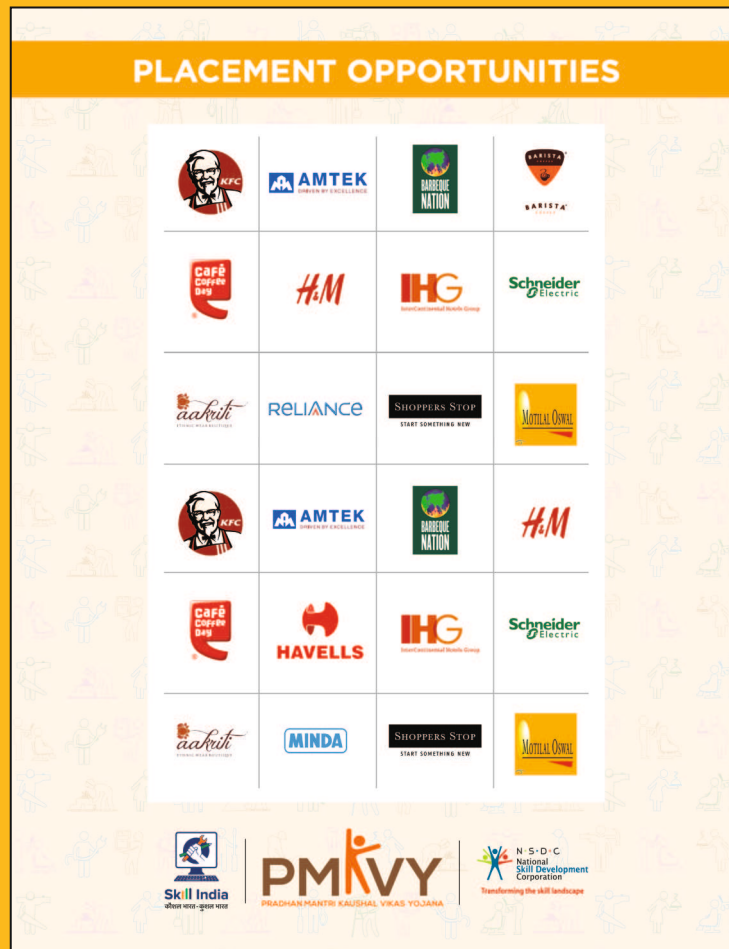
Material: Digital Printing on Imported Art Paper (300 GSM) with inside spine for standing

Customisation Required: None

Language: Region Specific

TCs to install one signage behind the reception desk.

3.3 Placement Opportunities Poster (Mandatory) (These logos are only for reference)



Specifications

Position: On walls in the waiting area

Size: 17inx22in

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

Customisation Required: Placement Partners/Companies where candidates have been placed

Language: Region Specific

Waiting Area Branding

04

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 the eye level or a little above.

4.1 Poster 1 – Scheme Info & Process (Mandatory)

The poster features a top section with a quote from Narendra Modi: "If we have to promote the development of our country then our mission has to be Skill Development and Skilled India". Below this is a collage of images showing people in various skill development activities, including a welder, a woman in a classroom, and a worker in a factory. The central text reads: "Pradhan Mantri Kaushal Vikas Yojana" and "Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE). The objective of this Skill Certification scheme is to enable a large number of Indian youth to take up industry-relevant skill training which will help them in securing a better livelihood. Individuals with prior learning experience or skills will also be assessed and certified under Recognition of Prior Learning (RPL)." Below this is a "PMKVY Process" flowchart with five steps: ENROLMENT (At PMKVY Training Centre), TRAINING (According to MSDE), ASSESSMENT (By accredited Assessment Agencies), SKILL CERTIFICATION (Industry & Government recognition), and PLACEMENT ASSISTANCE (By Training Partner). The PMKVY logo is at the bottom left, and a yellow box states: "Training and Assessment fees are completely paid by the Government." At the very bottom, it says: "Visit www.pmkvyofficial.org or call 088000-55555 to join PMKVY or participate in a Kaushal Mela conducted in your constituency."

Specifications

Position: On walls in the waiting area

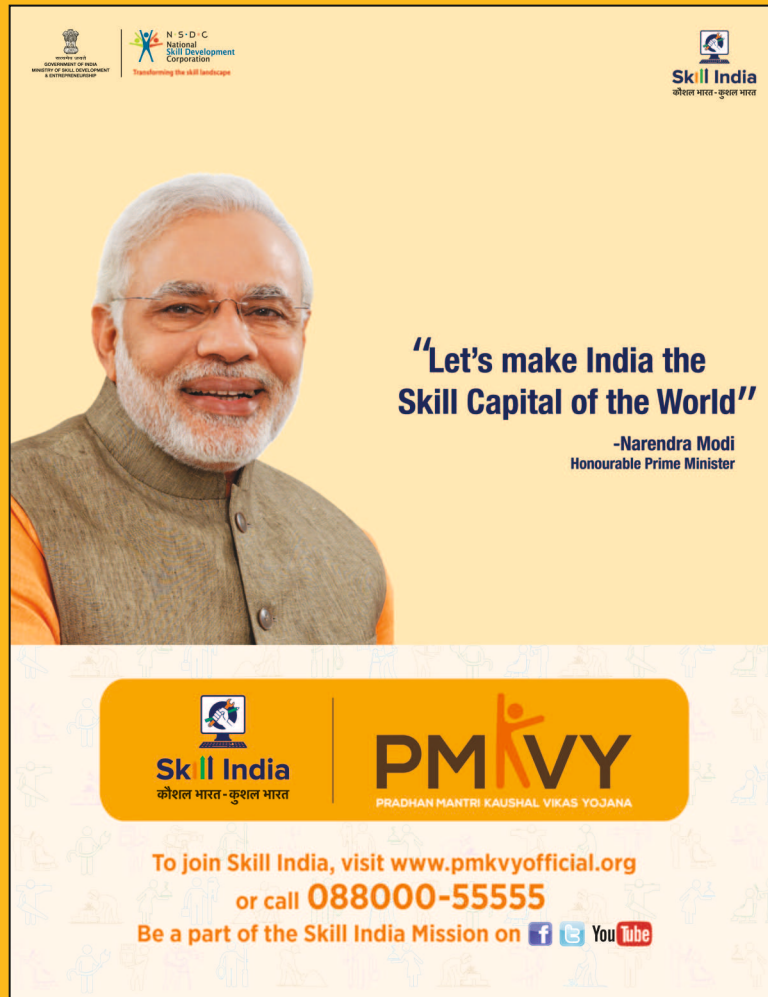
Size: 17inx22in

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

Customisation Required: None

Language: Region Specific

4.2 Poster 2 – Honourable Prime Minister Quote (Mandatory)



Specifications

Position: On walls in the waiting area

Size: 17inx22in

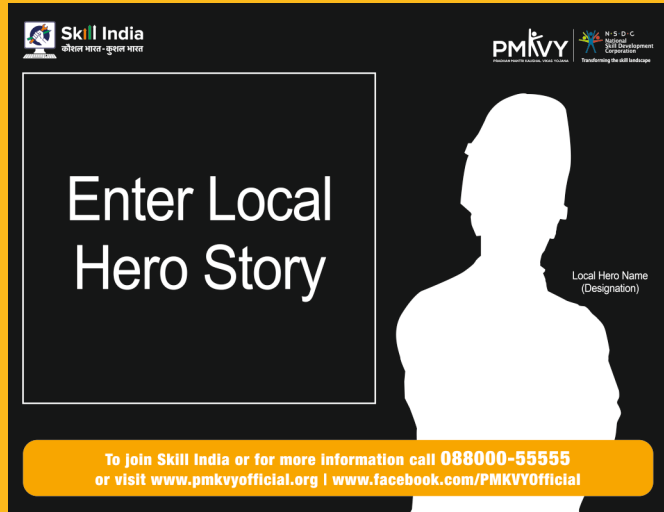
Material: Digital Printing on Imported Art Paper (300 GSM)

Customisation Required: None

Language: Region Specific

4.3 Poster 3 – Local Hero Testimonial (Mandatory)

Template



Sample



Specifications

Position: On walls in the waiting area

Size: 22inx17in

Material: Digital Printing on Imported Art Paper 300 GSM)

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

Language: Region Specific

4.4 Standee of Honourable Prime Minister (Mandatory)

Specifications

Position: Around/Adjacent Waiting Area

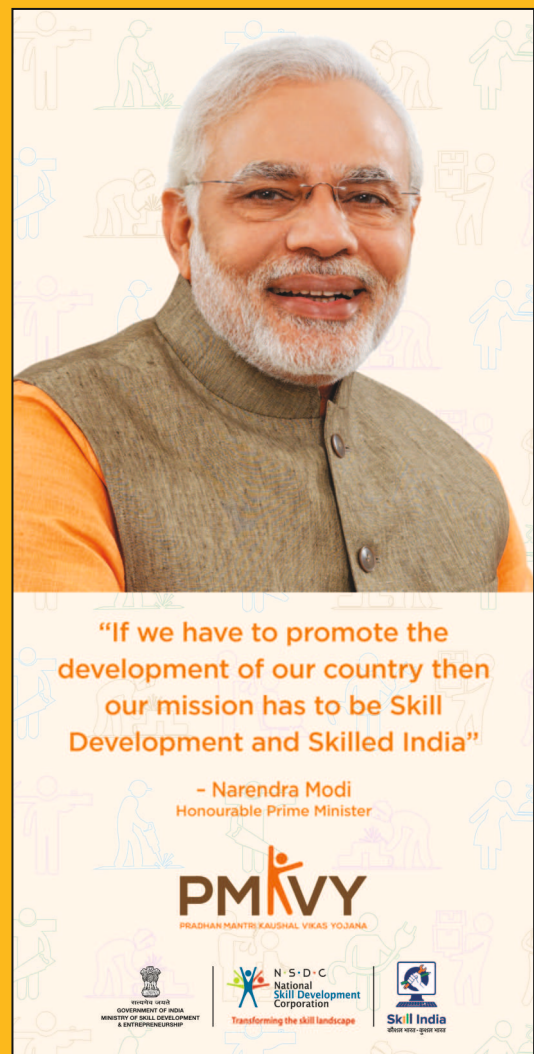
Size: 3ftx6ft

Material: Star Flex

Customisation Required: None

Language: Region Specific

TC to place this standee around/
adjacent Waiting Area



Counselling & Placement Assistance Room Branding

05

The elements within the counselling & placement assistance room shall provide motivation and direction to the candidates.

5.1 Poster 1 – Scheme Info & Process (Mandatory)

The poster features a quote from Narendra Modi: "If we have to promote the development of our country then our mission has to be Skill Development and Skilled India". It includes images of workers in various industries. The PMKVY Process is outlined as follows:

- ENROLMENT** (At PMKVY Training Centre)
- TRAINING** (According to NSQF)
- ASSESSMENT** (By accredited Assessment Agencies)
- SKILL CERTIFICATION** (Industry & Government recognition)
- PLACEMENT ASSISTANCE** (By Training Partner)

PMKVY
PRADHAN MANTRI KAUSHAL VIKAS YOJANA

Training and Assessment fees are completely paid by the Government.

Visit www.pmkvyofficial.org or call 088000-55555 to join PMKVY or participate in a Kaushal Mela conducted in your constituency.

Specifications

Position: On walls in the counselling & placement room

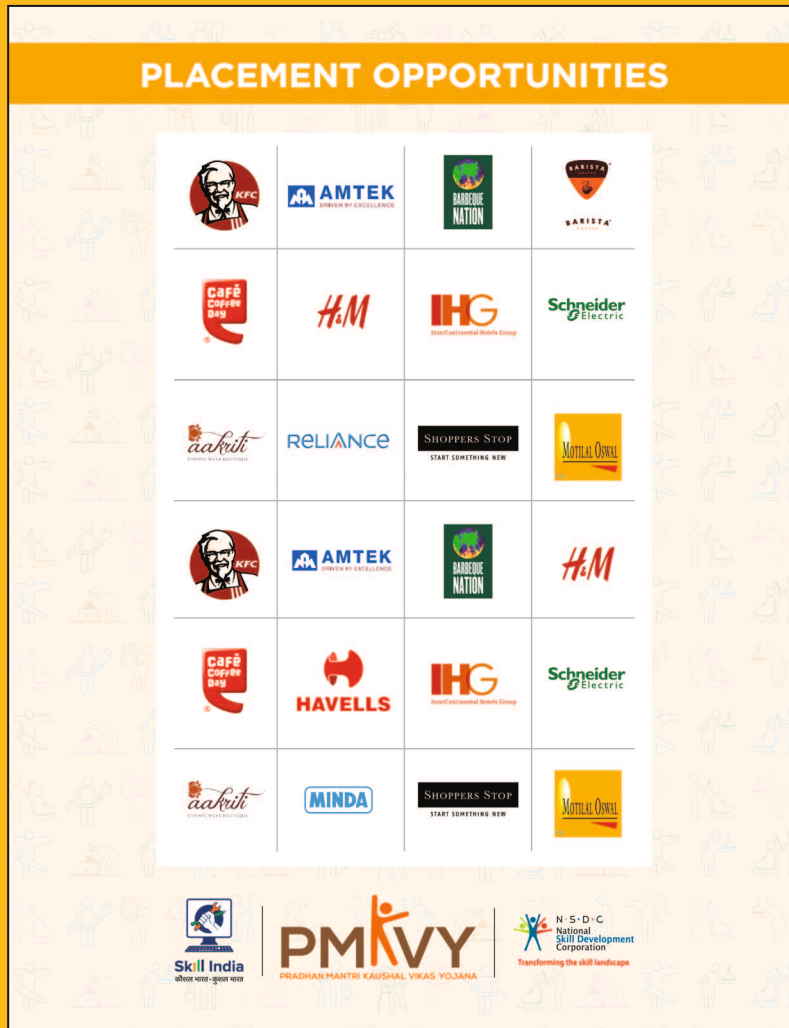
Size: 17inx22in

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

Customisation Required: None

Language: Region Specific

5.2 Poster 2 – Placement Opportunites (Mandatory)
(These logos are only for reference)



Specifications

Position: On walls in the waiting area

Size: 17inx22in

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

Customisation Required: Sector Specific

Language: Region Specific

5.3 Government Certification (Mandatory)



Specifications

Position: As Per Requirement

Size: 210mmx297mm

Material: Digital Printing on Imported Art Paper (130 GSM)

Customisation Required: As per PMKVY job role offered at TC

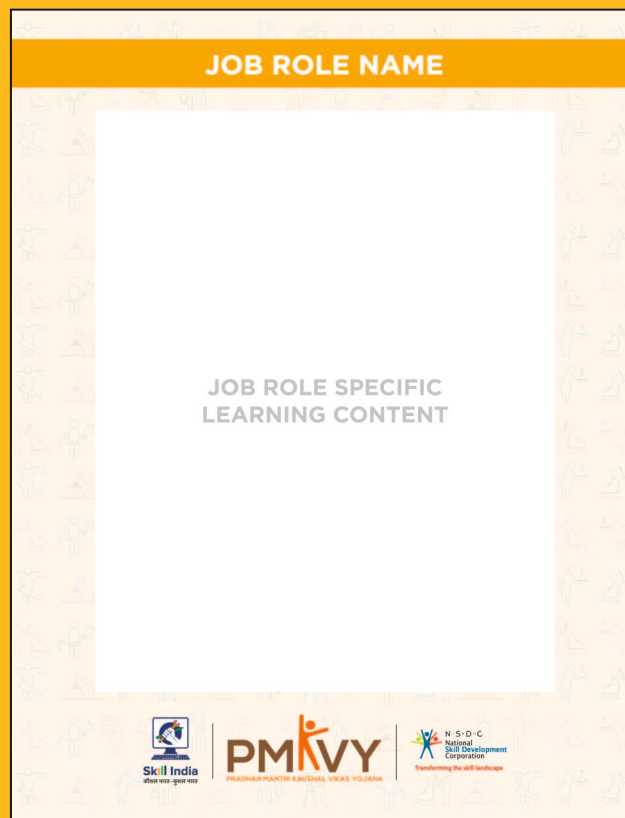
Language: As per standard

Classroom Lab Branding

06

Elements within the classroom/laboratory shall work as teaching aids. They can be used by trainers for various classroom/laboratory activities. They can also work as a constant reminder for learners. The other elements in the classroom/laboratory shall inspire and motivate our young learners on.

6.1 Poster 1 - Job Role Specific Information (Mandatory)



Specifications

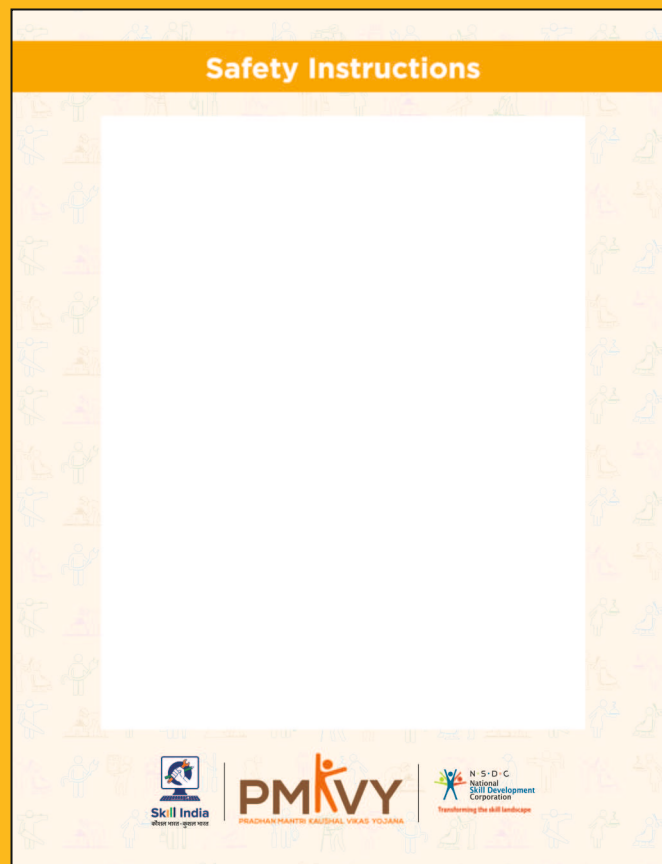
Position: On walls in the classroom and labs

Size: 17inx22in

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

Customisation Required: Job Role specific content imparted in the classroom/lab

6.2 Poster 2 - Safety Instructions (Mandatory)



Specifications

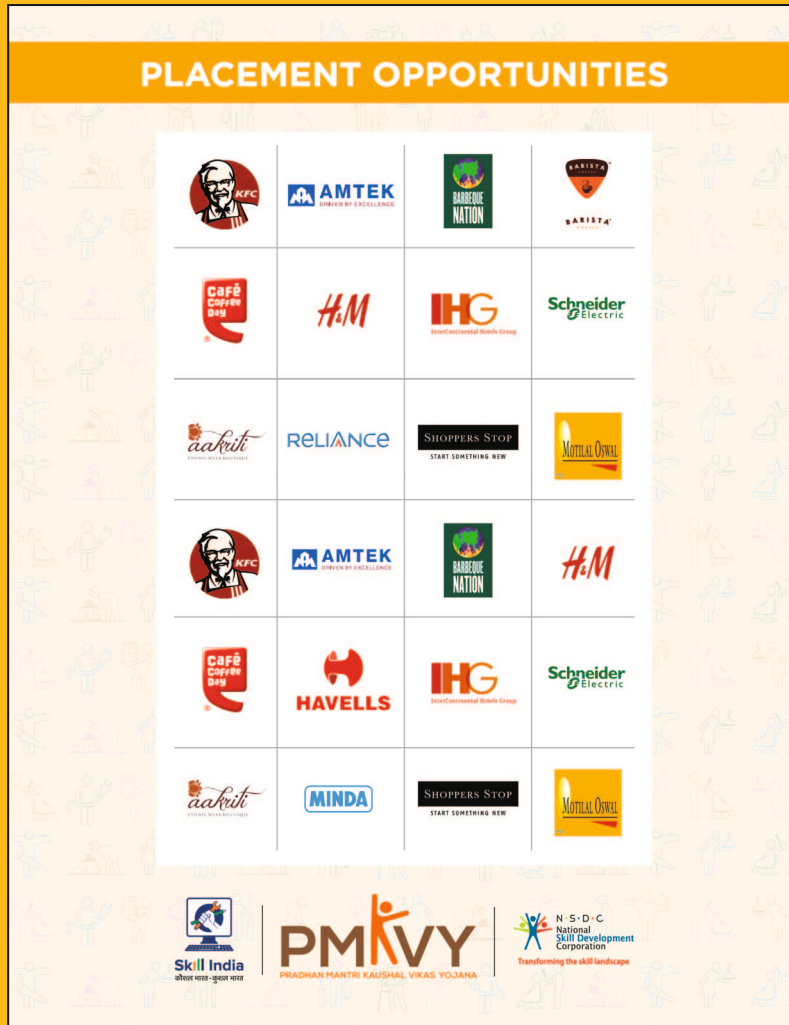
Position: On walls in the classroom and labs

Size: 17inx22in

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

Customisation Required: Job Role specific safety instructions

6.3 Poster 3 – Placement Opportunities (Mandatory)
(These logos are only for reference)



Specifications

Position: On walls in the classroom and labs

Size: 17inx22in

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

Customisation Required: Job role specific placement opportunities

Language: Region Specific

6.4 Poster 4 – Job Role Specific Local Hero Testimonial (Mandatory)

Template



Sample



Specifications

Position: On walls in the classroom and labs

Size: 22inx17in

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

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

Language: Region Specific

Catchment Area Promotional Branding

07

To promote the scheme in the surrounding areas of your TC and draw potential candidates in, place these stickers across the town.

7.1 Poster 1 – Scheme Info & Process (Mandatory)



Specifications

Position: On the Walls

Size: 17inx22in

Material: Digitally Printed Vinyl Sticker

Customisation Required: None

Language: Region Specific

7.2 Wall Painting (Encouraged)

Pradhan Mantri Kaushal Vikas Yojana Centre



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call **088000-55555**

Specifications

Position: In Front/Around TC and Catchment Area

Size: Depending on Wall

Material: Paint

Color Specifications: House Color
(C=0, M=40, Y=100, K=0)

Wall Color (C=0, M=5, Y=10, K=0)

Customisation Required: None

Language: Region Specific

TCs may paint this template on as many walls so long as they are permitted to do so.

7.3 Sachin Sticker (Encouraged)



Specifications

Position: As Needed

Size: 6inx6in

Material: Digitally Printed Sticker
Paper/PVC

Customisation Required: None

Language: Region Specific

7.4 PMKVY Process Stickers (Encouraged)



Specifications

Position: As Needed




Size: 5.5inx3in



Material: Digitally Printed Sticker
Paper/PVC

Customisation Required: None

Language: Region Specific

7.5 Course Marketing Leaflet (Encouraged)










S.no.	List of Courses	Duration of Course

About PMKVY

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE). The objective of this Skill Certification scheme is to enable a large number of Indian youth to take up industry-relevant skill training which will help them in securing a better livelihood. Individuals with prior learning experience or skills will also be assessed and certified under Recognition of Prior Learning (RPL).

PMKVY PROCESS

Training and Assessment fees are completely paid by the Government.

To join PMKVY, visit www.pmkvyofficial.org or call **088000-55555**

Contact Information

Name: _____

Address: _____

Phone: _____

E-Mail: _____

Specifications

Position: As Per Requirement

Size: 10cmx14cm

Material: Imported Art Paper (130 GSM)

Customisation Required: Addition of list of courses, duration of courses, TP logo and contact information

Language: Region Specific

Social Media Promotion

08

All TPs shall document and share success stories of their candidates with NSDC and on various social media platforms.

Each TP is required to maintain a PMKVY dedicated Facebook page and use various other social media platforms (i.e. Twitter, Youtube) for sharing information on trainings, success stories, profiles of trainers and placement tie-ups.

TPs are encouraged to create video clippings of PMKVY success stories in various regional languages and promote the same on their various social media platforms.





PMKVY

PRADHAN MANTRI KAUSHAL VIKAS YOJANA

For more information

Website: www.pmkvyofficial.org | E-mail: pmkvy@nsdcindia.org

Mobile: 088000-55555



Facebook: <https://www.facebook.com/PMKVYOfficial>