Centum Learning starts rolling out PMKVY to skill 24 lac youth

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En-route to achieving PM's dream of Skilled India

Centum Learning has partnered with Ministry of Skills and Entrepreneurship to roll out Pradhan Mantri Kaushal Vikas Yojana (PMKVY) which is the flagship outcome-based skill training scheme to impart employability linked skill training programme to 24 lakh youth across India. As the largest partner of NSDC, Centum Learning will play a pivotal role to enable and mobilize a large number of Indian youth to take up outcome based skill training and become employable and earn their livelihood.

Under the scheme, monetary reward would be provided to trainees who are successfully trained, assessed and certified in skill courses run by affiliated training providers. PMKVY is a digitally upgraded scheme whose implementation has been done online as well. Beneficiaries of this scheme have been contacted by call centers and through extensive on-ground mobilization programmes. Local MPs, Ministers and District Collectors are involved. ‘Skills Mela’ are organized to mobilize and sensitize the youth in enrolling with the scheme.

Centum Learning has already kicked off mobilization camps in states of Madhya Pradesh, Haryana, Bihar, Manipur, West Bengal, Assam, Karnataka and Odisha. One such Kaushal Mela was organized in mid-May at a skill development center in Ujjain. The Mela was to mobilize a large number of youth to undertake skills training, become employable and earn their livelihood. Over 1000 youth attended the Mela and were enlightened about courses in the Retail and telecom sector.

In addition to this, Centum Learning & COAI (Cellular Operators' Association of India) recently partnered to launch a unique mass-outreach initiative for large-scale mobilization of youth for Skill development in India. The pilot kick-off of the campaign was executed in Patna, Bihar, with a 2.24 Million Airtel subscriber base who were targeted as part of this campaign. Candidates were sent text messages and outbound voice calls as part of this campaign. Interested youth gave missed calls to a toll-free number 1800 102 6000 and an interactive voice response pushed to the candidate captured relevant details on an online application. Data analysis was then done with callers being profiled on the basis of their age, gender, location etc. Finally, interested candidates were mapped to one of the 136 counselling centres set up by Centum Learning in 38 districts of Bihar. With the result, more than 40,000 candidates walked in and shown interest in our various skilling programmes within a week's time in just a single state.

On the occasion, Mr. Sunjeev Duggal, CEO & Director, Centum Learning said, “Skilling in India is akin to evangelizing and needed a disruption in the existing ecosystem to reach ‘media dark’ states in the country where TV and print reach only 20% of the population. Creative collaborations like the one with COAI will aggressively advance National Skills movement.”

States such as Bihar, Madhya Pradesh, West Bengal, the North East and Jharkhand have low employment rates, socio-economic problems, poor media penetration but surprisingly high mobile user base. These states need immediate attention by way of providing better employment opportunities and harnessing youth. Centum Learning aims to do just this: mobilise youth for skills development and unleash untapped potential throughout the country.

About Centum Learning

Centum Learning is a leading skilling multinational which has already skilled 1.2 million people in emerging economies. Its mission is to improve business productivity and enhance youth employability. Centum Learning, with over 1,300 learning and development specialists and its domain expertise in 21 industry verticals, has skilled more than one million people. It is present in rural and urban locations across 21 countries including India, Bangladesh, Myanmar, Nepal, and 17 countries in Africa.

Winner of 28 national and global awards, Centum Learning has successfully partnered central and state ministries, Central Board of Secondary Education-CBSE, public sector enterprises and more than 350 corporate entities such as Delhi Airport, Bharti Airtel, Gensol, National Bank of Kenya, Lafarge Cement and Maruti Suzuki. Additionally, Centum Foundation, the non-profit wing of Centum Learning, partners leading corporations to fulfill their CSR mandate. In India, Centum Work Skills India, a wholly owned subsidiary of Centum Learning, has also been set up to enhance skills of 1.2 million youth across the country.

About the Scheme

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is a flagship scheme of the Ministry of Skill Development and Entrepreneurship (MSDE) through National Skill Development Corporation (NSDC). The scheme aims to offer around 24 lakh persons. Skill training would be done based on National Skill Qualification Framework (NSQF) and industry led standards. Under the scheme, a monetary reward is given to the trainees on assessment and certification by third party assessment bodies.

The scheme would train, assess and certify candidates across various job roles created by the SSC. In addition, the scheme also envisages to assess and certify the existing manpower across sectors for “Recognition of Prior Learning (RPL)”. Average monetary reward would be around Rs. 4,000 per candidate for fresh training and Rs.2, 200 per candidate under Recognition of Prior Learning. Each stakeholder under the PMKVY Scheme has a critical role in mobilizing, motivating, counseling, training, assessment and reward distribution under the scheme. The quality of training provided to each trainee will position them as employment ready for industry-recognized roles. The assessment by an independent third-party assessment agency will provide for standardization of skills and make them industry-ready.
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