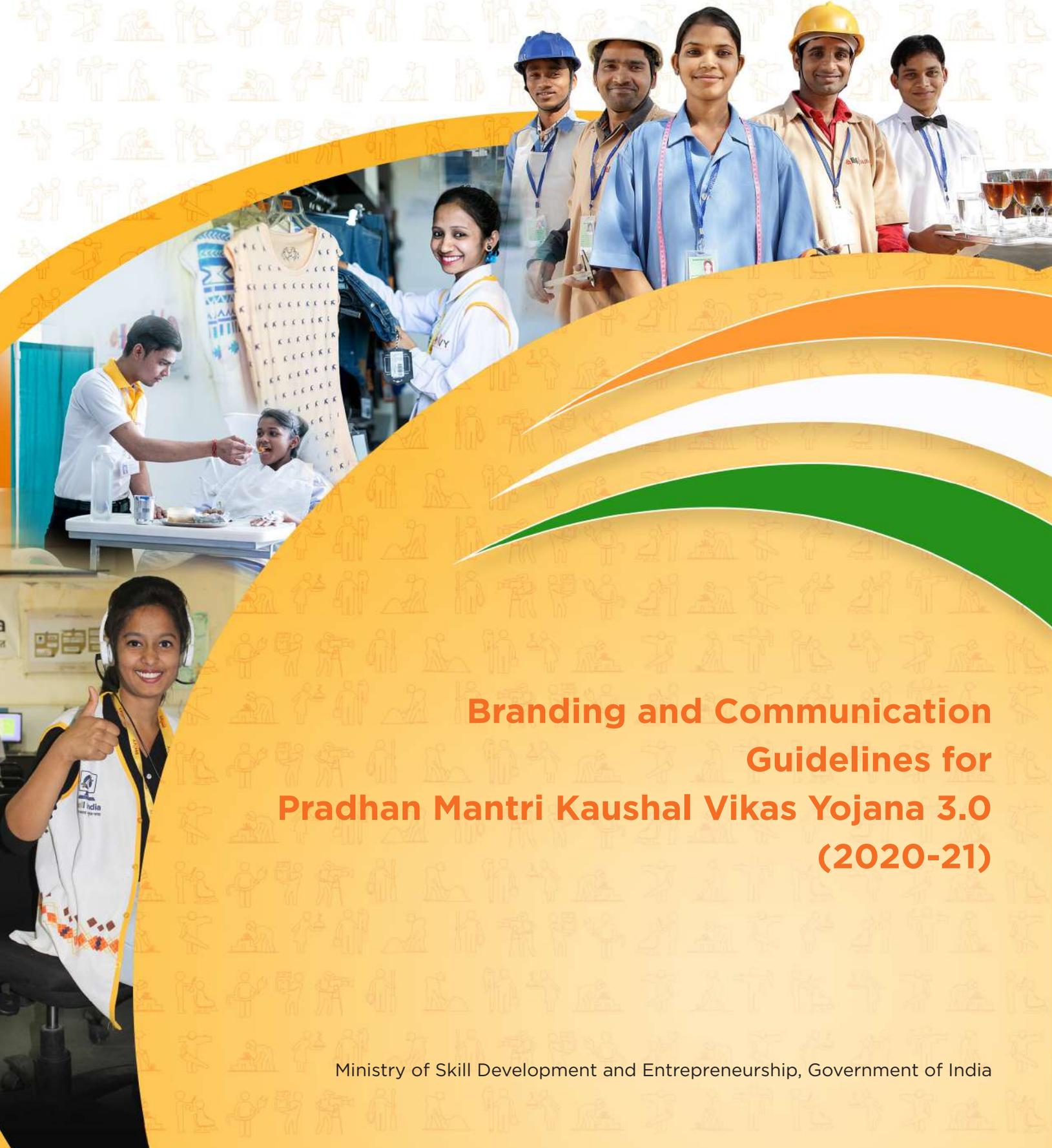




PMKVY 3.0
PRADHAN MANTRI KAUSHAL VIKAS YOJANA

सत्यमेव जयते
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP
GOVERNMENT OF INDIA


Skill India
कौशल भारत - कुशल भारत



**Branding and Communication
Guidelines for
Pradhan Mantri Kaushal Vikas Yojana 3.0
(2020-21)**



"The mantra to stay relevant in the midst of rapidly changing businesses and markets today is skill, reskill, and upskill. With this vision, we are constantly taking concrete steps to create a future-ready workforce."

- Shri Narendra Modi

Index

Overview.....	01
Introduction.....	02
Logo Specification.....	03-08
Exterior Centre Branding.....	09-12
Reception Area Branding.....	13-17
Waiting Area Branding.....	18-21
Classroom Lab Branding	22-24
Catchment Area Branding.....	25-27
Advertisements.....	28-32
Recognition of Prior Learning (RPL).....	33-39
Format for Notice.....	40

Overview

01

About PMKVY 3.0

Pradhan Mantri Kaushal Vikas Yojana is the flagship scheme of the Ministry of Skill Development and Entrepreneurship, Government of India. The scheme, currently in its third edition (PMKVY 3.0), was launched on January 15th, 2021.

Like its previous editions, PMKVY 1.0 and 2.0, PMKVY 3.0 also has three kinds of training routes: Short-Term Training (STT) for fresh skilling of school/college dropouts and unemployed youth, Recognition of Prior Learning (RPL) to recognise existing skills and prior experience and Special Projects (SP) to address skilling requirements of vulnerable groups, and permit certain flexibility while conducting STTs.

Objectives of PMKVY 3.0 (2020-21)

The objectives of the scheme are to:

- Create an ecosystem for the youth to make informed choices on the available skilling avenues.
- Provide support to the youth for skill training and certification.
- Promote sustainable Skill Centres for greater participation of private sector.
- Benefit 8 lakh youth over the scheme period (2020-21).

Introduction

Branding and Communication Guidelines

After the successful implementation of PMKVY 1.0 (2015) & PMKVY 2.0 (2016-20) and learnings from the past, PMKVY 3.0 (2020-21) has been launched with the objective to enhance skill development at grassroot level across districts and states.

Branding is an important aspect of communicating the scheme. All the Training Centres need to brand their respective centres with collaterals for promotional activities in accordance with these Guidelines. The Training Centres shall also promote activities conducted at their centres on various social media platforms.

This Branding and Communication Guideline document prescribes standardised branding for states and districts, training partners, and project implementation agencies, among others, for implementation of the scheme, PMKVY 3.0 (2020-21). The defined guidelines aim to ensure a clear communication of the key messages with one voice and as one brand. PMKVY training centres and other scheme implementing agencies shall thereby abide by these guidelines and read them in conjunction with the scheme's operational guidelines.

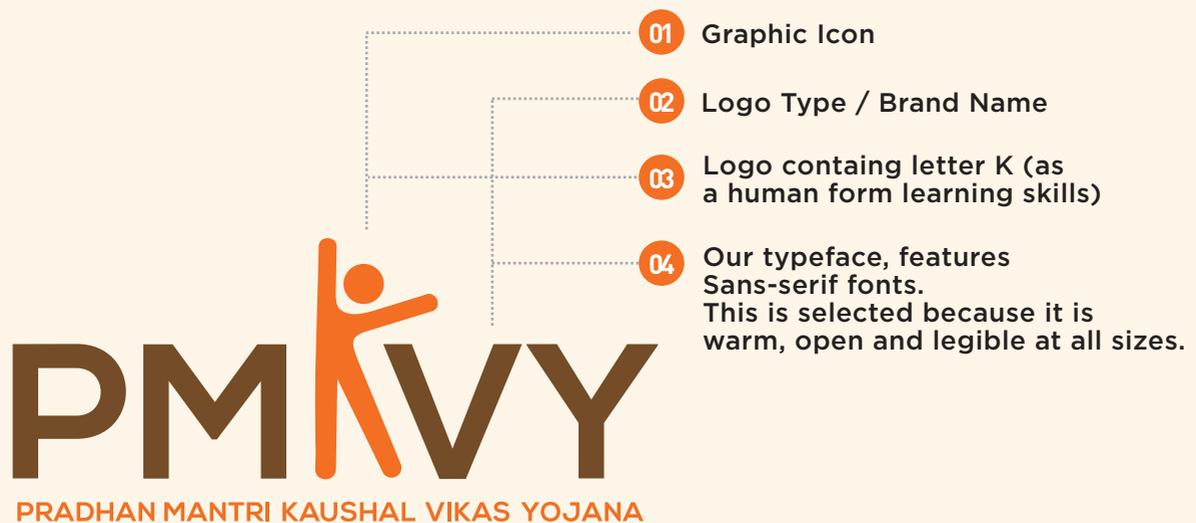
The Branding and Communications Guidelines document can then be used both internally and externally to ensure consistency and continuity of the PMKVY scheme, its visual identity, and strategy.

The training centres may undertake innovative approaches for further promotion of the scheme. The same shall be informed to MSDE/ NSDC prior to the roll-out or implementation of such campaigns. All the open (artwork) files of the branding elements shall be available on PMKVY official website- www.pmkvyofficial.org

Logo Specifications

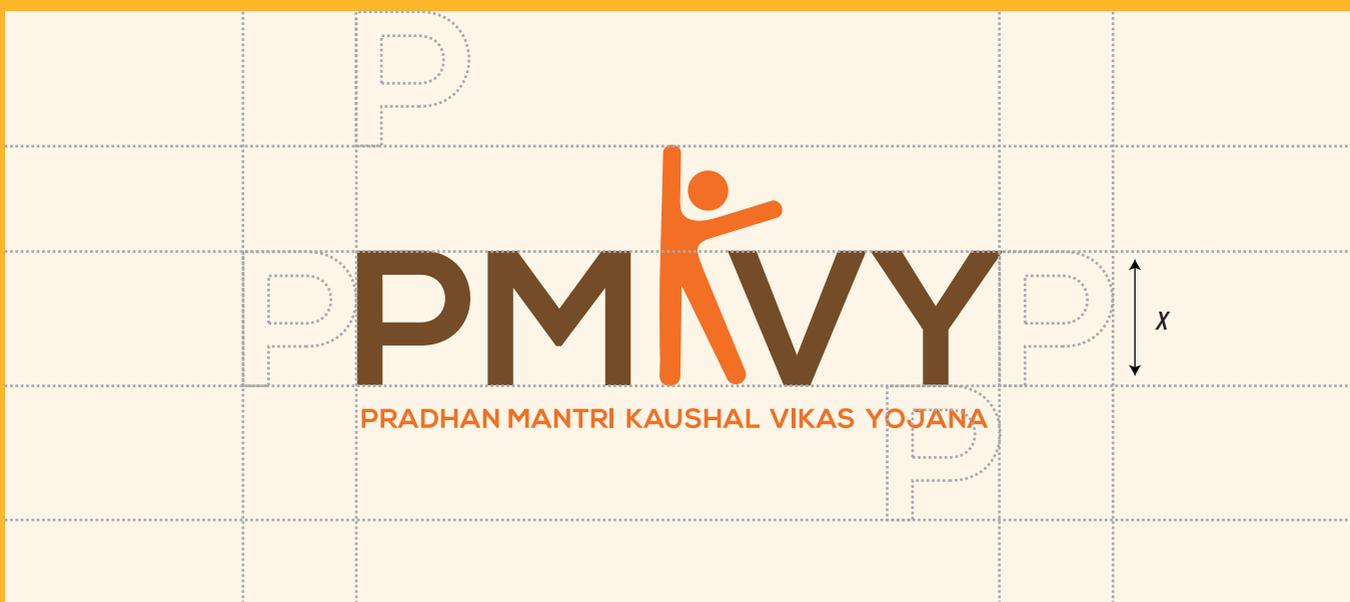
03

3.1 Logo Structure/ Type



3.2 Clear Space

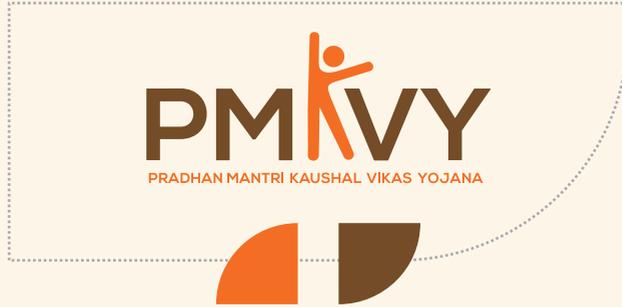
When the logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the signature's importance. The logo must be at least Xmm (X mm = Height of the letter "P") away from every side from illustrations, photographs, rules, page edges, or other type.



3.3 Logo Colour Palette

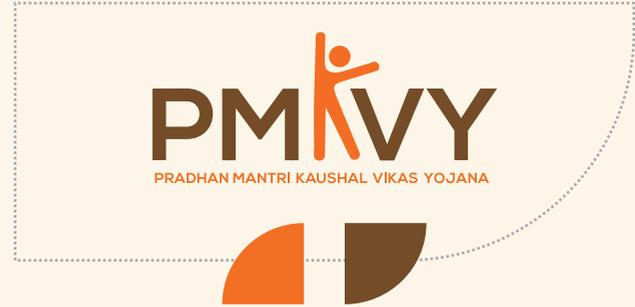
Beyond our logo, colour is the most recognisable aspect of the scheme identity. The colours selected reflect our bold, and diverse community. Using the correct colours appropriately is one of the easiest ways to make sure our materials reflect a cohesive PMKVY visual story and identity.

CMYK



C: 0 | M: 70 | Y: 98 | K: 0 C: 40 | M: 65 | Y: 90 | K: 35

RGB



R: 243 | G: 112 | B: 36 R: 117 | G: 76 | B: 41

HEX



#F37024 #754C29

Pantone



151C 463C

3.4 Logo in Reverse

Logo in Reverse

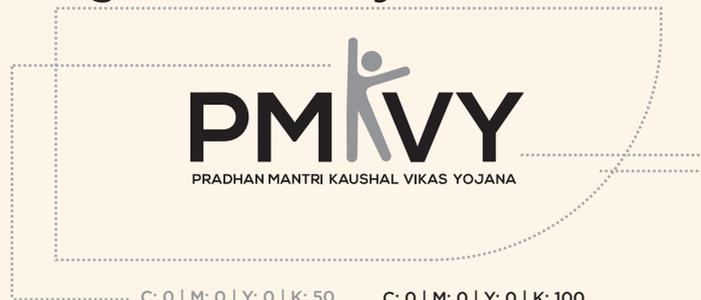


Logo in Reverse



3.5 Logo in Black and White

Logo in Black & Grey



C: 0 | M: 0 | Y: 0 | K: 50
R: 147 | G: 149 | B: 152
Hex: #939598
Pantone: 423C

C: 0 | M: 0 | Y: 0 | K: 100
R: 35 | G: 31 | B: 32
Hex: #231F20
Pantone: Black 6 C

Logo in Reverse



C: 0 | M: 0 | Y: 0 | K: 100
R: 35 | G: 31 | B: 32
Hex: #231F20
Pantone: Black 6 C

Logo in grey

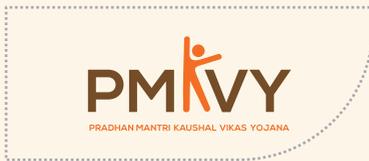


C: 0 | M: 0 | Y: 0 | K: 50
R: 147 | G: 149 | B: 152
Hex: #939598
Pantone: 423C

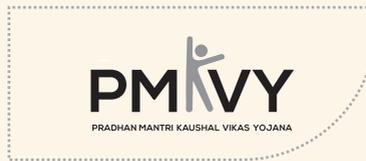
3.6 Logo Placement - Do's

The preferred placement for the logo is in the upper segment of communication materials. Anywhere in the outlined areas shown here is acceptable, although corners are preferred. This way, the logo becomes a grounding element that appears consistently on all pieces. If the bottom zone is unsuitable, it is also acceptable to place the logo anywhere in the horizontal segment at the top within the piece. Again, corners are preferred, but the logo can be centered for more formal communication.

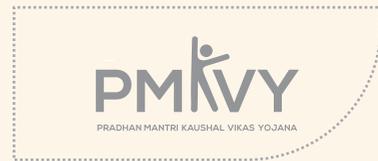
Do's



Do use the primary logo in its normal state



Do use the reverse black logo when it's required



Do use the reverse grey logo when it's required



Do use the reverse white logo with PMKVY Red Orange patch when its required



Do use the reverse white logo with PMKVY Brown patch when its required

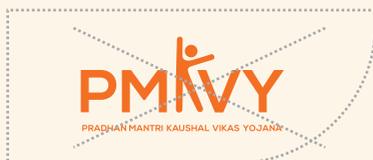


Do use the reverse white logo with black patch when its required

3.7 Logo Placement - Don'ts

Don't stretch, condense, or change the dimensions of the identity.
Don't alter the placement or scale of the elements.
Don't add colours to individual elements.

Don'ts



3.8 Font Pallete

Gotham Font Family is an Open Type font family made up of various style. Each style includes small capitals, fractions, standard ligature, lining and oldstyle figures, and more. There are extensive font options to go with it.

Font with 12 styles within

PMKVY

Aa
 medium

Aa
 Book

Aa
 Bold

Aa
 Black Regular

Aa
 Book Italic

Aa
 Light

Aa
 Narrow Medium

Aa
 Thin Italic

Aa
 Thin

Aa
 Ultra Italic

Aa
 Xlight Italic

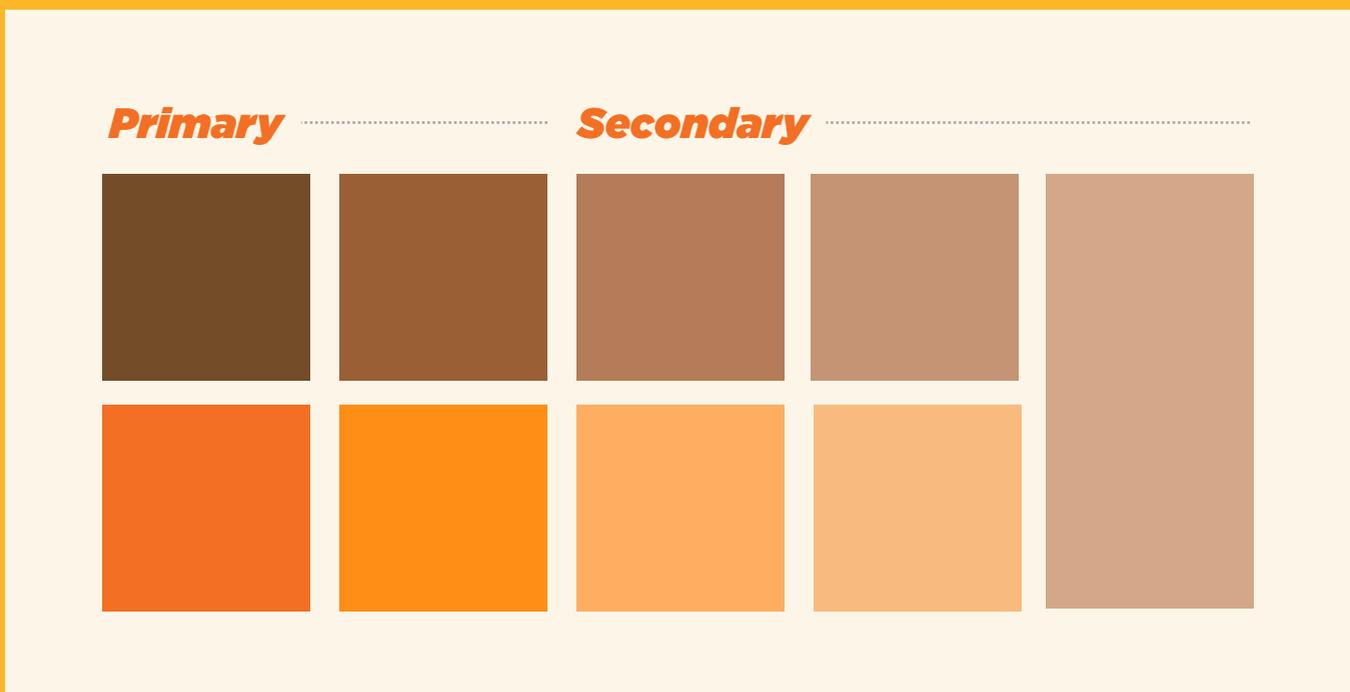
Aa
 XLight Regular

3.9 Typography of 3.0

Gobold Bold Font Family is an Open Type font family made up of various style. Each style includes small capitals, fractions, standard ligature, lining and oldstyle figures, and more. There are extensive font options to go with it.



3.10 Colour Family



Exterior Centre Branding

04

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

4.1 Drop Down Banner (Mandatory)



Specifications

Position: Front Facade of Training Centres (Main Entrance)

Size: 5 ft. x 20 ft.

Material: Star Flex with Digital Printing

Customisation Required: None

Language: Region Specific

Training Centres may install more than one of these banners at the exterior of TCs.

4.2 Exterior Signage (Backlit) (Mandatory)

Pradhan Mantri Kaushal Vikas Yojana Centre



SKILL INDIA
TRANSFORMING INDIA

To find a PMKVY centre near you, call 88000 55555
or visit www.pmkvyofficial.org

 @SkillIndiaOfficial  @MSDESkillIndia  @skill_india_official

Specifications

Position: Front Facade of Training Centres (Main Entrance)

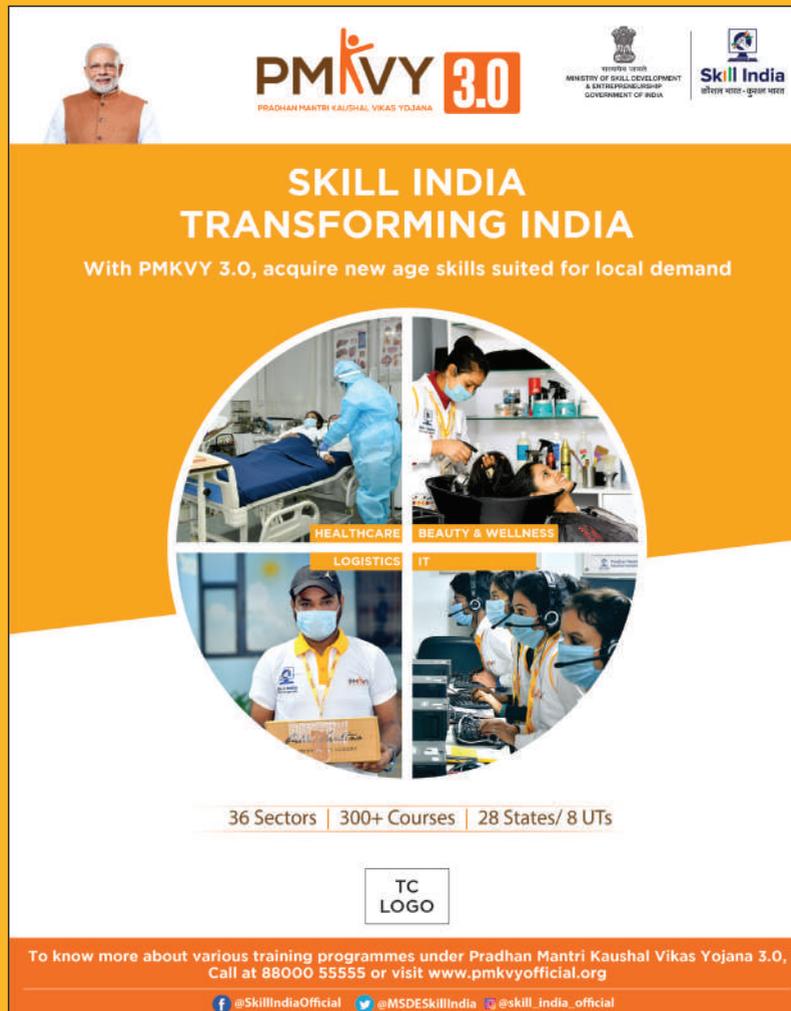
Size: 8 ft. x 4 ft.

Material: Star Flex (Mounted on Iron Frame or Backlit (Good Quality Tubes)

Customisation Required: None

Language: Region Specific

4.3 Outdoor - Hoarding/Backdrop (Vertical)



Specifications

Position: Front Facade of Training Centres (Main Entrance)

Size: 6 ft. x 8 ft.

Material: Star Flex (Mounted on Iron Frame) & Backlit (Good Quality Tubes)

Customisation Required: Photographs can be changed as per job roles

Language: Region Specific

4.4 Outdoor - Hoarding/Backdrop (Horizontal)



Specifications

Position: At the training area

Size: 8 ft. x 6 ft.

Material: Star Flex (Mounted on Iron Frame) & Backlit (Good Quality Tubes)

Customisation Required: Photographs can be changed as per job roles

Language: Region Specific

Reception Area Branding

05

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

5.1 Main Signage Behind Reception Table (Mandatory)



Specifications

Position: Behind Reception Desk

Size: Depending on Wall

Material: Digital Printing on 5 mm Sun Board/LED

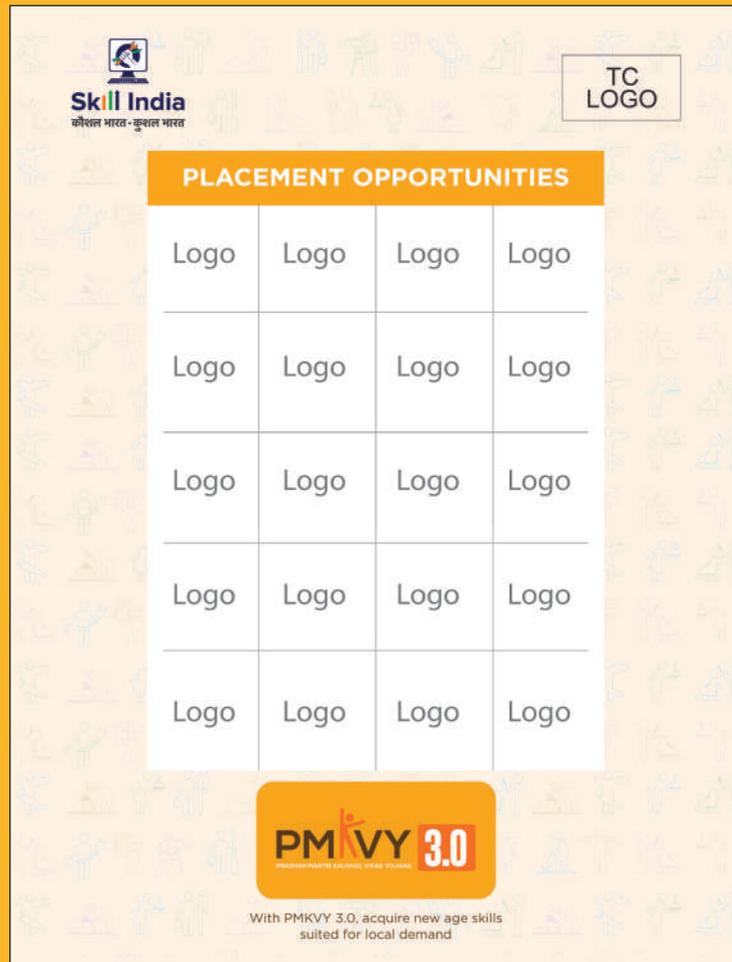
Customisation Required: None

Language: Region Specific

TCs to install one signage behind the reception desk.

5.2 Poster - Placement Opportunities (Mandatory)

These logos are for reference. Training Centres to add the logos of local employers in the region.



Specifications

Position: On walls in the waiting area

Size: 17 inch x 22 inch

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

Customisation Required: Logos of Placement partners/Companies where candidates have been placed

Language: Region Specific

5.3 Course Marketing Leaflet



Specifications

Position: As per requirement

Size: 10 cm x 14 cm

Material: Imported Art Paper (150 GSM)

Customisation Required: Addition of List of Courses, Duration of Courses, TP Logo and Contact Information

Language: Region Specific

5.4 Poster - PMKVY 3.0 (Short-Term Training) Benefits to the Trainee

PMKVY 3.0
PRADHAN MANTRI KAUSHAL VIKAS YOJANA

TP LOGO

SKILLED YOUTH SECURED FUTURE

Pradhan Mantri Kaushal Vikas Yojana (PMKVY 3.0, 2020-21) aims to secure the future of youth by providing them opportunities along with many special benefits.

- Pool of 300+ courses from across 36 sectors
- Target group 15-45 years for skilling, re-skilling & upskilling

Benefits to the Candidate

- Training aligned to the National Skill Qualification Framework (NSQF)
- Placement assistance provided by training centres
- NCVET Certification under Skill India Mission
- Opportunities to avail **Mudra loans**
- KAUSHAL BIMA** A Personal Accident Insurance Cover
Sum insured - Rs. 2 lakh/term - 3 years, No premium charged from the candidate
- Digilocker Facility** Easy access to Skill Certificate anywhere, anytime.
Download digilocker.gov.in
- Emphasis on digital and financial literacy, soft skills and entrepreneurship
- Special Focus** on Women, Transgender, Disadvantaged and PwD
- Monetary Payout of **INR 500** to certified candidates

TRAINING AND ASSESMENT FEES PAID BY THE GOVERNMENT

To know more about various training programmes under Pradhan Mantri Kaushal Vikas Yojana 3.0, Call at 80000 55533 or visit www.pmkvyofficial.org

[@SkillIndiaOfficial](https://www.facebook.com/SkillIndiaOfficial) [@MSDESkillIndia](https://www.instagram.com/MSDESkillIndia) [@skill_india_official](https://www.youtube.com/channel/UCk1l1ndiaofficial)

Specifications

Position: As per requirement

Size: 17 inch x 22 inch

Material: Imported Art Paper (130 GSM)

Customisation Required: None

Language: Region Specific

5.5 Poster - Code of Conduct



Specifications

Position: As per requirement

Size: 9.25 inch x 11.75 inch

Material: Imported Art Paper (130 GSM)

Customisation Required: None

Language: Region Specific

Waiting Area Branding

06

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 eye level or a little above.

6.1 Poster - Scheme Information and Process (Mandatory)



Specifications

Position: On walls in the waiting area

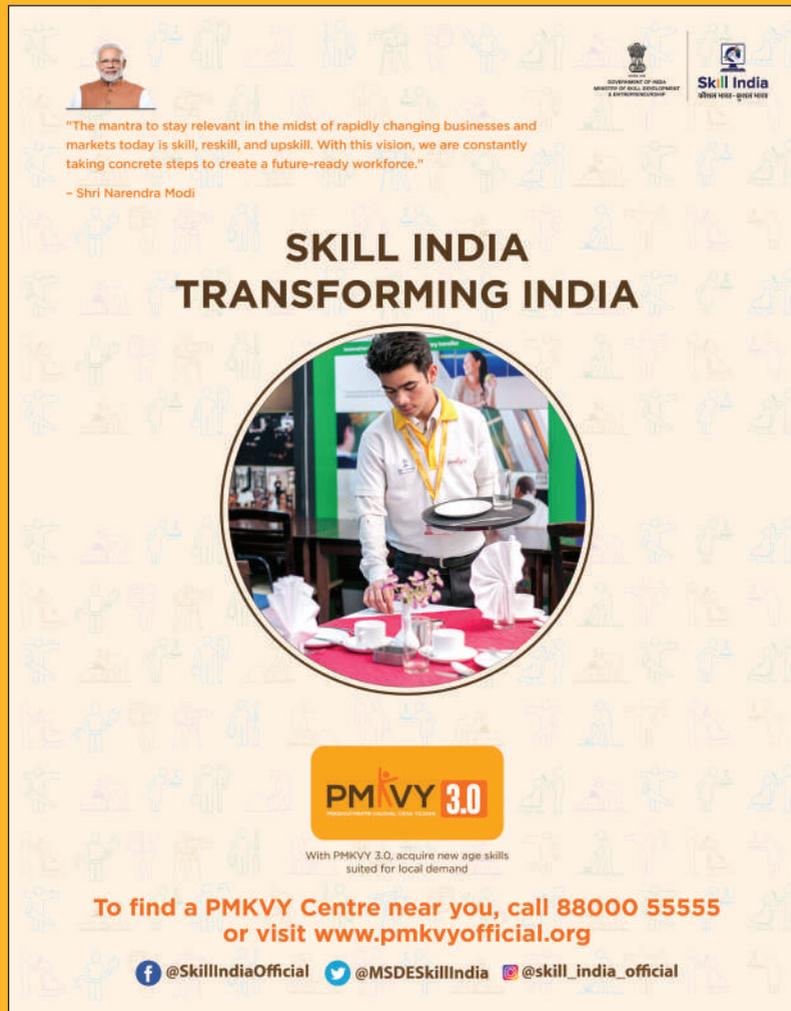
Size: 17 inch x 22 inch

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

Customisation Required: Photos as per job roles

Language: Region Specific

6.2 Poster - Honourable Prime Minister's Quote (Mandatory)



Specifications

Position: On walls in the waiting area

Size: 17 inch x 22 inch

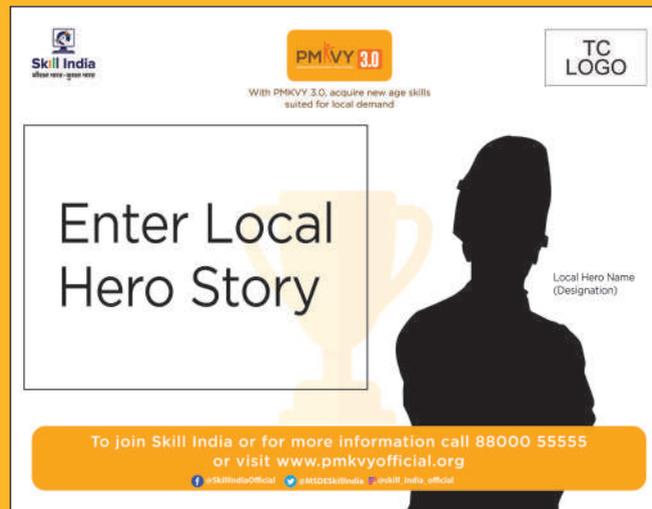
Material: Digital Printing on Imported Art Paper (300 GSM)

Customisation Required: Photograph can be changed as per job roles

Language: Region Specific

6.3 Poster 3 - Local Hero Testimonial (Mandatory)

Template



Specifications

Position: On walls in the waiting area

Size: 22 inch x 17 inch

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

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

Language: Region Specific

6.4 Standee - Honourable Prime Minister's Quote (Mandatory)



Specifications

Position: Around/Adjacent Waiting Area

Size: 3 ft. x 6 ft.

Material: Star Flex

Customisation Required: Photo of the candidate as per local job role

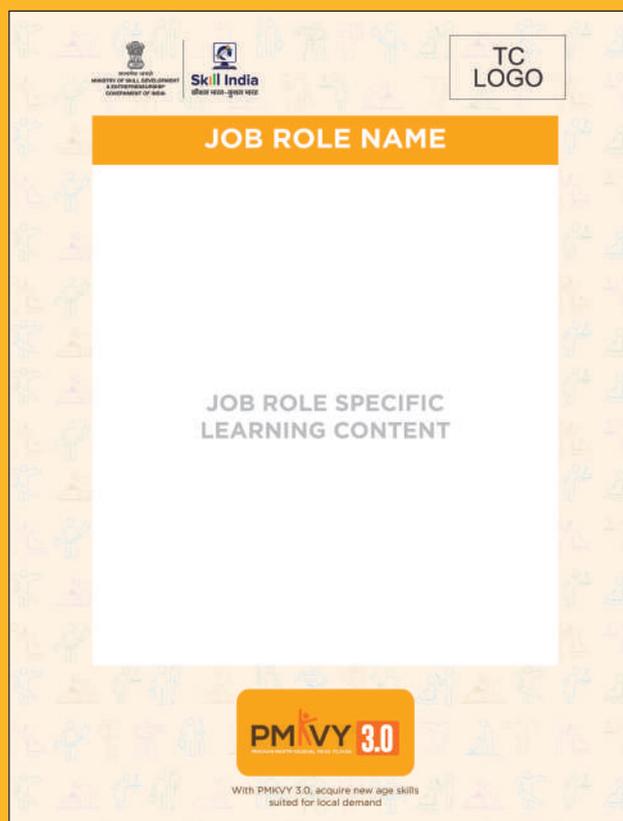
Language: Region Specific

Classroom Lab Branding

07

Elements within the classroom/laboratory shall work as teaching aids. These can be used by trainers for various classroom/laboratory activities. These can also work as a constant reminder for learners. The other elements in the classroom/laboratory shall inspire and motivate trainees to enjoy learning.

7.1 Poster 1 - Job Role Specific Information (Mandatory)



Specifications

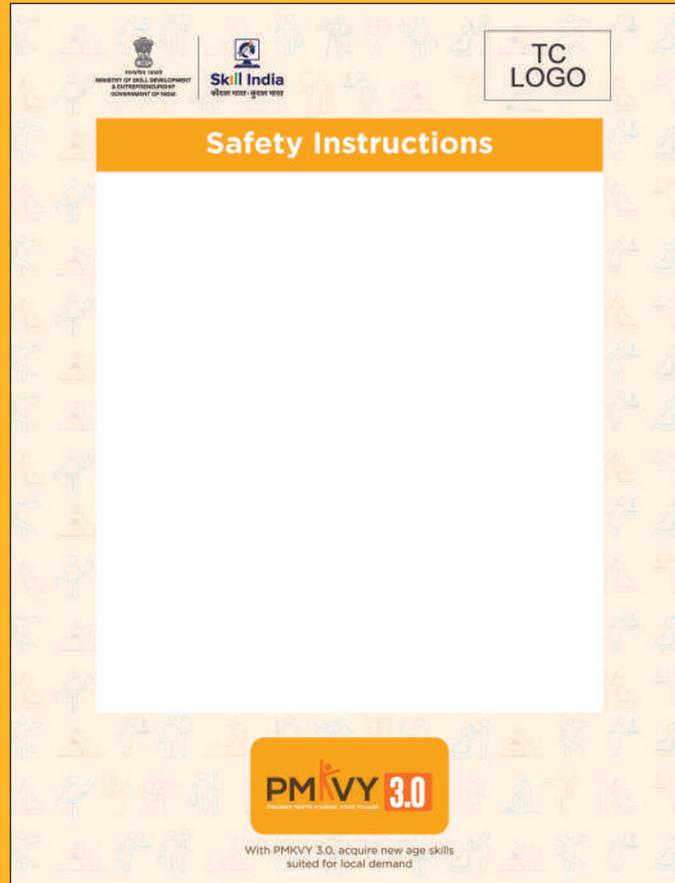
Position: On wall in the classroom and labs

Size: 17 inch x 22 inch

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

Customisation Required: Job role specific content taught in the classroom/lab

7.2 Poster 2 - Safety Instructions (Mandatory)



Specifications

Position: On wall in the classroom and labs

Size: 17 inch x 22 inch

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

Customisation Required: Job role specific safety instructions

7.3 Poster - Job Interview Tips and Etiquettes



Specifications

Position: On wall in the classroom and labs

Size: 9.25 inch x 11.75 inch

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

Customisation Required: None

Catchment Area Branding

08

The Training Centres are encouraged to promote the scheme in their surrounding areas and draw potential candidates. The TCs can place these stickers/ self-adhesive posters across town.

8.1 Poster 1 – Scheme Information and Process



Specifications

Position: On the wall

Size: 17 inch x 22 inch

Material: Digital Printed Vinyl Sticker/Sun Board

Customisation Required: Photographs can be changed as per job roles

Language: Region Specific

8.2 PMKVY Process Stickers (Encouraged)



Specifications

Position: As Needed

Size: 5.5 inch x 3 inch

Material: Digital Printed Sticker
Paper/ PVC

Customisation Required: None

Language: Region Specific

ADVERTISEMENTS

The Implementing Agencies and Training Centres are advised to use mass media to promote PMKVY 3.0. This may include print, TV, radio, Kaushal Mela, wall branding, OOH mediums like rickshaw, mobile vans, pamphlets etc.

Regarding the budget for advertisement and publicity – please refer to Point 7 (Financial Management) of the PMKVY 3.0 Operational Guidelines.

9.1 Print Advertisement

Press advertisements can be released by the Implementing Agencies/TCs for the publicity and advocacy of the scheme and its benefits.

Specifications:

The following adaptations and changes are permissible:

- Photographs can be replaced according to the sector and job role.
- The language of the advertisement to be customised per local/ regional needs.
- Training Partner logo can be added in the footer (in the orange strip).
- Training Centre details can be added in the footer.
- The size of the advertisement can be altered as per the medium

Mandates:

- The positions of Prime Minister's photograph and Emblem cannot be changed.
- Centralised helpline number 8800055555 and official website www.pmkvyofficial.org must not be deleted from the advertisement(s).

9.2 Radio

Radio Advertisements are low-cost and help increase brand awareness. Campaigns such as **Call us Now!** or **Register for Pradhan Mantri Kaushal Vikas Yojana** allow for the delivery of a short and powerful message to the target trainee/communities.

Radio advertising can include Jingle Ads, RJ Mentions, FM Advertising, Sponsorship Ads, Career Guidance, among others.



9.3 Television

Television has emerged as a powerful visual medium. With the increased number of streaming options, it can be utilised well for targeting a fragmented audience and to develop awareness campaigns. Regional, local satellite and cable television channels can be leveraged for the publicity and advocacy of the scheme.

- PMKVY scheme logo could be added in the visual creatives.
- Skill India Mission logo could also be added in the visual creatives.
- Animated logos of both PMKVY Scheme and Skill India Mission would be available on www.pmkvyofficial.org under the Branding and Communications page.



9.4 Kaushal/Rozgar Mela or Skill Exhibitions

The branding collaterals for such events may include backdrop, pole bunting, flyers, press ads, mobile vans, among others.

Hoarding Option 1



Photograph of the Chief Minister may be added

Hoarding Option 2



Specifications

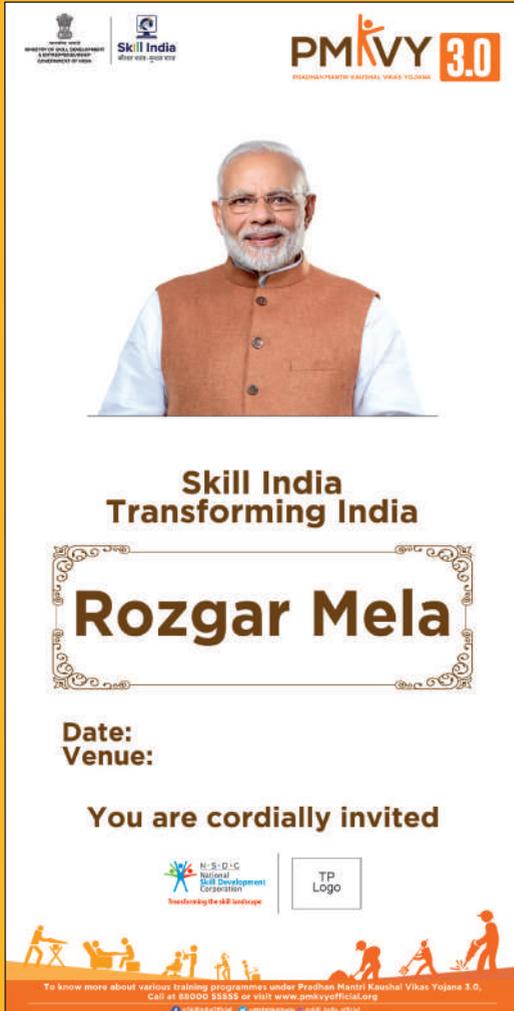
Size: According to the Venue

Customisation Required: Event Details, Job Roles, Dignitaries may be added

Language: Region Specific

PMKK centres can add NSDC logo along with TP logo

Pole Bunting



Specifications

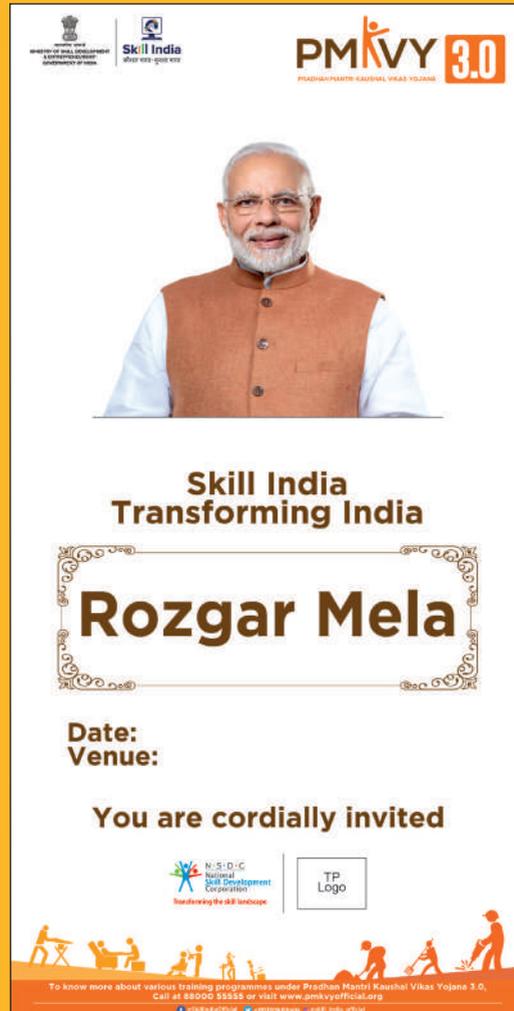
Size: 3 ft. x 6 ft.

Customisation Required: Date/Event/Guest name to be added according to the event

Language: Region Specific

PMKK centres can add NSDC logo along with TP logo

Standee



Specifications

Size: 3 ft. x 6 ft.

Customisation Required: According to the Date/Venue/Event

Customisations permitted: Names of dignitaries, Date and Venue, Highlights of the event

Language: Region Specific

PMKK centres can add NSDC logo along with TP logo

Recognition of Prior Learning (RPL) 10

Recognition of Prior Learning is a skill certification component designed to enable a large number of Indian youth to take on industry-relevant skill certification, which will help them secure a better livelihood. Individuals with prior learning experience or skills can register themselves and get assessed and certified under the Recognition of Prior Learning (RPL) component of the scheme. RPL focuses mainly on individuals engaged in unregulated sectors.

10.1 Backdrop

Recognition of Prior Learning (RPL)

Features:

- Upskill / reskill under Skill India Mission
- Align competencies to National Skills Qualification Framework (NSQF)
- Enhance employability / entrepreneurial opportunities
- No fee charged
- Certification under NCVET
- Standardized content on digital and financial literacy, online assessment

To know more about various training programmes under Pradhan Mantri Kaushal Vikas Yojana 3.0, Call at 88000 55555 or visit www.pmkvyofficial.org

[@SkillIndiaOfficial](https://www.facebook.com/SkillIndiaOfficial) [@MSDEskillIndia](https://twitter.com/MSDEskillIndia) [@skill_india_official](https://www.instagram.com/skill_india_official)

Specifications

Position: At the training area

Size: 8 ft. x 6 ft.

Material: Star Flex

Customisation Required: Photograph can be changed according to the job role

Language: Region Specific

10.2 Poster - Process



Specifications

Position: On walls in the waiting area

Size: 22 inch x 17 inch

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

Customisation Required: None

Language: Region Specific

10.3 Poster - Types of RPL

Recognition of Prior Learning (RPL)

Types of RPL

- 1 RPL through Camps** → Targets industrial or traditional clusters and is implemented at camp locations
- 2 RPL at Employer's Premises** → In partnership with industries/ different employers for orientation and bridge training at employer locations
- 3 RPL at Training Centres** → At PMKVY accredited centres/ PMKIs to mobilize candidates at district level
- 4 Best-In-Class Employers (BICE)** → In partnership with reputed/ best in class employers/industries across sectors
- 5 On Demand through Demand Aggregation Portal** → Captures the demand of interested candidates through an online portal

To know more about various training programmes under Pradhan Mantri Kaushal Vikas Yojana 3.0, Call at 88000 55555 or visit www.pmkvyofficial.org.

@SkillIndiaOfficial @MSDESkillIndia @skill_india_official

Specifications

Position: At the training area

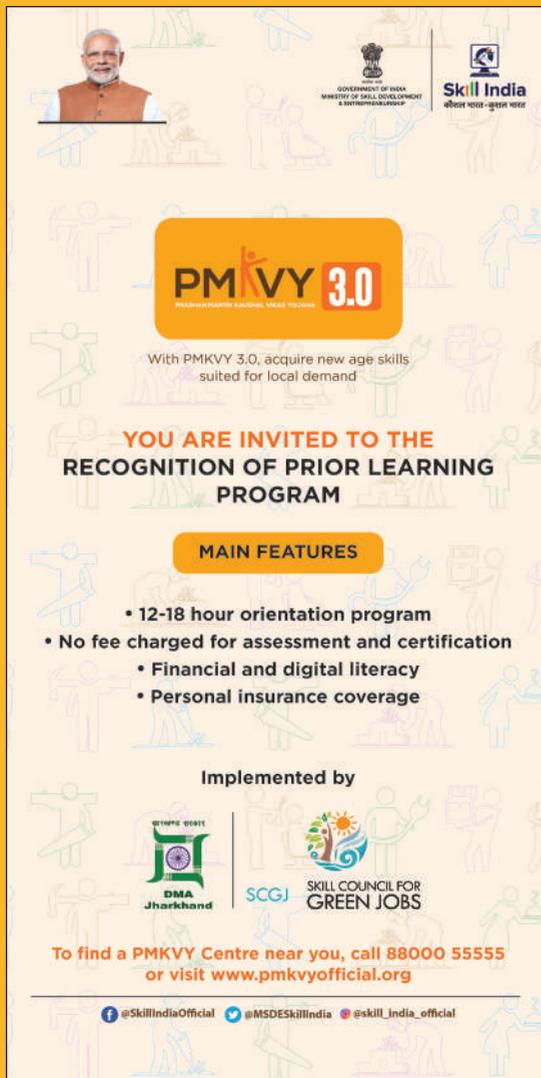
Size: 3 ft. x 6 ft.

Material: Star Flex

Customisation Required: Photograph can be changed as per job role

Language: Region Specific

10.4 Standee 1



Specifications

Position: Around/Adjacent Waiting Area

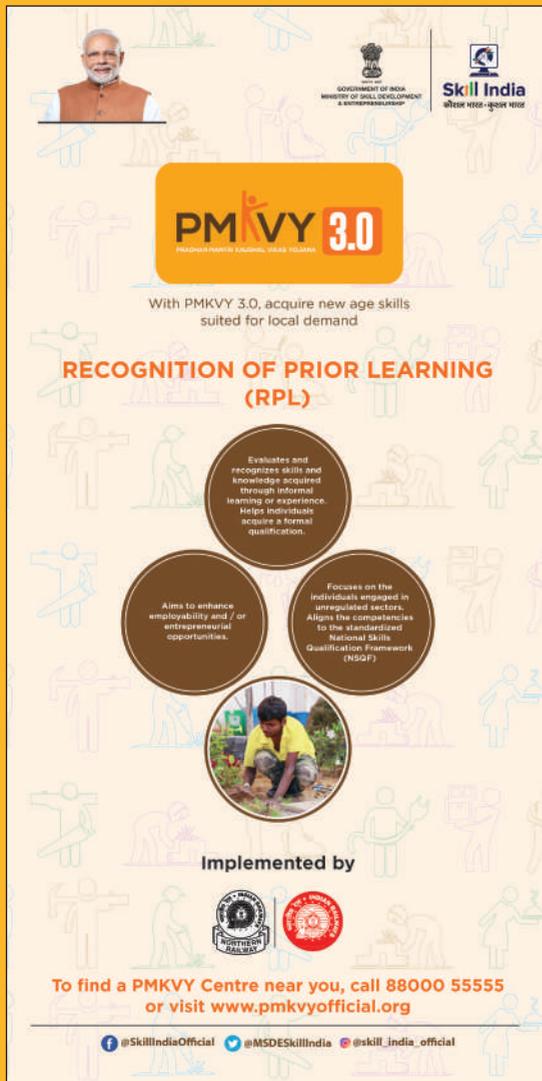
Size: 3 ft. x 6 ft.

Material: Star Flex

Customisation Required: As per sector. NSDC, SSC, PIA logos could be added

Language: Region Specific

10.5 Standee 2



Specifications

Position: Around/Adjacent Waiting Area

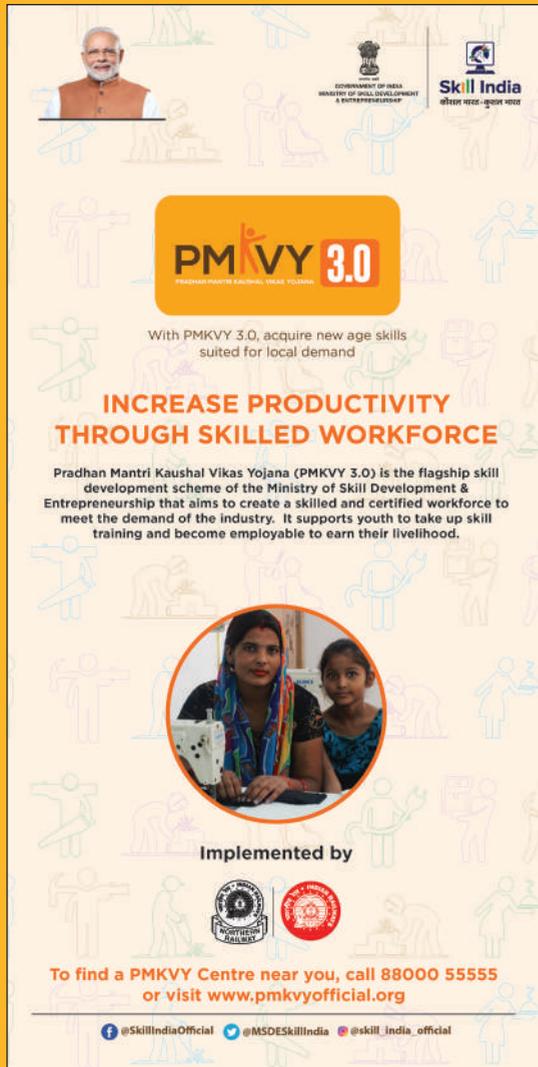
Size: 3 ft. x 6 ft.

Material: Star Flex

Customisation Required: As per sector/job role. NSDC, SSC, Partners logos could be added

Language: Region Specific

10.6 Standee 3



Specifications

Position: Around/Adjacent Waiting Area

Size: 3 ft. x 6 ft.

Material: Star Flex

Customisation Required: As per sector/job role. NSDC, SSC, Partners logos could be added

Language: Region Specific

TC to place this standee around/adjacent Training Area

10.7 Flyer



PMKVY 3.0
PRADHAN MANTRI KAUSHAL VIKAS YOJANA

RECOGNITION OF PRIOR LEARNING

Acquire a formal qualification that matches your knowledge and skills !

Recognition of Prior Learning (RPL) is a skill certification component of Pradhan Mantri Kaushal Vikas Yojana 3.0 that aims to enable Indian youth to take on industry-relevant skill certification to secure better livelihood. Individuals with prior learning experience, skills or experience can register, get assessed and certified under RPL.

Recognition of Prior Learning Process

MOBILIZATION OF CANDIDATES → COUNSELLING AND PRE-SCREENING → 12 HOURS OF MANDATORY ORIENTATION → FINAL ASSESSMENT OF CANDIDATES → CERTIFICATE, MARKSHEET AND PAY-OUT

FEATURES

- i. Entitlement to all individuals engaged in unregulated sectors
- ii. Orientation program of 12 to 80 hours
- iii. Up-skill and re-skill through bridge courses
- iv. Enhance employability / entrepreneurial opportunities
- v. Align competencies to National Skills Qualification Framework (NSQF)
- vi. Standardized content on digital and financial literacy, and online assessment

BENEFITS TO THE CANDIDATE

- i. No Fee Charged
- ii. Kaushal Bima (3 years accident insurance of Rs. 2 lakhs) to certified candidates
- iii. Reward Money of Rs. 500/- to certified candidates
- iv. Study material / training kit provided by training agency*
- v. Get a Skill Card

*Varies as per RPL type.

To know more about various training programmes under Pradhan Mantri Kaushal Vikas Yojana 3.0, Call at 88000 55555 or visit www.pmkvyofficial.org

@SkillIndiaOfficial @MSDESkillIndia @skill_india_official

Specifications

Size: A4/A5

Material: Digital/Offset Printing on (150 GSM)

Customisation Required: Photographs can be changed as per job roles

Language: Region Specific

Format for Notice

11



Notice Number:

<HEADLINE TO BE IN ALL CAPITAL LETTERS>

The body of the notice with the subject of the same highlighted in bold to indicate that the notice is on the same.

Text here is to be justified with a front-line indent and font calibri 11.

For each new para/point the frontline indent must follow as can be seen/is demonstrated in this particular paragraph change. This is only in the first line in the new paragraph and does not follow into the next lines in the same paragraphs, as evidenced here.

Issued By

Signature

City, State

Date: dd/mm/yyyy

PMKVY 3.0

PRADHAN MANTRI KAUSHAL VIKAS YOJANA



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