



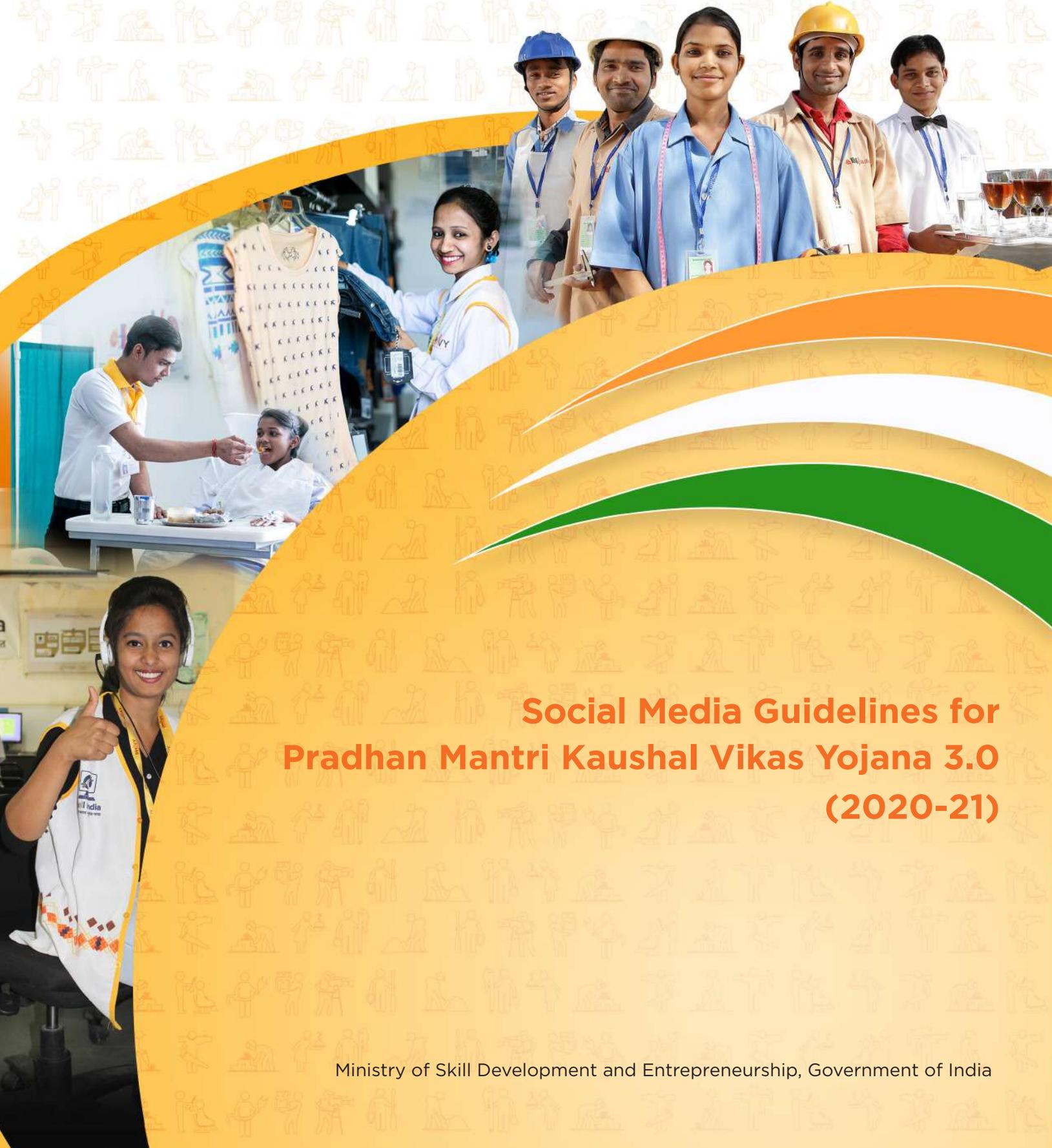
**PMKVY 3.0**  
PRADHAN MANTRI KAUSHAL VIKAS YOJANA



सत्यमेव जयते  
MINISTRY OF SKILL DEVELOPMENT  
& ENTREPRENEURSHIP  
GOVERNMENT OF INDIA



**Skill India**  
कौशल भारत - कुशल भारत



## Social Media Guidelines for Pradhan Mantri Kaushal Vikas Yojana 3.0 (2020-21)



## Social Media Guidelines

---

With the increase in Internet penetration and affordable smart phones, social media use and engagement is proliferating in India, primarily among the youth. In fact, Facebook now has more than 324 million Indian users with 90% of them being below the age of 34 years. Platforms like Twitter, Facebook, Instagram and YouTube have become effective means of not just brand building but also to build long lasting relationships with targeted beneficiaries.

Further, communicating via social media is almost immediate which reduces the response time for addressing grievances and promotes greater transparency.



# Social Media and Skilling



Skill India is an initiative of the Government of India that was launched to empower the youth of the country with skill sets that make them employable and more productive in their work environments. The Hon'ble Prime Minister, Shri. Narendra Modi chairs the National Skill Mission.

PMKVY is the flagship scheme of the Ministry of Skill Development & Entrepreneurship. The scheme aims to boost Skill India Mission through 300+ courses in 36 different sectors, recognized by both relevant industries and the government, under the National Skill Qualifications Framework.

PMKVY scheme, promoted through MSDE's official Skill India handles, Facebook - @MSDESkillIndia helps in communicating with skill seekers and other stakeholders alike and aims to engage with a larger audience.

In order to leverage the power of social media, SMSDE urges all PMKVY implementation partners and stakeholders to ensure their presence on various social media platforms including Twitter, Instagram, YouTube according to their respective target audience. This will help in creating awareness amongst the general population on skill development programs that are currently active in the country and also promote a deeper engagement with the target audience.

District Skill Committees (DSCs) / SSDMs / Training Partners are encouraged to tweet and post about the following subject/developments:

- New courses launched
- Inaugurations of new Skill Centres
- Launch of new skill development programs/courses
- Progress of existing skill development courses (mobilization, enrolment and registration, actual training in progress, assessment and certification)
- Events (Kaushal Mela, special trainings, RPL programs, visits by various dignitaries, media coverage)
- Testimonials and experiences of the beneficiaries, how their lives have changed as a result of the training that they have received (messages/videos/photos)
- Other information that can help the beneficiaries

Regular posts on above will enable the District Skill Committees (DSCs) / SSDMs / Training Partners to connect effectively with the target audience and will encourage more people to take up skill development programmes. District Skill Committees (DSCs) / SSDMs / Training Partners must tag the Skill India handle (@MSDESkillIndia) and National Skill Development Corporation handle (@NSDCIndia) to ensure that the message is shared with a larger audience.



# Branding of Websites, Apps and Mobile Devices



- Ensure usage of Prime Minister Narendra Modi's photograph as in the appended banner
- Use the logos in the size and manner mentioned
- Use correct sizes for respective platforms i.e. websites and mobile sites to prevent any distortion
- Use correct margins for logos and keep proper breathing space between the text and images
- Please don't overlay colors and don't use effects (fx) for Logos, keep the logos in the same ratio and colors
- Do not use pixelated or ill traced images. Use relevant compelling imagery
- Please adhere to the appended color scheme and fonts while creation of branding for website or mobile

## Color Scheme



## Fonts

**DIN Black Regular**

**DIN Alternate Bold**

**हिन्द बोल्ड**

**हिन्द रेग्युलर**



**PMKVY 3.0**  
PRADHAN MANTRI KAUSHAL VIKAS YOJANA

Demand driven, District - level skill development scheme



# Sample Tweets/Posts



# Sample Tweets/Posts



# Details of Skill India on Social Media Platforms

The Skill India social media presence is maintained and accessible through the following pages/handle.



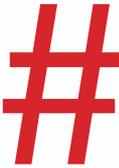
**Facebook:**  
[www.facebook.com/SkillIndiaOfficial](http://www.facebook.com/SkillIndiaOfficial)

**Twitter:**  
<https://twitter.com/MSDESkillindia>



**Facebook:**  
<https://www.facebook.com/NSDCIndiaOfficial/>

**Twitter:**  
<https://twitter.com/NSDCINDIA>



TPs may use the following hashtags as relevant - **#PMKVY, #PMKK, #ISupportSkillIndia, #SkillIndia**

## NOTE

There is no official handle or group of PMKVY scheme. Please refrain from joining any fake groups.

# How to make good videos with your phone

Few tips for you to film good quality videos



## **A clean lens**

The lens might have oily fingerprints or tiny dust particles so it best to clean it with a sift fabric before you shoot any video.

## **Avoid flash**

Don't use the flash because it might distort the colors. Only do it when there is no other light source.



## **Shoot horizontal, not upright**

This way people could watch your video on a monitor, TV screen, YouTube and all other social media channels.

## **Keep it smooth and steady**

Even though your smartphone is small and light, it can be held surprisingly steady. The key is to place it on an even surface and fasten it using a book or something heavy, without obscuring the lens. If you're asking someone else to hold the camera, make sure they use both hands, and lock their elbows into the body for extra stability. You could also use a Tripod for this purpose.



## **Make the light work for you**

The light should be in front of you and not behind. Before shooting the actual video, record a sample version just to check the lighting.

## **Manually set exposure and focus**

Not all smartphone apps do this but try pressing and holding on an area of the screen to activate the AE/AF Lock function. This will help you maintain the exposure and focus while you're filming.

# How to make good videos with your phone

Few tips for you to film good quality videos



## **Check audio quality**

Bad audio can ruin a video. Always record a video with clear audio quality. The audio of the subject should not be echoing or slow while he/she is speaking.



## **Keep yourself in the center**

Remember that you are making a video focused on the subject, so make sure the subject is in the center of the frame.

## **Review the video**

After you are done shooting the video, view it once to ascertain that the video has been shot properly according to the instructions and guidelines above and the audio quality is up to the mark.

## **What to wear**

Do not wear checks, stripes or extremely bright colors as they will not look good on camera. It is advisable to wear solid colors. Also, please make sure your clothes compliment the color of the background.



# How to take good photographs for Social Media

Few tips for you to take good quality photographs



- When clicking a photograph for use on social media ensure a minimum resolution - 1920 X 1080 px. (With the latest smartphones it is not a difficult task)
- Use Grid-lines to balance your shot and ensure they are straight
  - iPhone: Go to "Settings," choose "Photos & Camera," and switch "Grid" on
  - Android: Launch the camera app, go to "Settings," scroll down and switch the "grid lines" option to "on"
- Position your camera at the eye level of the subject and compose your shot accordingly
- For group shots, place subject in a manner which highlights them in action
- Make sure the location is well lit and subject is not standing or working in darkness
- Ensure you focus on the subject and engage the Focus Lock (Long Press Screen) before clicking the photograph
- Please Avoid zooming in as it distorts the image and makes it unclear
- Make sure the photos are take in landscape mode
- Try and ensure a less crowded background, too many items in the background tend to take away the focus of the photo

## Further Suggestions



- While posting on Twitter, District Skill Committees (DSCs) / SSDMs / Training Partners should tag Skill India (@MSDEskillindia), NSDC (@NSDCINDIA)
- Encourage candidates to create a Twitter account and follow relevant handles to stay connected and get the regular updates & tweet about their experiences, learnings, outcomes and other benefits
- While tweeting candidates may tag the Twitter handles of the District Skill Committees (DSCs)/ SSDMs / Training Partners, Skill India, NSDC & the Hon'ble Minister

## Further Suggestions



- TPs are encouraged to visit and like Skill India's and the Hon'ble Minister's official Facebook page to stay updated
- For posts on Facebook, TPs may use the following tags: @SkillIndiaOfficial, #ISupportSkillIndia, #PMKVY, #PMKK
- TPs should upload images and videos of project launch ceremonies mobilization camps, registration and enrolment of candidates, candidates undergoing training, under PMKVY/ PMKK using the tags mentioned above
- Encourage candidates to post pictures from workshop / classroom on Facebook, with the tags mentioned above
- Encourage all the candidates to post messages, tagging @PMOIndia

# PMKVY 3.0

PRADHAN MANTRI KAUSHAL VIKAS YOJANA



सत्यमेव जयते  
GOVERNMENT OF INDIA  
MINISTRY OF SKILL DEVELOPMENT  
& ENTREPRENEURSHIP



Skill India  
कौशल भारत - कुशल भारत

To know more about various training programmes under Pradhan Mantri Kaushal Vikas Yojana 3.0,  
Call at 88000 55555 or visit [www.pmkvyofficial.org](http://www.pmkvyofficial.org)



@SkillIndiaOfficial



@MSDESkillIndia



@skill\_india\_official