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MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP, GOVT. OF INDIA



**EXECUTIVE REPORT
SCHEME EVALUATION**

SKILL INDIA BUILD INDIA

**Karnataka Skill Development Corporation
Department of Skill Development, Entrepreneurship and Livelihood**

CMKKY & PMKVY

With 'Skill' as the focus to make Bharat 'Atmanirbhar', the government has launched two schemes to encourage & promote skill development by providing free, short duration skill training courses and incentivizing the same

NEED FOR EVALUATION

To understand the performance of the scheme by going beyond the aggregate number of persons trained and placed



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MESSAGE

India today has the largest pool of young population with 458 million youth. However, to benefit from the readily available large workforce, we must work towards improving employability. Today, skill development is considered to be pertinent for enhancing employability and creating jobs in India.

As per recent data released available on a government website, India has an employability rate of just 20%. Moreover, India's literacy rate stands somewhere around 70% which is less than some of the least developed countries and results in disallowing access to well-paid employment for the population. This indicates the growing need for making skill development an imperative for the unskilled or semi-skilled youth and not a choice.

Skills not just improve the prospect of an employee for a better career but skilled employees also contribute to the overall growth of the organization. According to a survey, only 25% of the Indian workforce has undergone a skill development program indicating that there is a need to intensify our efforts toward skilling our young population and inducting them into the workforce.

Hon'ble Prime Minister Shri Narendra Modi had launched the Skill India Mission in 2015, under the Ministry of Skill Development and Entrepreneurship with an aim to train over 40 crore people in India in different skills by 2022. Since then, we have launched multiple initiatives and schemes to work towards this mission at the National as well as State levels.

One such scheme at the National level is the Pradhan Mantri Kaushal Vikas Yojana (PMKVY), the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE) implemented by National Skill Development Corporation set with the objective to enable a large number of Indian youth to take up industry-relevant skill training that will help them in securing a better livelihood.

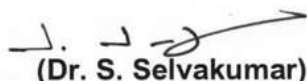
At the state level, the Government of Karnataka has launched Chief Minister's Kaushalya Karnataka Yojane (CMKKY) with an aim to skill 2.5 lakh youth annually. Karnataka Skill Development Corporation (KSDC) has been working relentlessly towards skilling, re-skilling and upskilling the youth of Karnataka to enhance their employability and add them to the existing workforce.

However, schemes are best optimized when monitored and evaluated critically. The team of Grassroots Research and Advocacy Movement has developed a comprehensive State of the Report on Evaluation of CMKKY and PMKVY in Karnataka (Yadgiri, Raichur, Dharwad, Dakshina Kannada, Shivamogga, and Ramanagara) specifying the impact (output and outcome) of the CMKKY and PMKVY programs which are being implemented in the state.

The report evaluates the access and convenience of the training course, the effect of skill training on the trained candidates including the changes in their livelihoods, the reasons for dropout from the scheme and the current employment and economic status of dropouts vis-à-vis the trained candidates, apprenticeships and other socio-economic factors impacted by the training program.

From surveying a large pool of trained and untrained youth to collating compelling insights from literature review, focused group discussions and in-depth interviews, the study will act as a guiding source for policymakers and other stakeholders.

I congratulate the team of Grassroots Research and Advocacy Movement for investing time and efforts to bring out this comprehensive study. I am sure the evidence emerged from this report and recommendations from the stakeholders would appropriately aid the Karnataka Skill Development Corporation.


(Dr. S. Selvakumar)

Principal Secretary

Department of Skill Development, Entrepreneurship
and Livelihood

Government of Karnataka

Foreword

India's labour force is expected to grow by 138 million people by 2030. It is important to make the most of them equipped with relevant and recent skills. In Karnataka, the projected number of youth requiring vocational education is somewhere around 1.88 crores.

KSDC is implementing skill development programs to accomplish the mission of equipping youth with suitable skills. CMKKY and PMKVY are the key programs being implemented in the state. The need for evaluating the programs felt in order to make the course correction and augment the efficiency of the implementation.

Evaluation of CMKKY and PMKVY in Karnataka (Yadgir, Raichur, Dharwad, Dakshina Kannada, Shivamogga, and Ramanagara) provides an understanding of the impact (output and outcome). It provides information on the efficiency of training agencies in terms of the process for training, the challenges in enrolment, training, placement, and retention of the trained candidates. The report also evaluates the level of convergence done at the district level for institutional strengthening to implement the CMKKY and PMKVY.

This report has collated diverse insights from a range of stakeholders and secondary data sources. I believe that this report will be useful to review and reimagine the program. I congratulate the team of Grassroots Research And Advocacy Movement that have invested painstaking efforts in conducting the evaluation and preparing this report.

(Mr Ashwin Gowda, I.R.S)
Managing Director,
Karnataka Skill Development Corporations (KSDC)
Government of Karnataka



Skill Development & Demographics

Skill development assumes great importance in the Indian context because of the **demographic** dividend. India is going to become one of the youngest countries of the world with an average age of 29 years, as against the average age of 37 years in China and US, and 45 years in the Western Europe. According to a report by World Bank, only 2.3 per cent of the total workforce in India has formal skills training (World Bank, 2017). The India Skills Report 2018, reveals that only 47 percent of the individuals passing out of educational institutions are employable.

With the significant portion of Karnataka's population in the age group of **20 to 59 years** and expected incremental demand for people to work (8.47 million skilled persons by 2022), the state has both, the **advantage** and the **need** to undertake skill development programs, aggressively.

As said, 'demography provides potential and is not destiny', hence, skilling the people is critical for the state to reap the benefit of the demographic dividend.

Skill & Unemployment

As for the unemployment situation, the unemployment rate:

- among males is better (2.9 percent) in Karnataka when compared to the national figures (6.1 percent)
- however, female participation in labour force is less compared to the participation of the male labour force in the state
- interestingly, the unemployment rate is less (0.8 percent) among those who have not undergone vocational training, when compared to the ones trained (1.7 percent), states the Labour Bureau data 2015-16



Opportunity for Karnataka

With the aforementioned data, one can infer that there is a need to emphasize augmenting the effectiveness of the skill development programs in the state to improve the rate of employment.

Karnataka has an **excellent opportunity** of achieving economic growth through its favourable demographic dividend.

However, this can be accomplished only by promoting skill development of the working population in general and youth in particular. Skill development is imperative for Karnataka at the moment as the state is aspiring to be the choice of destination for skilled human capital (GRAAM DDUGKY Evaluation Report 2020).

Skill Training Schemes

The Pradhan Mantri Kaushal Vikas Yojana (PMKVY) was launched on **2nd October 2016** with the intention of encouraging and promoting skill development in the country by providing free, short duration skill training courses and incentivizing this by providing monetary rewards to youth for skill certification.

It is a flagship program of the central government under the Ministry of Skill Development and Entrepreneurship. The National Skill Development Corporation implemented Pradhan Mantri Kaushal Vikas Yojana (PMKVY) in 2015-16 across the country.



Chief Minister's Kaushalya Karnataka Yojane (CMKKY)

CMKKY is also a flagship program launched in 2017-18. This program envisages to skill **5 lakh youth annually**, from which 2.50 lakh youth were targeted under schemes implemented by Skill Development, Entrepreneurship and Livelihood Department (SDEL). Another 2.50 lakh youths were targeted under various schemes implemented by other government departments and government bodies.

Need for the programs

The rationale behind the establishment of the new department was:

- to bring all the skill training programs from different departments into one umbrella and to **standardize** the various skill sets, job roles, standardizing the content, syllabus, selection of trainees, selection of training providers, assessment of trainees and their placement
- develop a **new and innovative framework** for skill development designed for the school drop outs and workers from the informal sector, in close consultation with state governments, experts, academia, industry and micro enterprises

According to Karnataka Skill Development Corporation's (KSDC) data

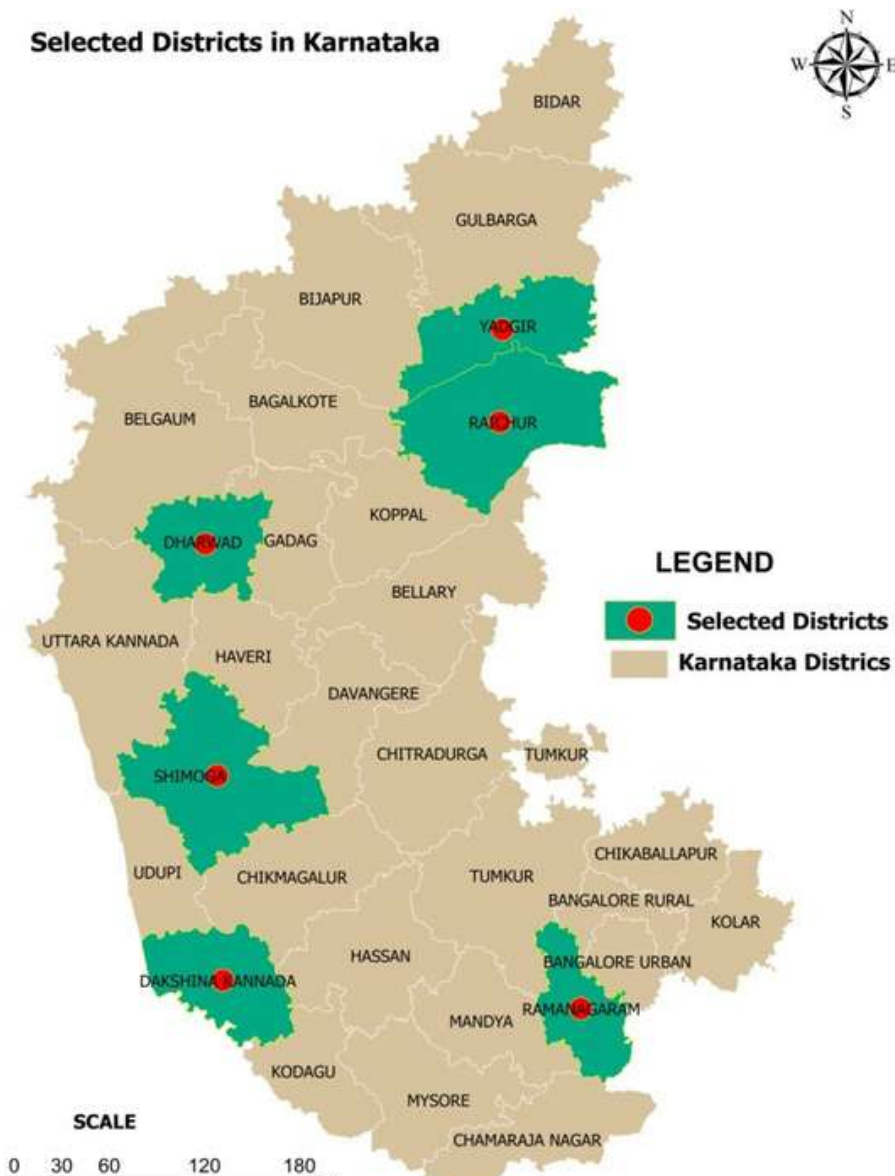
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youth have undergone skill training till 2019

Grassroots Research and Advocacy Movement (GRAAM) has been commissioned by the KSDC to carry out an impact (output and outcome) evaluation of CMKKY and PMKVY schemes in selected districts of Karnataka. The stipulated reference period for the study is 2017-18 to 2019-20 (three years).

SCOPE OF THE STUDY

Selected Districts in Karnataka



The sample districts are
Yadgir, Raichur, Dharwad,
Dakshina Kannada, Shivamogga
and Ramanagara

The reference period covered is
2017-18 to 2019-20

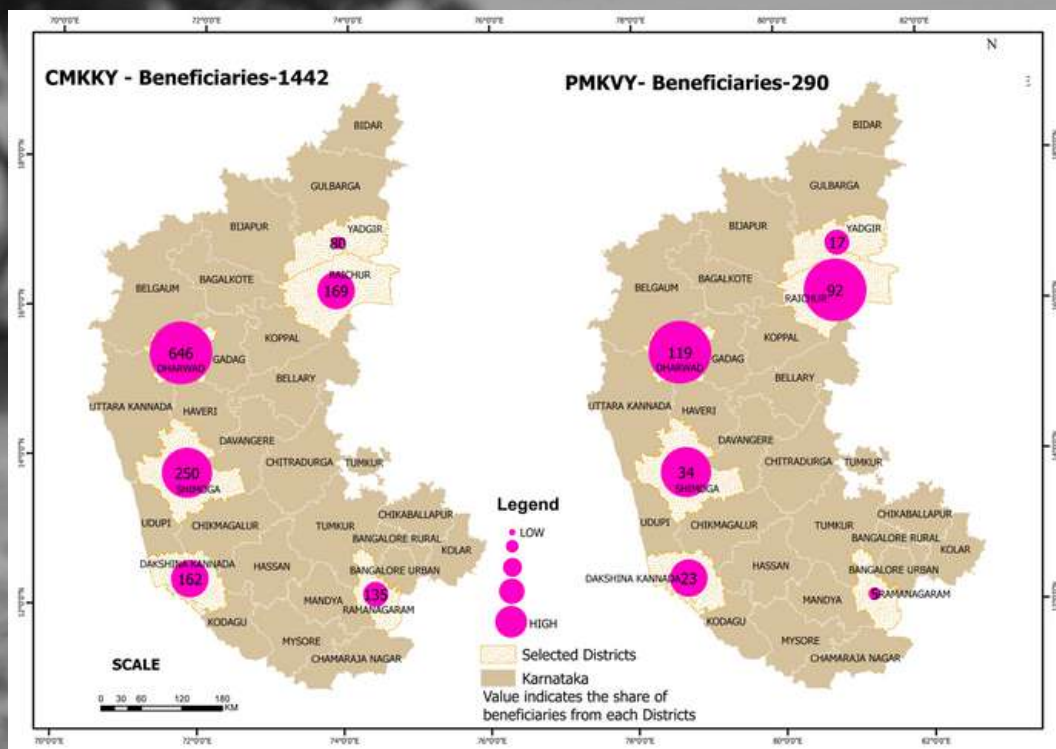
Total interviewed (Beneficiaries +
Non-Beneficiaries):
CMKKY: 1665
PMKVY: 334

Beneficiaries: Those placed and those who
have completed the training

Non-beneficiaries: Dropouts from the
respective training programs

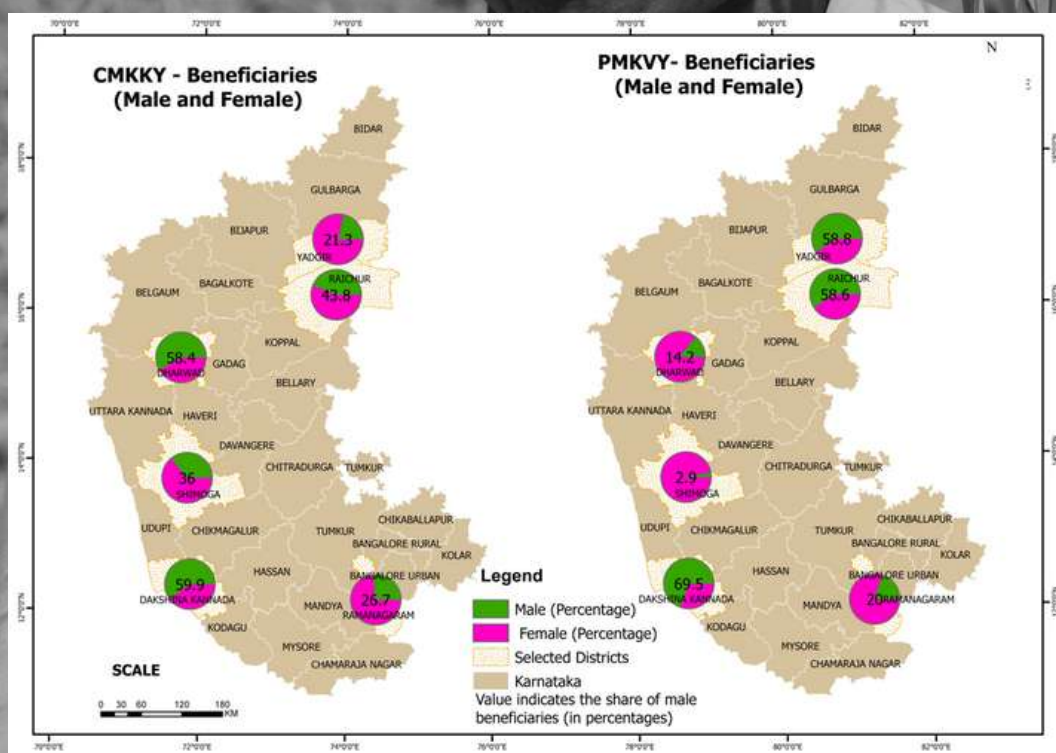
TOTAL

Surveyed Beneficiaries

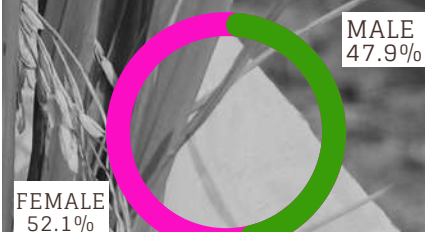


TOTAL

Gender-wise Beneficiaries



CMKKY BENEFICIARIES

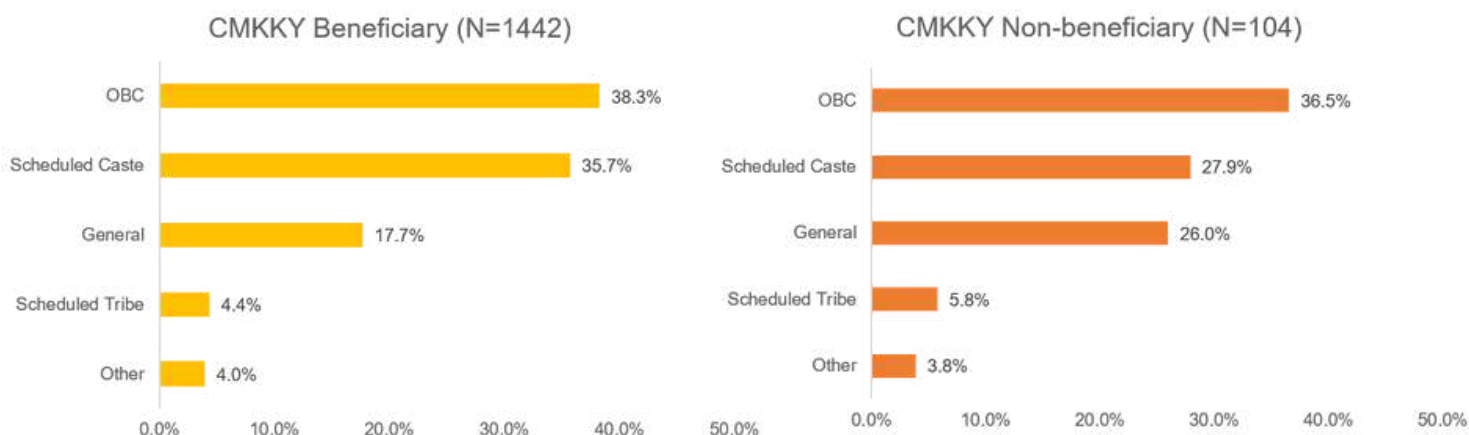


PMKVY BENEFICIARIES





SOCIO-ECONOMIC STATUS OF CMKKY RESPONDENTS



It is heartening to note that both the programs are catering to the economically weaker sections of society:

- **38.3 percent** (CMKKY) beneficiaries hail from **other backward communities** and **35.7% hail from scheduled caste**
- **36.6 percent** (CMKKY's) family members are **financially dependent** on the earnings of the beneficiaries
- **81 percent** of beneficiaries are in the age group of **16-25 years**

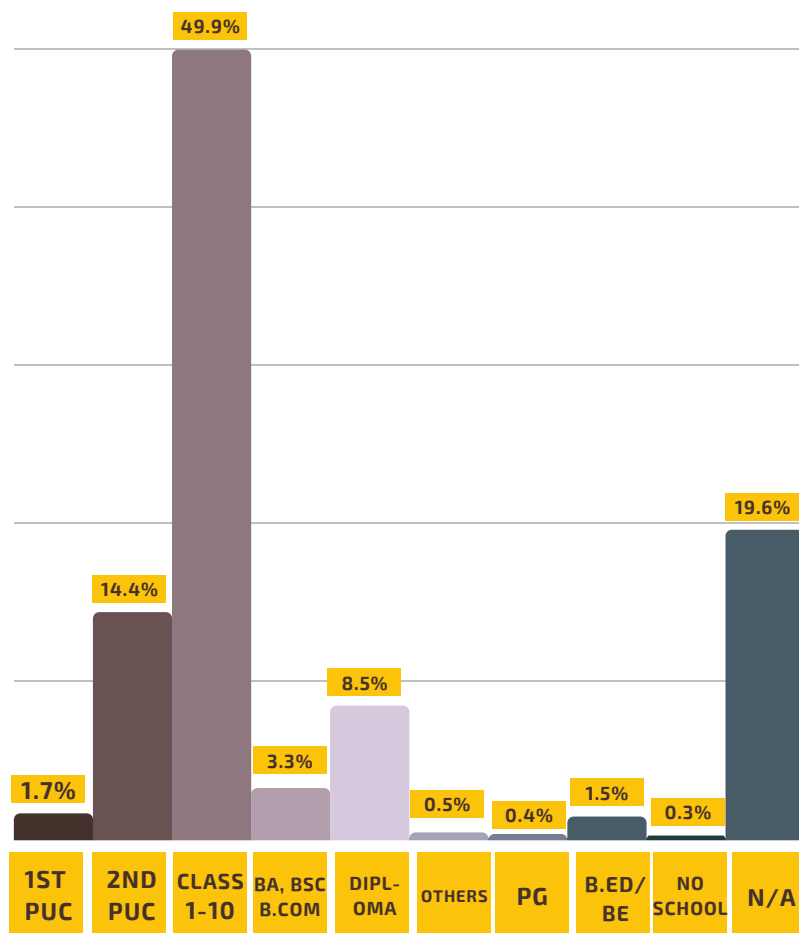
ECONOMIC STATUS OF CMKKY BENEFICIARIES
(N=1442)

- Out of the beneficiaries surveyed, **82.2 percent** of the CMKKY candidates are **BPL card holders**
- (General) **38.4 percent** of respondents' families have monthly income of **less than rupees ten thousand** and **38.8 percent** have **up to rupees 20 thousand** income

ECONOMIC STATUS OF CMKKY NON-BENEFICIARIES
(N=104)

- (General) More than half (**53 percent**) have **monthly expenditure** up to rupees **10 thousand**
- (General) **76 percent** come from households having more than 4 members and only **6.7 percent** have **earning members**

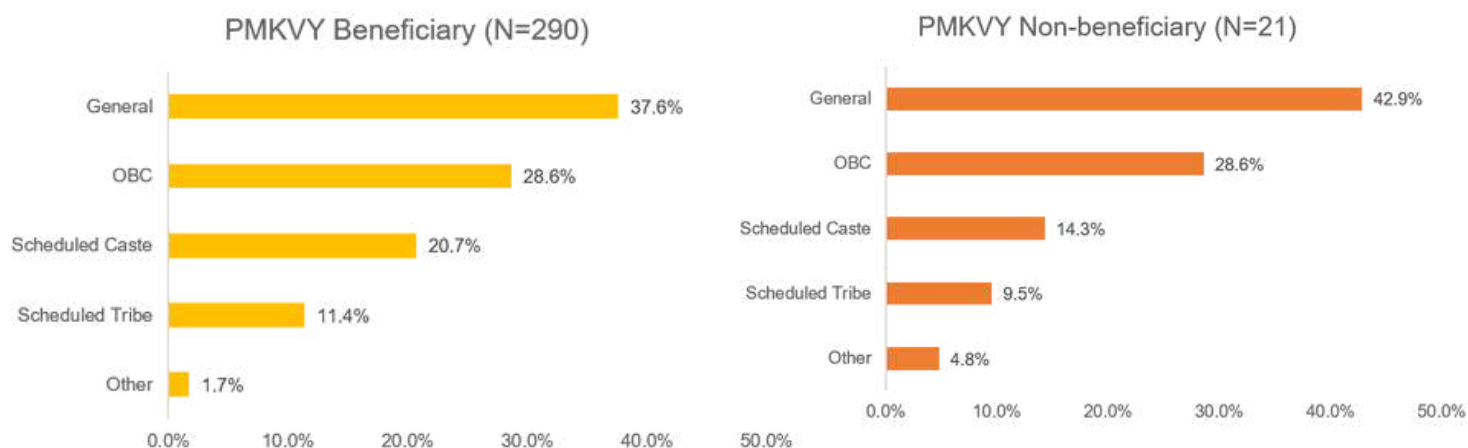
EDUCATIONAL QUALIFICATION OF THE CMKKY BENEFICIARIES



- Unlike PMKVY, CMKKY is largely reaching the youth whose educational qualification is up to class 10th
- **49.9 percent** of beneficiaries have educational qualifications between **class 1 – 10th grade**
- (General) **50 percent** of beneficiaries' families have a member studying either in **Class 12** or pursuing **graduation**, about **20 percent** up to class 10th and only **20 percent** families didn't have members having any formal education

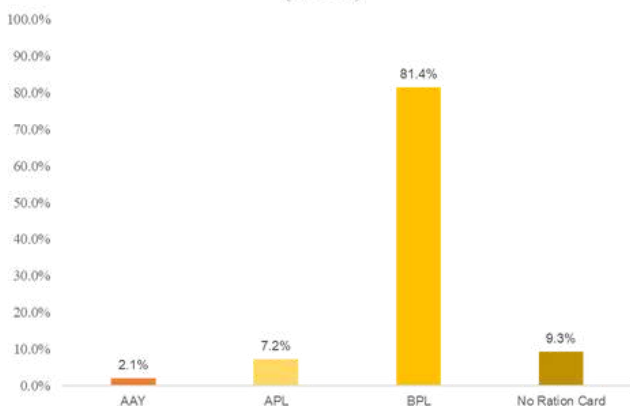
It appears that the extent of **unemployment** among those who are **vocationally trained (1.7percentage)** is **higher** than the unemployment rate irrespective of having undergone vocationally training (1.5percentage)

SOCIO-ECONOMIC STATUS OF PMKVY RESPONDENTS

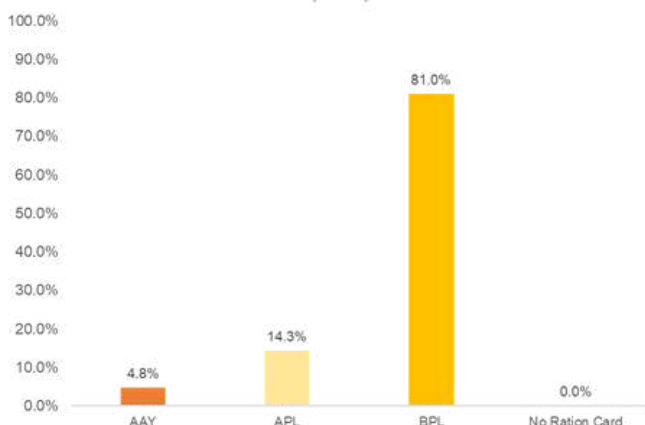


- **28.6 percent** (PMKVY) beneficiaries hail from **other backward communities** and **20.7%** hail from **scheduled caste**
- **44.1 percent** (PMKVY's) family members are **financially dependent** on the earnings of the beneficiaries

ECONOMIC STATUS OF PMKVY BENEFICIARIES (N=290)

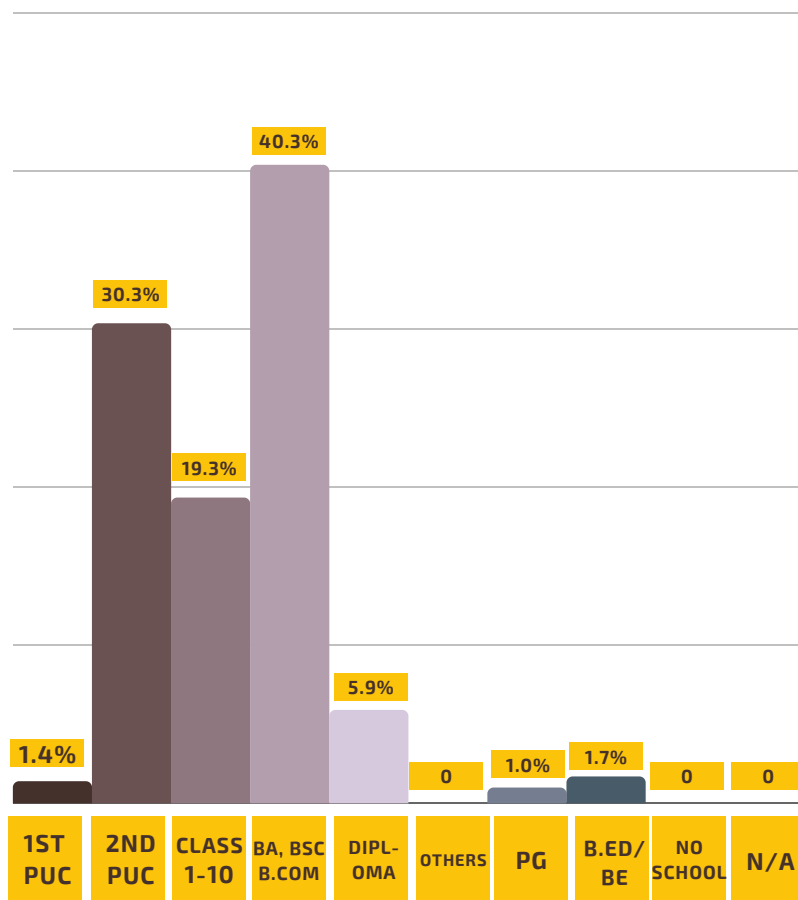


ECONOMIC STATUS OF PMKVY NON-BENEFICIARIES (N=21)



- Out of the beneficiaries surveyed, **81.4 percent** of PMKVY candidates are **BPL card holders**
- (General) **45 percent** of beneficiaries from the rural areas **don't own agricultural land**. Amongst those who own, about 78 percent of them are small and marginal farmers. 55-58 percent of the land are dependent on rains (monsoon)
- **29.7 percent** of the PMKVY beneficiaries had a family size of 5 members, **29 percent** had a family size of 4 members, **25.2 percent** had a family size of more than 5 members
- Among the PMKVY non beneficiaries, **23.8 percent** had a family size of 4 members, **23.8 percent** had a family size of 5 members and **33.3 percent** had a family size of more than five members

EDUCATIONAL QUALIFICATION OF THE PMKVY BENEFICIARIES



- **40.3 percent** PMKVY Beneficiaries are **graduates**
- (General) **39 percent** of the beneficiary households had one unemployed member; in 19 percent of such households there were 2 unemployed members; and only 28 percent households were optimally employed with all the members gainfully engaged in their work
- (General) **37 percent** families with at least one earning members, 43 percent with two earning members and around 12 percent with three earning members. Half of the families are either fully or partially dependent on the earning of the beneficiary

Number of family members '**who could have worked but not working**' indicates the real challenge in reducing the unemployment rate in the family

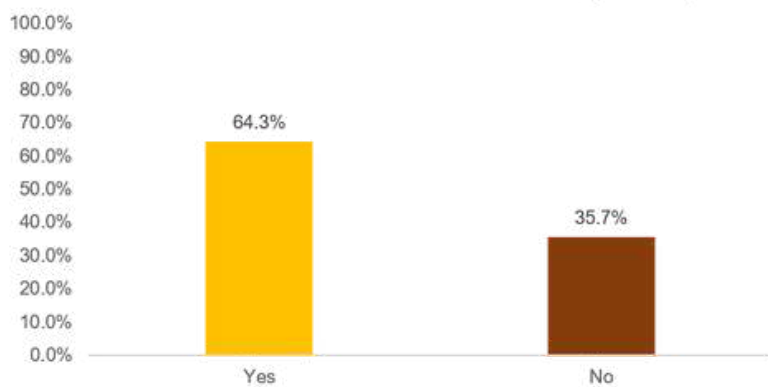
PRE-TRAINING: MOBILISATION, SELECTION & ORIENTATION

- Approximately **90 percent of beneficiaries** from both the programs were **not employed prior to the training program** and 95 percent in the case of non-beneficiaries
- About **95 percent** believe it is important for a person to possess a skill and go through a skill development program
- **82 percent** of the beneficiaries of both the programs weren't having any vocational skills prior to the program
- Only **46 percent** of respondents (both the program) stated that they **registered via the website of kaushalkar.com (CMKKY)** prior to the program while registration on the portal is mandatory
- Amongst those who had undergone skill training program (18 percent), most of them (43 percent) had received training through Government Skill Training program and about 24 percent obtained skill training from private or NGO imparted program. It is interesting to note that around 6 percent inherited the skill from their family
- Only about **26 percent** of respondents had **migrated** (left their village/place of residence) to find a job before they receive PMKVY / CMKKY training

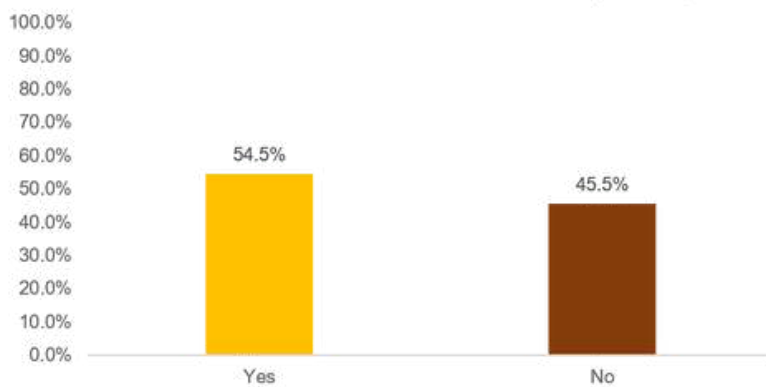


Orientation

Able to get complete information about the course before enrolment - CMKKY Beneficiaries (N=1442)



Able to get complete information about the course before enrolment - PMKVY Beneficiaries (N=290)



- **64.3 percent** of **CMKKY** beneficiaries were able to get complete information about the course before enrolment, but, **more than 35 percent** were not able to get complete information about the course before enrolment
- **54.5 percent** of **PMKVY** beneficiaries were able to get complete information and **more than 45 percent** of the beneficiaries were not able to get complete information about the course before enrolment
- **54.5 percent** of **CMKKY** and **45.5 percent** of **PMKVY** beneficiaries were able to get counselling prior to enrolment
- In the case of non-beneficiaries, **52.9 percent** of **CMKKY** non-beneficiaries were not able to get counselling prior to enrolment and **90.5 percent** of **PMKVY** non-beneficiaries were not able to get counselling prior to enrolment



Reasons for enrolling

MORE THAN HALF OF THE PMKVY BENEFICIARIES (56 PERCENT) AND 47.9 PERCENT OF THE CMKKY BENEFICIARIES TOLD THAT THEY JOINED THE COURSE TO GET A **JOB AS SOON AS POSSIBLE**

- **36 percent** said that they joined with an expectation to learn soft skills and communication skills for improving their employability
- **11 percent** just to acquire a skill and not for a job, **18 percent** because friends enrolled
- **6.5 percent** to avoid sitting at home and thereby, engage in some learning

Selection

- Among CMKKY beneficiaries, **33.2 percent** had to attend an **interview** and **11.9 percent** had given written/aptitude **test**
- In the case of PMKVY beneficiary's **19.7 percent** had to attend an **interview** and **16.9 percent** had given written/aptitude **test**

THE MAJORITY OF RESPONDENTS DID NOT UNDERGO ANY SELECTION PROCEDURE. THE SHARE OF BENEFICIARIES WHO **DID NOT** UNDERGO ANY SELECTION PROCEDURE IS **HIGHER IN THE PMKVY SCHEME**

TRAINING: PROCESS – QUALITY – EFFICIENCY

Duration

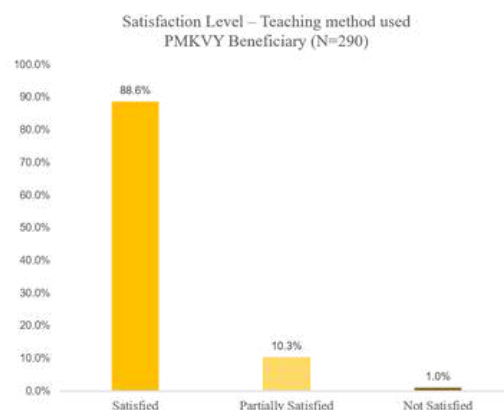
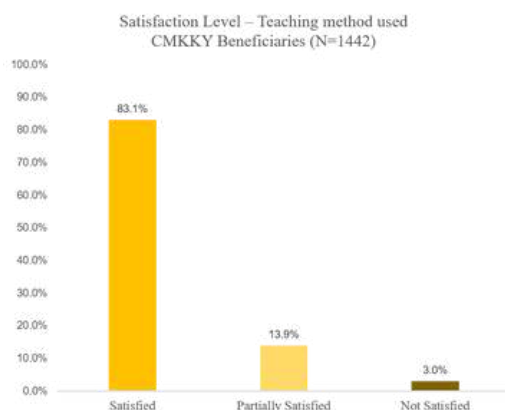
About **55 percent** (52 percent in CMKKY and 68 percent PMKVY) attended the course of the 90 days duration

Long term program (more than 90 days) appeared to have **less enrolment**

The trainees opted for short-term programs because they wanted to get **employed quickly** or attend training in correspondence to their education

The next predominant reason for fewer takers for long term courses was that there was no other option as the long-term programs were **not being promoted by training centres**

Both the programs' beneficiaries were found to be satisfied with the quality of training program in general



With respect to the training quality:

- Trainers: CMKKY **86 percent** are fully satisfied, PMKVY **90 percent** fully satisfied
- Learning Support: CMKKY **83 percent** are fully satisfied, PMKVY **92 percent** are fully satisfied
- Quality of study materials: CMKKY **80 percent** are fully satisfied, PMKVY **84 percent** are fully satisfied

OTHER OBSERVATIONS

With respect to the logistical components,



Training Infrastructure (building/rooms/sitting arrangement/lighting)

CMKKY: **82 percent** were fully satisfied and **15 percent** were partially satisfied, while for PMKVY **92 percent** were fully satisfied and **8 percent** partially satisfied



Quality of training equipment (for ex: Computers / Electronic Materials etc)

CMKKY: **73 percent** were fully satisfied and **14 percent** were partially satisfied, while for PMKVY **75 percent** were fully satisfied and **11 percent** partially satisfied



Basic facilities (like toilets/drinking water)

CMKKY: **77 percent** were fully satisfied and **19 percent** were partially satisfied, while for PMKVY **88 percent** were fully satisfied and **11 percent** partially satisfied



About 220 (out of 1732) enrolled for residential course, 33 availed for hostel facility and most of them (more than 80 percent) were satisfied with the food and accommodation provided in residential facilities

87 percent CMKKY and **90 percent PMKVY** beneficiaries opined that there is a **strong need for providing study materials in Kannada**. 36 percent CMKKY and 34 percent PMKVY beneficiaries responded that study materials were not provided in the Kannada language



OTHER OBSERVATIONS



About **45 percent** of candidates with disability did not receive any assistive aids and about **35 percent** did not receive reading materials which was disable-friendly. 80 percent said that the training infrastructure was accessible, **85 percent** did not face any discrimination



33 percent CMKKY and **43 percent** PMKVY beneficiaries responded that no tablet or computer was provided for use in the training centers



56.9 percent of the PMKVY and **58.9 percent** of the CMKKY beneficiaries have told that they had not received the course curriculum booklet along with the induction kit



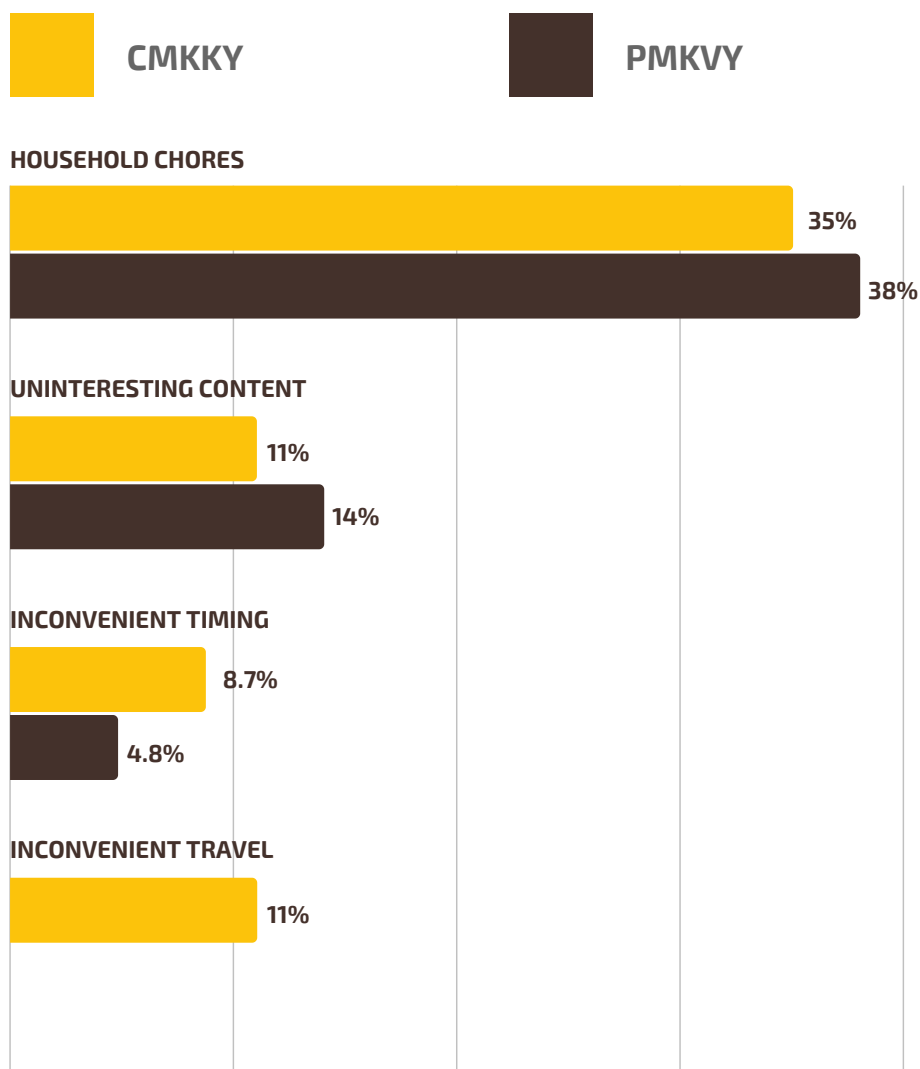
82.9 percent of CMKKY beneficiaries responded that they underwent periodic tests during the training program while **77.2 percent** of PMKVY beneficiaries responded that they underwent periodic tests during the training program

But their response was inconsistent with respect to the periodicity. About **35-40 percent** said it was conducted every week and about **24-28 percent** said that it was conducted once or twice during the training session. **57.2 percent** of CMKKY and **31.8 percent** of PMKVY beneficiaries responded that training centre personnel conducted the end-of-course assessment



87 percent CMKKY and **86 percent** PMKVY informed that they have undergone the finishing and work readiness module at the end of the training course

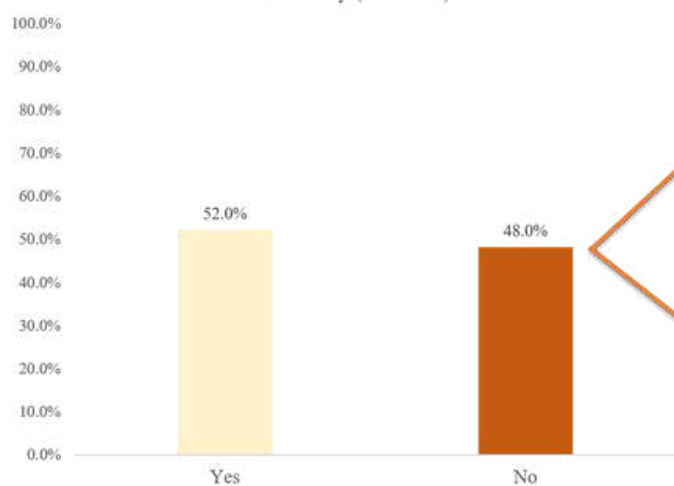
Reasons for NOT COMPLETING the course



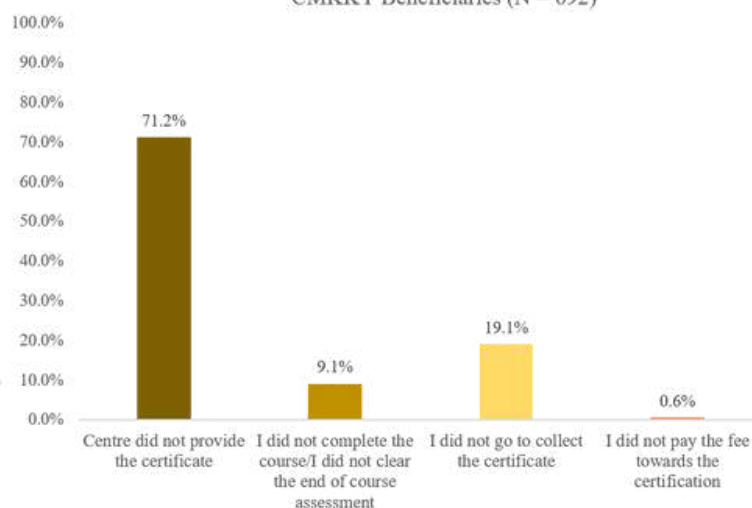
7.7 percent of CMKKY and **6.2 percent** of PMKVY beneficiaries whose names are in the database of course completed database have actually **not completed the course**

Post Training: Placement Support and Follow-up

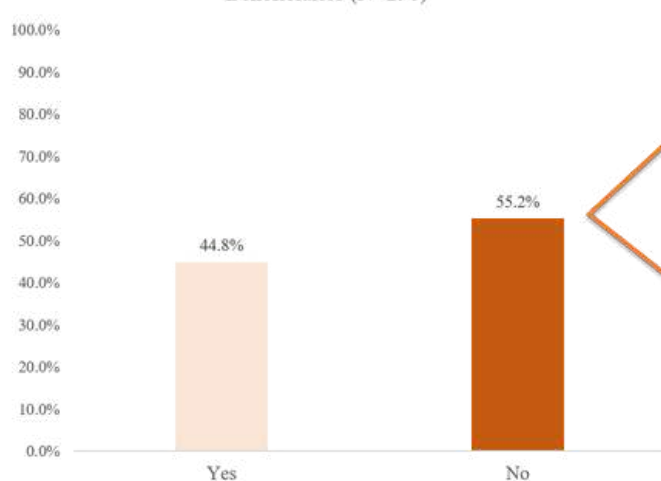
Received course certificate at the end of training CMKKY
Beneficiary (N=1442)



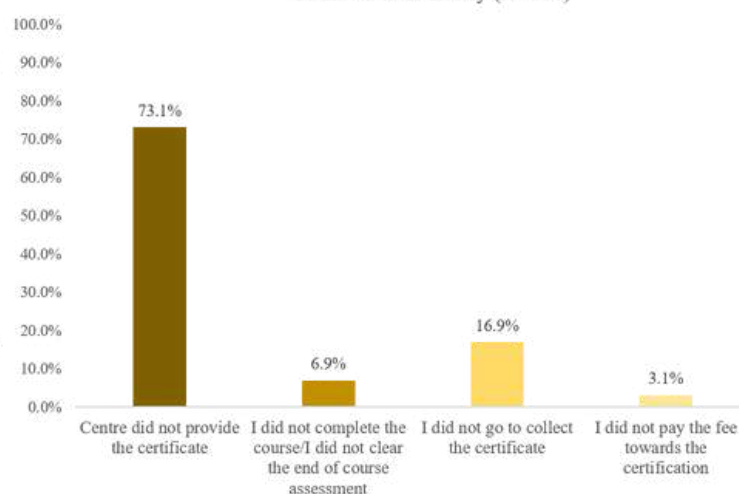
Reasons for not receiving certificate
CMKKY Beneficiaries (N = 692)



Receive course certificate at the end of training PMKVY
Beneficiaries (N=290)



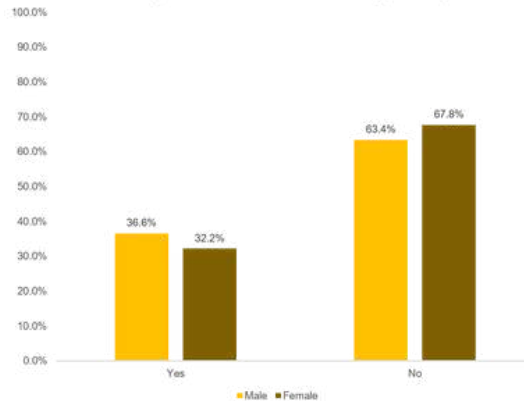
Reasons for not receiving certificate
PMKVY Beneficiary (N=160)



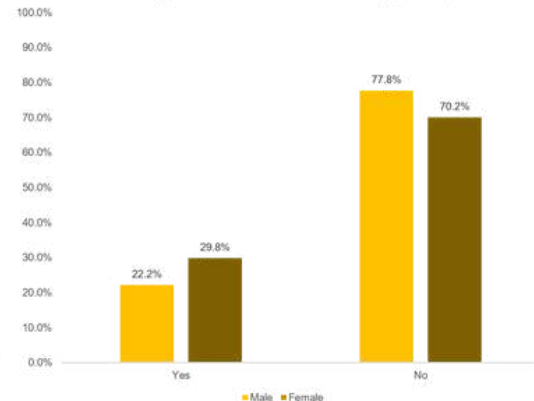
48 percent CMKKY and 55 percent PMKVY beneficiaries haven't received the course certificate. Amongst them, 71 percent CMKKY and 73 percent PMKVY beneficiaries said that they didn't receive the certificate because the 'centre didn't provide'

Placement Offered (Gender-wise)

Offered at least one placement job by your training centre after finishing the course - CMKKY beneficiary (n=1442)



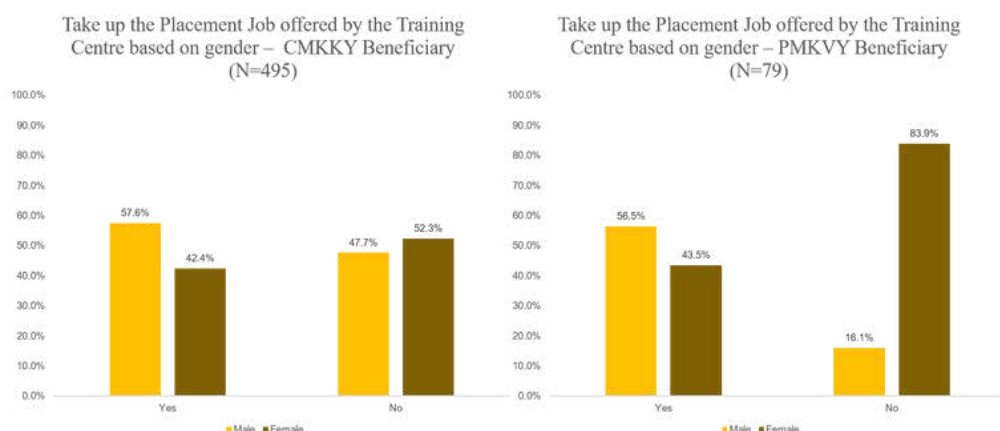
Offered at least one placement job by your training centre after finishing the course - PMKVY Beneficiary (N=290)



CMKKY beneficiaries reveal that only **36.6 percent** and **32.2 percent** of males and females have been **offered placements** by the training centre. Similarly, with respect to **PMKVY 22.2 percent** of the males and **29.8 percent** of the females have been **offered placements** by the training centres in the respective districts

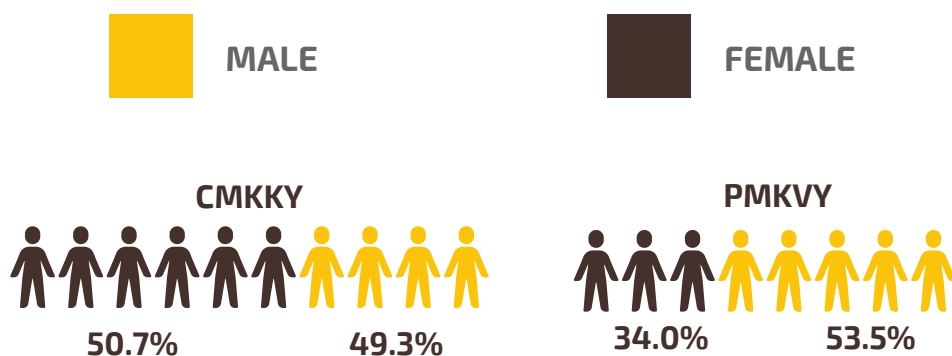
63.4 (CMKKY) and 77.8 (PMKVY) percent males and **67.8 percent (CMKKY) and 70.2 percent (PMKVY) females** said that they have not got any job offered by the training centre from both the schemes

Placement Accepted (Gender-wise)



Under CMKKY, out of 1442 beneficiaries surveyed, the offer was made to 495 beneficiaries but **only 57.6 percent male candidates and 42.4 percent female candidates accepted the offer**. Under PMKVY, from the beneficiaries interviewed, the offer was made to only 79 and **accepted by only 56.6 percent male candidates and 43.5 percent female candidates**

Reason for preferring short-term courses

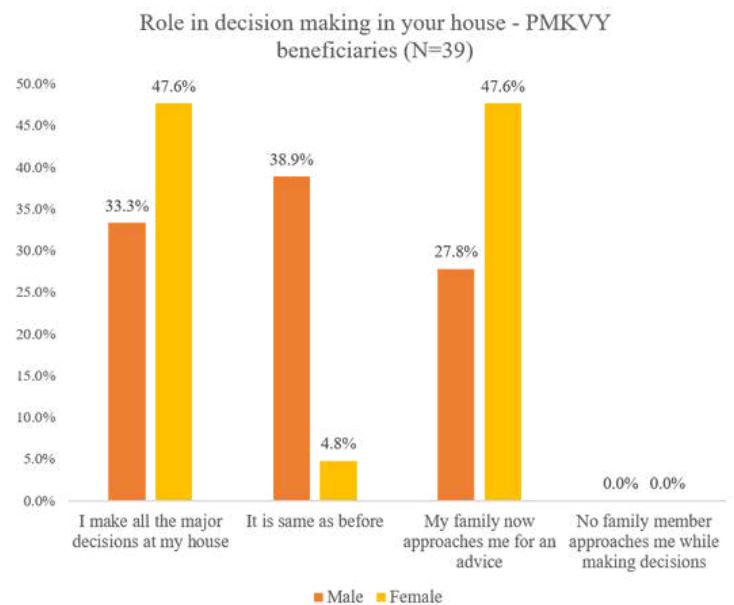
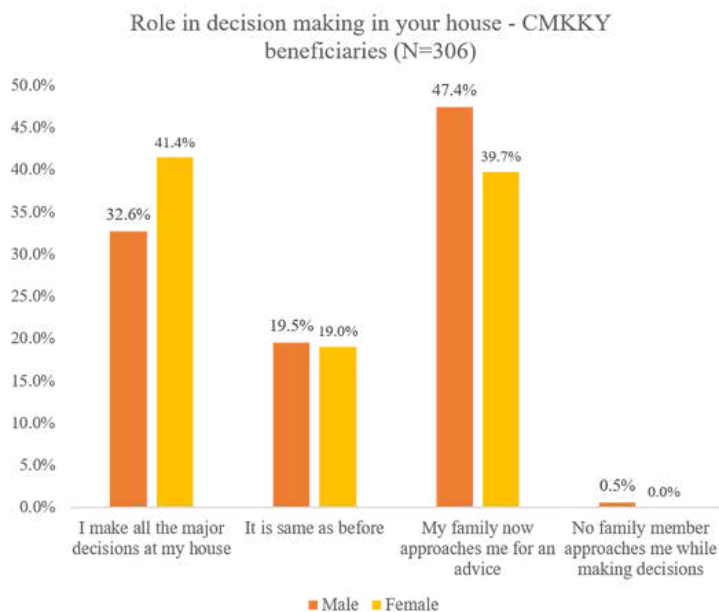


NOTE: While ~50 percent (male and female) of CMKKY beneficiaries and 34 percent female, 53.5 percent of PMKVY beneficiaries opted for the course to 'get a job quickly,' very few actually accepted the placement offered after course completion

PLACEMENT FEEDBACK

- Overall, **66.9 percent of beneficiaries** responded that they are **satisfied** with the placement job/the first job after training while **28.6 percent** responded that they are **partially satisfied** with the placement job/the first job after training
- **73.5 percent (PMKVY)** and **66.1 percent (CMKKY)** of those who received **placement assistance** were satisfied with the placement job offered
- About **64.35 percent (PMKVY)** and **44.82 percent (CMKKY)** of the trained candidates remained **unemployed** for more than a year after completing the training program
- About **65.7 percent** of the **PMKVY** beneficiaries were **not given placement opportunities** by the training centers
- **58 percent for CMKKY** and **65 percent for PMKVY** beneficiaries trained under both the program who said have taken up job reported having been **employed** continuously without any gap the first one year after training

Both the programs have augmented the confidence levels of the beneficiaries and this is recognized by the training providers



- **39.7 percent males** and **47.4 percent females** of **CMKKY** beneficiaries and **47.6 percent** of the **males** and **27.8 percent** of the **females** of the **PMKVY** said that family approaches them while taking the **household decisions**
- **41.4 percent females** and **32.6 percent** of the **males** of the **CMKKY** beneficiaries and **47.6 percent males** and **33.3 percent females** of the **PMKVY** stated that they make all the decisions in their house
- **87.2 percent** of the **PMKVY** beneficiaries felt that the neighbours would **look up** to them with respect
- Only 12.8 percent out of 346 respondents said that there is no change in the attitude of the family members after the training and only 11.4 (40) percent said there is no change in their status in the neighbourhood

Besides contributing towards the skill development of the beneficiaries, both the programs have contributed towards their status in the family and the community they live in. This is a predominant change as far as female beneficiaries are concerned

ECONOMIC IMPACT

- The **impact on change in income** of the beneficiaries as the result of undergoing a skill development program is found to be **marginal**. When cross-checked by asking about last month's earnings with 273 CMKKY beneficiaries who are said to have been employed/earning, about 34% said they are earning Rs 5000 to Rs 10000. Around 32% said they are able to earn less than Rs 5000/- per month
- The skill programs contributed to an increase in the family income for **less than Rs. 5,000** for 68.8 percent of the females and 56.3 percent of the males (PMKVY) 61.4 percent female and 33.6 percent for male beneficiaries (CMKKY)
- Overall, 46.8 percent of beneficiaries received less than Rs 5000 and 40.9 percent of beneficiaries received salary in the range of Rs 5000 to Rs 10000

KEY SUGGESTIONS & RECOMMENDATIONS



EFFICIENCY. EFFECTIVENESS. EMPLOYMENT

EFFICIENCY

Basis the study and evaluation, there is a need to focus on three aspects:

01. Reaching out to the youth with relevant **information** and **motivation**
02. Revaluating current functioning of the scheme to make it **inclusive** & ensuring last mile **impact**
03. Involving **stakeholders**

Scheme NOT Percolated

It was found that the **schemes have not reached the desired villages**. The training centers have to reach the villages in need of them. The Gram Panchayats and training centres should have a proactive approach to initiate various forms of campaigns to reach minorities and spread awareness about trainings and subsequent employments/ livelihoods opportunities. A Social Capital in the district/block, in this context, is vital

Lack of Aspiration

This has been repeatedly emphasised by the principals of ITI colleges and training centres. **Only about 20 percent** of students have a vision towards achieving their goal. Most of the students become comfortable with any job, looking forward to no specific direction in life. A skill development agency should primarily focus on building aspirations and helping create vision among the youth

INCLUSIVE MOBILIZATION

The current mobilization mechanisms don't include **schools and pre-university colleges**. There should be mobilization efforts at the high schools and PUC (12th standard) colleges in the form of career guidance. If the students appearing for the final year SSLC or PUC are informed about the available opportunities, in the event of dropout or failure in exams or if they lack the interest to continue, they can **opt for skill development**. This may also change their perception of skill development opportunities as a viable career option. Similarly, the youth already in the **unorganised sector** should be oriented about the benefits of skilling in long term

ORIENTATION

Orientation about the skill program, its nature, potentiality and employment opportunities are crucial. It is important to augment **awareness** about the scheme and its benefits. Enrolment in the course through **kaushalkar** (CMKKY) makes a lot of difference. They would be able to read through skill programs in different trades and explore. It is important to provide choices to the beneficiaries than to exercise veto power as per the convenience of training agencies. **Screening and selection** are vital to match the skill as per the aptitude and interest of the candidates

SUGGESTION: INFORMATION DISSEMINATION

PRE-TRAINING COUNSELLING

Strengthen pre-training counselling of candidates and their parents to deal with the **challenge of converting mobilization to enrolment**. This study shows the mobilization challenges faced by training partners and also the lower than desired reach of mobilization activities at the grassroots and household level, especially in the villages

INFORMATION CENTRES

Use Information Centres at Gram Panchayat / Ward level to enrol youth: Information centres should be equipped with ICT tools to enrol youth directly for the training program. A **bi-monthly Skill Development and Employment Kiosk** should be set up to provide skill information and linkages for training/employment

EFFECTIVENESS

Effectiveness & Unemployment

Since a **higher share of those trained vocationally are unemployed** compared to the extent of unemployment irrespective of vocational training, it implies that existing vocational training programs have **limited effectiveness** in **enhancing employment**.

There is a need for vocational or skill development programs with more efficacy in enhancing employment

SELECTION OF CANDIDATES

A policy/strategic decision is required to be made for allowing youth pursuing higher education (graduation) to take part in PMKVY/CMKKY in **correspondence** with their routine curriculum. The understanding and comprehension level of college-going youth is different from the drop-outs. Similarly, the aspirations and career expectations of graduates are different. Hence, the skills offered and the criteria for the selection of candidates for courses should be thoughtfully formulated. Therefore, the courses for **youth in the community** and **youth in colleges** need to be different

HYBRID TRAINING MODEL

Hybrid model of conducting training both **on-site** (industry) and **in-house** is preferred by trainees as well. More time should be spent in the industry/workplace. Again, the model should be different for married women and college going youth

FOUNDATION COURSE

- Provide Foundation Course for candidates to help build **A-I-M** (Aspiration, Inspiration and Motivation) and help them to choose an appropriate course
- This is also important to give a **detailed orientation** on different skills so that candidates can make an informed choice than opting for some course
- The foundation course is **fundamental** and has a significant role in making skill development endeavours successful
- Exposure to foundation courses is necessary; if these are not included within the duration of the training courses, **Gram Panchayats and Municipal administration** should take the **initiative** to organize such courses at the GP level in coordination with local civil society organizations
- The support of actors such as school and college teachers, educated/skilled volunteers, retired government and other non-government professionals etc can be solicited
- Pre-enrolment exposure to such courses may enable a more **informed selection** of courses by youth, their better preparation to imbibe skills and also greater interest and engagement in the training programme
- The foundation course is to basically give the **rationale** for the youth why they should take up skill development training with the long-term vision

SUGGESTION: STRENGTHEN COURSE OFFERING

MARKET SURVEY

Select courses to be offered based on District Level Labour Market Survey. **Employable skills** need to be identified and offered to the candidates. This is also important to reduce the attrition rates

AVAILABILITY OF COURSES

As seen in this report, beneficiaries and local officials have raised the issue of the **limited availability** of courses:

- TCs with multiple areas of competence should be selected for a district or
- Authorities should ensure that there are multiple TCs within a district
- Courses with **different levels** of **minimum qualifications** (including graduation) should be more widely available to cater to the significant share of more qualified candidates as PMKVY beneficiaries are more from this stratum
- Multiple levels in courses to cater to beneficiaries according to their qualification

SUGGESTION: STRENGTHEN COURSE OFFERING

COURSES BASED ON REGIONAL DIFFERENCES

Ensure **greater flexibility** in the identification and offering of courses based on **regional differences**. In the predominantly agricultural areas, courses relating to value addition to agricultural produce can be offered. **Studies from districts such as Dakshina Kannada, Raichur and Yadgir have larger demand from the food processing sector, but food processing-related courses are not offered by the program.** Women (girls) may be specifically skilled in food processing and self-employment skills at the local level. KSDC needs to work in tandem with NRLM and NULM in aligning PMKVY and CMKKY implementation to the Livelihood Plan of the cluster or block

INCLUSIVE COURSES

It is important to make the program inclusive with a special focus on persons with **disabilities**. Collaboration with civil society organisations and the Disabled People Empowerment department of the Government is required in this direction

EMPLOYMENT

CERTIFICATION

Training centers require to ensure that the **certificates** are issued to all the students who have completed the assessment. The very purpose of undergoing the training is to **get skilled** and **certified**. It is the key document for the beneficiaries to get a job. Beneficiaries to be informed about downloading the certificate

LOCAL EMPLOYMENT

Ensure more local employment as this study shows that **inconvenient location** was one of the major reasons for **rejecting** a placement job offer. Also, consider integration with the franchise model of self-employment as described in this study

RETENTION INCENTIVES

Retention is the weak point of any skill development program; **less than half the beneficiaries** continue in employment for one year after training. Retention incentives and monitoring of retention by TCs and by KSDC (especially by district level officials) need to be strengthened. Define **retention targets** in the scheme guidelines, on the lines of placement targets

MINIMUM WAGE

Ensure that all placements are paying minimum wages as per the Minimum Wage notification of 2017 under the Karnataka Shops and Commercial Establishments Act; the **minimum wage for unskilled labour** should be paid. The study findings also show that **unsatisfactory salary** is the most common reason for resignation from placement job and also for non-acceptance of placement job offer

PROLONGED APPRENTICESHIPS

Such apprenticeships are more likely than shorter OJT phases to enhance the industry relevance of training and employment prospects of trainees. Industries have also demanded long term training. This would be conducive to the greater relevance of skills imparted in the programme and also make for more assured placement. Given the high share of graduates among PMKVY beneficiaries, it is recommended to **link PMKVY with SHREYAS** (Scheme for Higher Education Youth for Apprenticeship and Skills) which supports six-month apprenticeship/internship for non-technical graduates with not only apprenticeship stipend of Rs 6000/- but also reimbursement of Rs 1500/- from Govt of India to each candidate

HUMAN RESOURCE DEFICIT

Take cognizance of the **human resource deficit** in some districts and compensate that with outsourcing of jobs to human resource rich districts (eg: the translocated Arecanut Processing from Malanad Region to Kudlur of Chamarajanagar district)

MIGRATION SUPPORT

In case of migration, provide a support system for the migrants and start operating **migration support centres** in major cities such as Bengaluru. If candidates are able to adjust to the new location and the job in the first six months, attrition may come down significantly. **Civil Society Organisations** may be roped in for providing this support as they may be able to adopt more sensitive approaches in mentoring youths

ADEQUATE HANDHOLDING

Youth are increasingly expressing their lack of interest to engage in agricultural activities due to the inadequate market rates for the commodities. However, youth (except in Ramanagara) opined that they would be interested in training if **handholding is provided** to take up dairy- farming, mixed-cropping and coconut farming. This draws attention to the schemes to come up with courses in collaboration with the departments of agriculture and horticulture

RURAL LIVELIHOOD MAPPING

- It is evident from the study that female beneficiaries are **not taking the job offered** as they are not ready to move out or commute to the district headquarter
- District Headquarters are the first and the nearest possible destination in the districts to get wage/salaried employment in industries and commercial establishments
- Given the scenario and also to complement Government's mission to strengthen the rural economy, **the skill development program for married women from villages should be in alignment with self-employment or group livelihood activities**. It will indeed be a waste of resources if other skills are imparted when a married woman cannot relocate leaving their family back in the village
- Also, courses like tailoring should only be offered to a bunch of women from a village. Only if there is a garments/apparel industry nearby this skilled-livelihood can be imparted and sourced to a larger group of women in the village. This demands a different approach. Hence, KSDC needs to converge with **Rural Livelihood Mission**. Rural Livelihood Mapping is required before imparting the skill

WOMEN-FRIENDLY EMPLOYMENT

Ensure that Training Partners invest efforts in making employment more women-friendly. This study finds that a majority of **women beneficiaries** are currently **unemployed** and that **domestic responsibilities** and constraints of women are the major reason accounting for such unemployment. TPs / TCs should use their connections with employer partners to request more **flexible work arrangements** (including flexible timings) for women employees. Policy efforts should address the creation and maintenance of quality child care facilities at workplaces

SELF HELP GROUPS

Evidence from the literature shows that there is **poor awareness** in SHGs about the skill development programs. Also, the members of beneficiaries' mothers are not participating in the SHGs. Self Help Groups have become vehicles of change in rural areas. Information provided through them reaches the households more effectively. Also, working in convergence with NRLM and NULM, efforts should be made to include the trained women in the SHGs

INVOLVE INDUSTRIES

Industries/companies should be encouraged to conduct or partner with skill training centres. It is important to foster the network between **employers** in the district with **training centres** so that **industry-specific** and **industry-updated skills** can be imparted

The District Industries Consortiums/Associations from all the districts are looking forward to collaborating with the skill department. Furthermore, training centres expressed the need for collaborations with industries. **Lack of information** about the kind of employees needed by the industries is the major gap found by the training centres. Hence, it is also recommended that the training centers can collaborate with the other departments at the district level for training the students as per the skills that are in demand in the local market as it would benefit the students in getting placed locally and reduce the job-related migration. Involve industry not only in On-the-Job Training but also in training and periodic assessments

INVOLVE UNIVERSITIES

Involve local Universities and technical institutes in training so that more diverse courses can be offered. Either mandate training centres to offer **bus service** for day scholars or modify scheme guidelines to ensure that the **daily food and transportation allowance** given under the scheme is increased. This is suggested, given the findings that a significant number of day scholar beneficiaries depend on public transport / shared auto rickshaw for commuting to the centre; also, some beneficiaries have commented on the insufficiency of the limited daily food and transportation allowance given

SUPPORTING SCHEMES

It is evident from the interviews with the district lead bank managers that the beneficiaries of PMKVY and CMKKY have **not availed the financial support** from the schemes like MUDRA. An extended EDP (Entrepreneurship Development Program) should be imparted to the candidates who want to take up **self-employment**. They should be encouraged to take up entrepreneurship by guiding them on loan facilities through LEAD banks, connecting them to different departments to avail new schemes, etc., as it will widen the employment opportunities for the youth in their districts

MONITORING SCHEME

Strengthen monitoring of the scheme at the **district** and **taluka** levels. Currently, the monitoring of the scheme is by KSDC. The participation of NULM / NRLM district and taluka level officials in monitoring will have the advantage of locational proximity and knowledge in the local context. Independent **third-party monitoring agency** should be nominated in the state for effective and continuous monitoring



Recommendations for Sustainability of the Scheme

Do not ignore up-skilling

Given the limited sustainability of entry level skills taught in the 3-month training model (as it is mostly taken up by beneficiaries), the scheme should devote due consideration towards incorporating **upskilling/RPL** (especially given its stated career development focus). Alternatively, candidates should be kept aware of the RPL arrangements available under other central or state government skill development programmes.

Build the capacity of local NGOs and other local actors to deliver training

From the point of view of the long-term sustainability of the programme, the limitations of training partners headquartered far away and the dominant preference for local training, there is a need to devote attention to the **capacity building** of local development NGOs for delivering programmes. Also, the captive model of employment for the local context along with the use of local universities/technical institutes as training partners should be seriously explored.

Recommendation for Entrepreneurship Development

Entrepreneurial and vocational skills

Youth need to be trained on entrepreneurial and vocational skills to become self-reliant and gain better exposure. The PMKVY, 2018 report states that only 18% of trainees were self-employed under the scheme. Also, the Economic Survey 2013-14 stated that it is important to increase long-term trend growth by unleashing the entrepreneurial spirit of millions across the country by strengthening the economic freedom of the people.

National Policy on Skill Development & Entrepreneurship 2015 has emphasized that entrepreneurship development is the pathway for creating more wage employment and thereby facilitating the growth of the economy. The model has identified the following strategy for promoting entrepreneurship:

- Educate and equip potential and early-stage entrepreneurs
- Connect entrepreneurs to peers, mentors, and incubators
- Catalyse a culture shift to encourage entrepreneurship



Target Trainees

Target trainees, primarily the self-employed, to get acquainted, adopt and adapt to the entrepreneurial tools and skills like hands-on training, customer service and relationship building for achieving better success and growth rate, thereby gaining self-reliance.

"Job Seeker" to "Job Maker"

Emphasise the transition of the "Job Seeker" to a "Job Maker" mantra to strengthen skills of the self-employed (who constitute only 18% people under the scheme) and can potentially generate local employment. A model framework's design ought to be formulated to inculcate an entrepreneurship curriculum in the short-term training program, in this context.

Incubation Centre

An incubation centre for budding entrepreneurs may be established in each district to provide continuous handholding. The incubation centre should be capacitated to leverage financial support through various government schemes and bank loans.

Mentorship

A mentor is to be assigned at each active training center for extension of support to new entrepreneurs till they cross the infancy stage and further help in manoeuvring and guiding business in case of any difficulties and sustain the faith in post-entrepreneurial support. Well-performing alumni from the Training Centers to be selected as Mentors



Recommendation for Outsourcing Placement Process

Outsourcing the placement process to an external agency or a job portal

with a successful implementation model will be more effective and economical as this would help harness the strength of the collaboration of different agencies

Training institutes lack in capacity and motivation to provide extended support to ensure that vulnerable trainees find a stable foothold in the urban services economy. They are unable to provide adequate follow-up services after placement which exacerbates the high attrition rates. On the other hand, trainees (especially migrants) need substantial hand-holding during their transition into corporate jobs.

The introduction of outsourcing placement agencies can ensure a high placement rate and low attrition rate because of the large database of the web portals and their expertise. Under the PMKVY scheme, 20% payment of the total cost is earmarked for outcomes based on placements. This allocation can be reserved for outsourcing placement agencies.

Efficient organisations/firms can be brought on board to provide post-placement support in the form of mentorship, guidance such that their retention in the industry can be leveraged to enhance the efficacy of the operations.

BENEFICIARIES' SUGGESTIONS FOR IMPROVEMENT

- Placement within the taluk of beneficiaries' residence
- Providing stipend/bus passes to support travel expenses to BPL cardholders
- Increasing the training period to six months regarding computer training
- Enrolment in multiple courses to be employment ready
- Dissemination of information on training and employment through social media and attaching it with popular programs like 'Hasya Sanje'
- Initiate training within 15 days of filling application to avoid the long wait
- Avoiding caste discrimination in allocating/selection of courses
- Connecting skill training centres with banks to avail for seed money as a loan for self-employment
- Providing basic facilities and a clean and good environment in the institute
- Information on personality development, interview skills to support employment within the taluk of residence of candidates along with skill training
- Beneficiaries are looking forward to Tally and any form of billing course to be included in the curriculum as this would widen their horizons for employment
- Subjects on moral education and personality development should be incorporated and certificates of successful completion need to be provided immediately after training

Preferred Skills in the respective districts

The survey also focused on in-depth interviews for collecting the skills that are in demand in the respective districts. It is advised that the training centers get in touch with other departments and industries in the district for having a better understanding of skills that are in demand in the market.

Ramnagara

- Motor Winding
- Automobile Repair
- Digital Photography and Videography and Editing
- Advanced Computer Courses (Hardware & Software)
- Plumbing and Sanitary Works
- Electrician
- CCTV: Installation – Repair
- RO Water Plant Maintenance
- Garments and Apparel
- Computer Training, CNC's M/n Operating
- Mushroom farming
- Food Processing: Value Addition Products using Coconut
- Bakery, Condiments and confectionery
- Hospitality: Hotel management, Housekeeping,
- Newborn Care, Geriatric Care, Bed Side Assistance
- Beauty and Wellness
- Making dolls

Raichur

- Welders
- Automobiles & Electronics
- Machine Operators
- Computer training,
- Tailoring
- Mobile and Communications
- Hotel and Restaurants
- Plumbing
- Carpentry, etc.
- Tally

Dharwad

- Computer Training,
- Incense sticks and camphor making,
- Manufacturing of masala powder,
- Rural marketing and sales
- Saree embroidery, lace (kasuthi) work, mat (chadar), sweater knitting/sewing

Shivamogga

- Apparel
- Tailoring
- Automotive
- Electrician
- Beauty and Wellness
- Domestic worker, Geriatric Care, Bed Side Assistance
- Plumbing and Sanitary Works
- IT & ITES
- Data-entry
- Logistics
- Tourism and hospitality
- Event management
- Construction and Real estate

Dakshina Kannada

- Automobile Repair
- Digital Photography and Videography and Editing
- Advanced Computer Courses (Hardware & Software)
- Plumbing and Sanitary Works
- CCTV: Installation – Repair
- RO Water Plant Maintenance
- Beauty and Wellness
- Infrastructure Development Construction – Realty
- Newborn Care, Geriatric Care, Bed Side Assistance
- Food Processing: Bakery, Condiments, and confectionery
- Marine and Shipping Industry Related
- Air Condition Servicing
- Logistics
- Housekeeping, Domestic Work and Hospitality
- Marketing / Sales,
- Data Entry,
- Automobile repair
- Electrician

Yadgir

- Fitter, Machine operator
- Coir Industry
- Repair works, Automobile
- Pharmaceuticals
- Rice mills
- Infrastructure Development – Construction – Reality

Summary of Recommendations – Schematic Diagram

The scheme design of CMKKY and PMKVY has a lot of positive features especially a quality assurance framework (highly detailed SoP) that provides great clarity for implementation partners and post placement support for candidates. For further improvement of scheme design and implementation, based on the findings, recommendations are provided. The following diagram outlines the recommendation on planning, implementation processes, monitoring and evaluation of the program at the district level

Implementation of CMKKY & PMKVY District Level

ECO-SYSTEM DEVELOPMENT

- GP & TP level skill kiosk-bimonthly
- CMKKY & PMKVY orientation to SANJEEVINI (NRLM) federations/ GP members
- Skills information booklet to 10th/12th/third year graduate students
- Skills information booklet to out-of-school/college youth through SHG/youth group network
- Joint IEC with NYKS & youth development departments/ groups
- Community IEC activities- contextualized & disability inclusive
- Sharing videos of skill related to different sectors & opportunities

FOUNDATION COURSE-AIM

- Focus on building aspiration-inspiration-motivation
- Exposure on various job sectors & skill requirements
- Profiling individual abilities-interests & skills required
- Exposure visit to potential job sites
- Learning focus: Need for skill development/ long term benefits/ interaction with skill champions

APPRENTICESHIP

- Paid apprenticeship for minimum period of 03 to 06 months
- Advanced training plan by the employers
- Apprenticeship grant support to the employers
- Additional training certification by external agency

MONITORING

- Process monitoring- district skill development personnel (quarterly)
- Output monitoring (quarterly)- faculty of District Polytechnic or ITI college to monitor the training implementation, state monitoring team/ independent concurrent monitoring agency (once a quarter)
- Outcome monitoring- A reputed research/ monitoring agency- biannual, placement focused

LABOUR MARKET INFORMATION

- Constant information gathering on marketable & employable skills
- Identification of Skills for Wage Employment & Entrepreneurship (within & outside the district)
- Spatial mapping of inherited skills in the family
- Spatial mapping of inherent goods, services & artisan skills with potential branding/ development
- Potential jobs/ works can be sourced in to the district from outside

MOBILIZATION & ORIENTATION

- Communitising skill development: SHG federations as mobilization partners
- CRP's & MBK's of national/ state livelihood programs/ village rehabilitation workers of GP as mobilisers (Incentive Basis)
- Skill orientation to potential youth: Community level (out of school) through skill information volunteers from NYKS/ Youth Dept sources; institutional level (HS & PU) colleges through skill development officers
- Social media: stories of skill champions, information on skill development opportunities in the district, videos of different industrial sectors & skills

VOCATIONAL TRAINING

- Identification of training partners (40% training): Collaboration with industry partner (60% training), employable skills/ digital (IT) skills, language skills as common courses to all skills
- Logistical support: transportation facility or aid (rural participants), increased daily food/ transportation allowance (Upto Rs 150/- same taluk and Rs 200/- outside taluk)

PLACEMENT & FOLLOWUP

- Ensuring internship linked to placement
- Ensuring minimum wage and market wage
- Migration support: linkages with PGs/ working hostels/ monthly counselling (outside & inside state)
- Inclusive & sensitive work place and process arrangement (PwD & gender sensitive), flexible working hours for women



GRAAM

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