



सत्यमेव जयते

MINISTRY OF SKILL DEVELOPMENT  
& ENTREPRENEURSHIP  
GOVERNMENT OF INDIA



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

Transforming the skill landscape

# PMKVY

PRADHAN MANTRI KAUSHAL VIKAS YOJANA

Branding and Communication  
Guidelines (2016-2020)

I Support



Skill India

कौशल भारत - कुशल भारत



# Introduction

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

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

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

The Guidelines contain the following sections:

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

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

Open files of elements available on PMKVY official website ([www.pmkvyofficial.org](http://www.pmkvyofficial.org).)

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

# Exterior Centre Branding

# 02

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

## 2.1 Drop Down Banner (Mandatory)

### Specifications

**Position:** Front Façade of TC  
(@ Main Entrance)

**Size:** 5ftx20ft

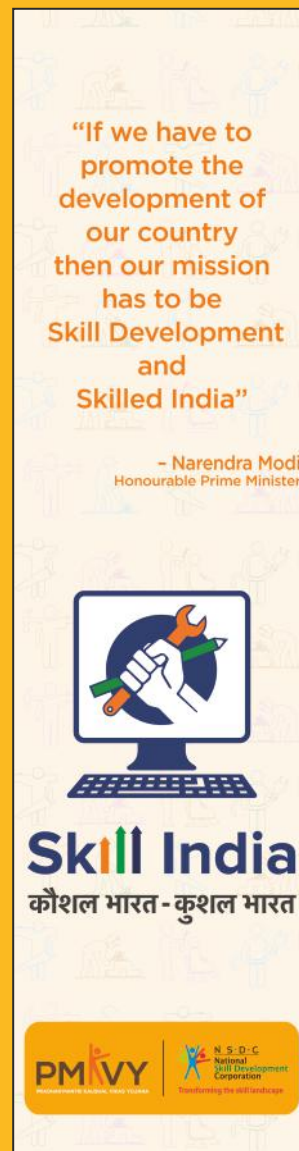
**Material:** Star Flex with Digital Printing

**Customisation Required:** None

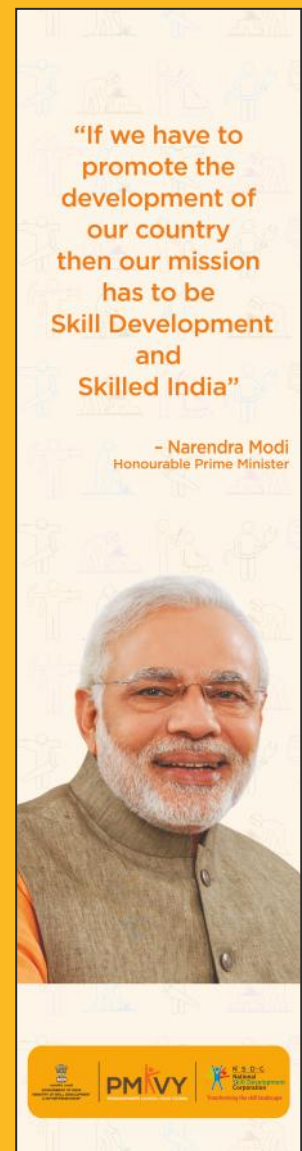
**Language:** Region Specific

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

(Option 1)



(Option 2)



## 2.2 Exterior Signage (Back Lit) (Mandatory)



### Specifications

**Position:** Front Façade of TC  
(@ Main Entrance)

**Size:** 8ftx4ft

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

**Customisation Required:** None

**Language:** Region Specific

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

## 2.3 Wall Painting (Encouraged)

### Pradhan Mantri Kaushal Vikas Yojana Centre



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

#### Specifications

**Position:** In Front/Around TC and Catchment Area

**Size:** Depending on Wall

**Material:** Paint

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

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

**Customisation Required:** None

**Language:** Region Specific

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

# Reception Area Branding

# 03

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

## 3.1 Main Signage Behind Reception Table (Mandatory)



### Specifications

**Position:** Behind Reception Desk

**Size:** Depending on Wall

**Material:** Digital Print on 5mm Sun Board

**Customisation Required:** None

**Language:** Region Specific

TCs to install one signage behind the reception desk.



### 3.2 Sachin Tent Card on Reception Table (Mandatory)



Front



Back

#### Specifications

**Position:** On Reception Desk

**Size:** 7inx9in

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

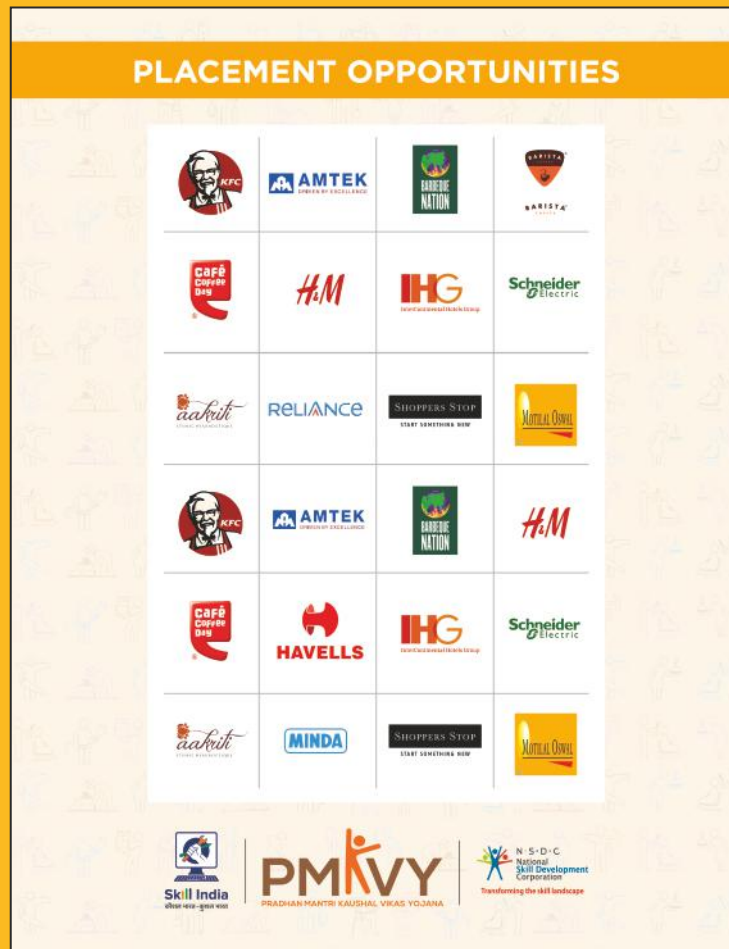
**Customisation Required:** None

**Language:** Region Specific

TCs to install one signage behind the reception desk.



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



#### Specifications

**Position:** On walls in the waiting area

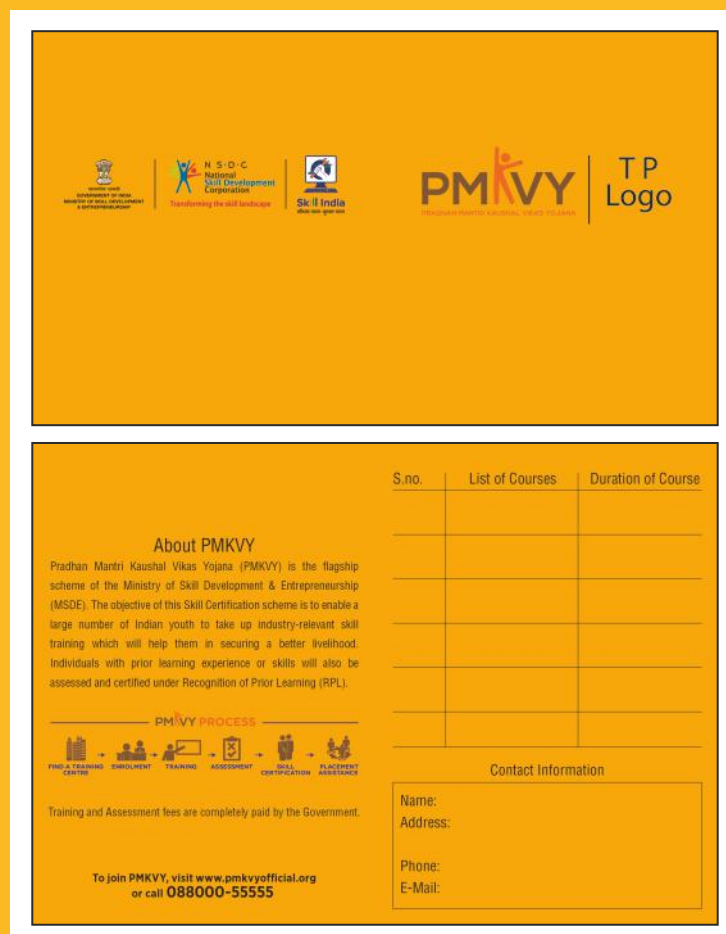
**Size:** 17inx22in

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

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

**Language:** Region Specific

### 3.4 Course Marketing Leaflet (Mandatory)



#### Specifications

**Position:** As Per Requirement

**Size:** 10cmx14cm

**Material:** Imported Art Paper (130 GSM)

**Customisation Required:** Addition of list of courses, duration of courses, TP Logo and Contact Information

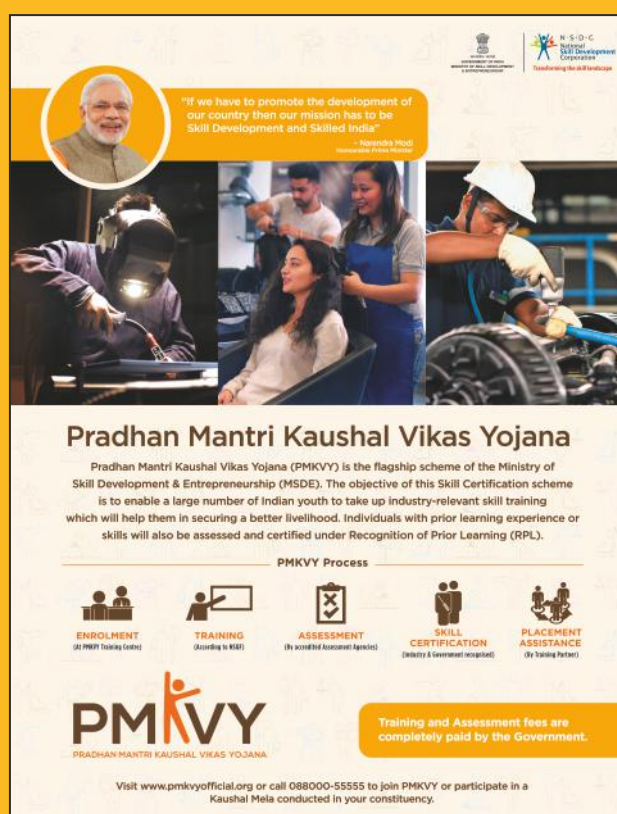
**Language:** Region Specific

# Waiting Area Branding

# 04

Adjacent to the reception area is the waiting area. The waiting area is ideal as it provides a comfortable demarcated space for candidates to wait before the counsellor attends to them. All collateral at the waiting area should be clearly visible to visitors, placed either at the eye level or a little above.

## 4.1 Poster 1 – Scheme Info & Process (Mandatory)



### Specifications

**Position:** On walls in the waiting area

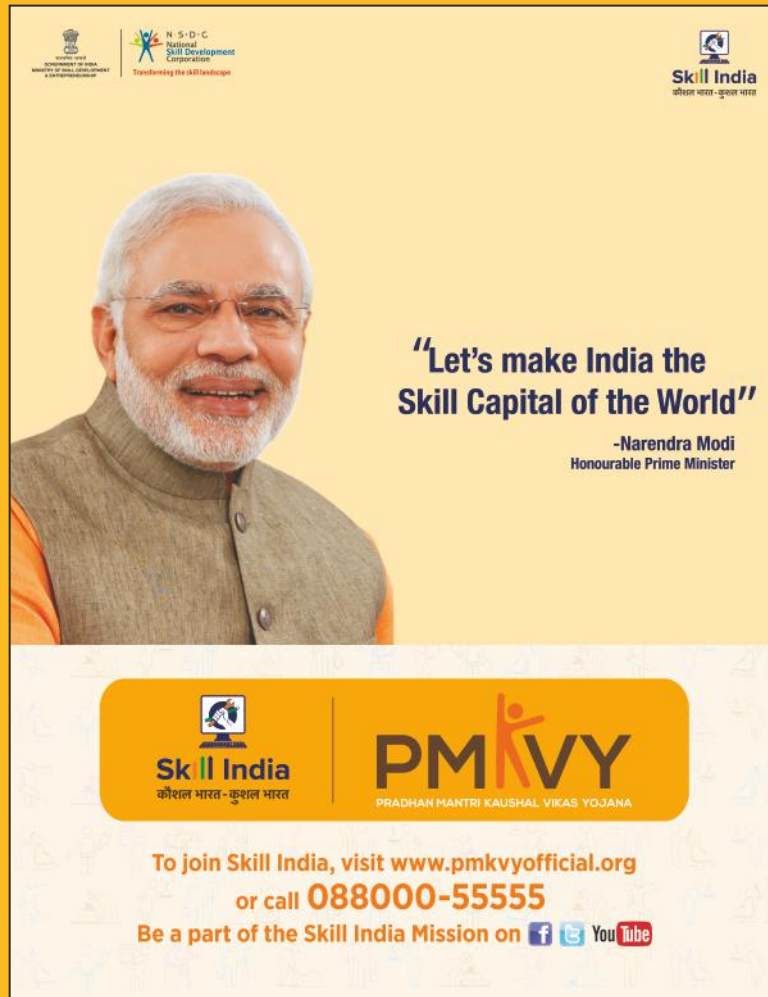
**Size:** 17inx22in

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

**Customisation Required:** None

**Language:** Region Specific

4.2 Poster 2 – Honourable Prime Minister Quote (Mandatory)



**Specifications**

**Position:** On walls in the waiting area

**Size:** 17inx22in

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

**Customisation Required:** None

**Language:** Region Specific

4.3 Poster 3 – Local Hero Testimonial (Mandatory)

Template



Sample



**Specifications**

**Position:** On walls in the waiting area

**Size:** 22inx17in

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

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

**Language:** Region Specific

#### 4.4 Standee of Honourable Prime Minister (Mandatory)

##### Specifications

**Position:** Around/Adjacent Waiting Area

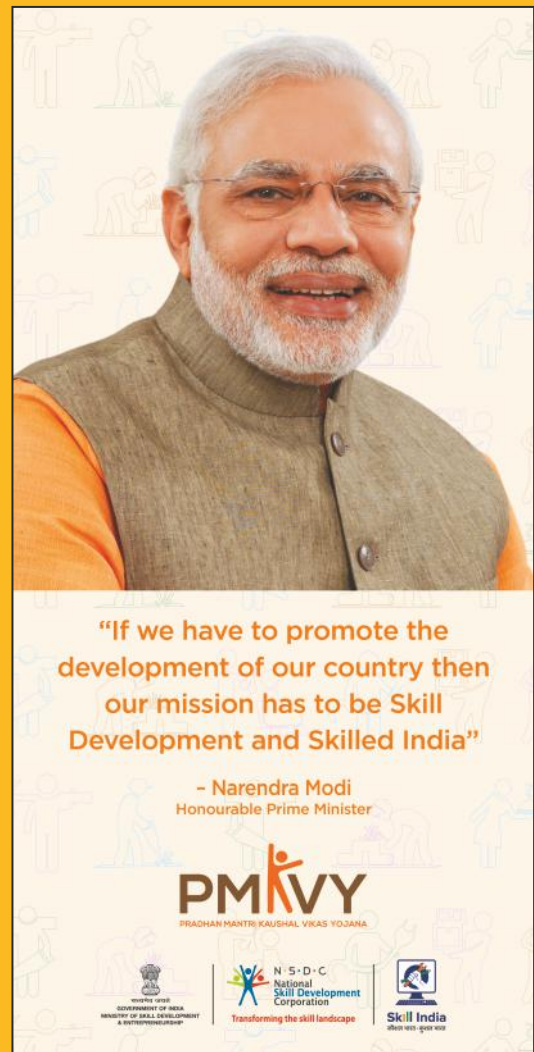
**Size:** 3ftx6ft

**Material:** Star Flex

**Customisation Required:** None

**Language:** Region Specific

TC to place this standee around/  
adjacent Waiting Area



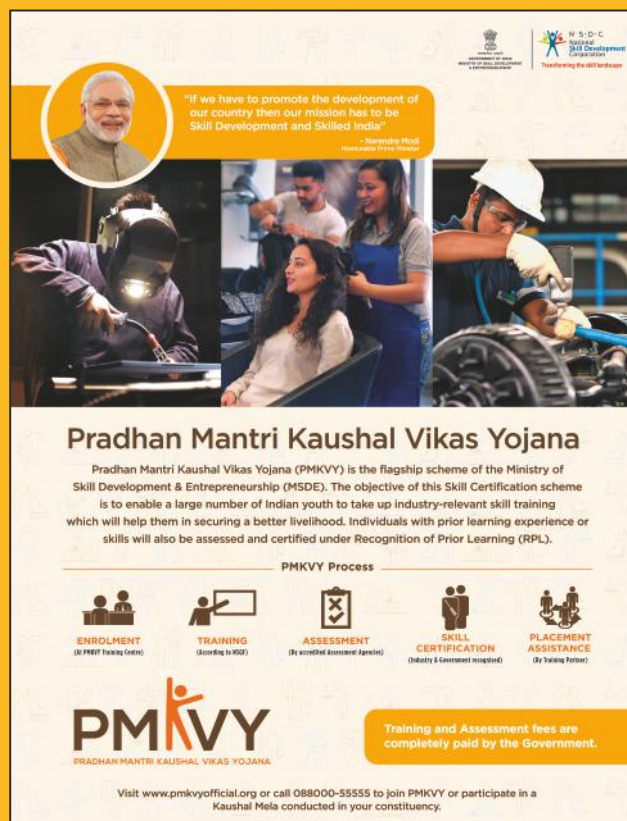


# Counselling & Placement Assistance Room Branding

# 05

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

## 5.1 Poster 1 – Scheme Info & Process (Mandatory)



### Specifications

**Position:** On walls in the counselling & placement room

**Size:** 17inx22in

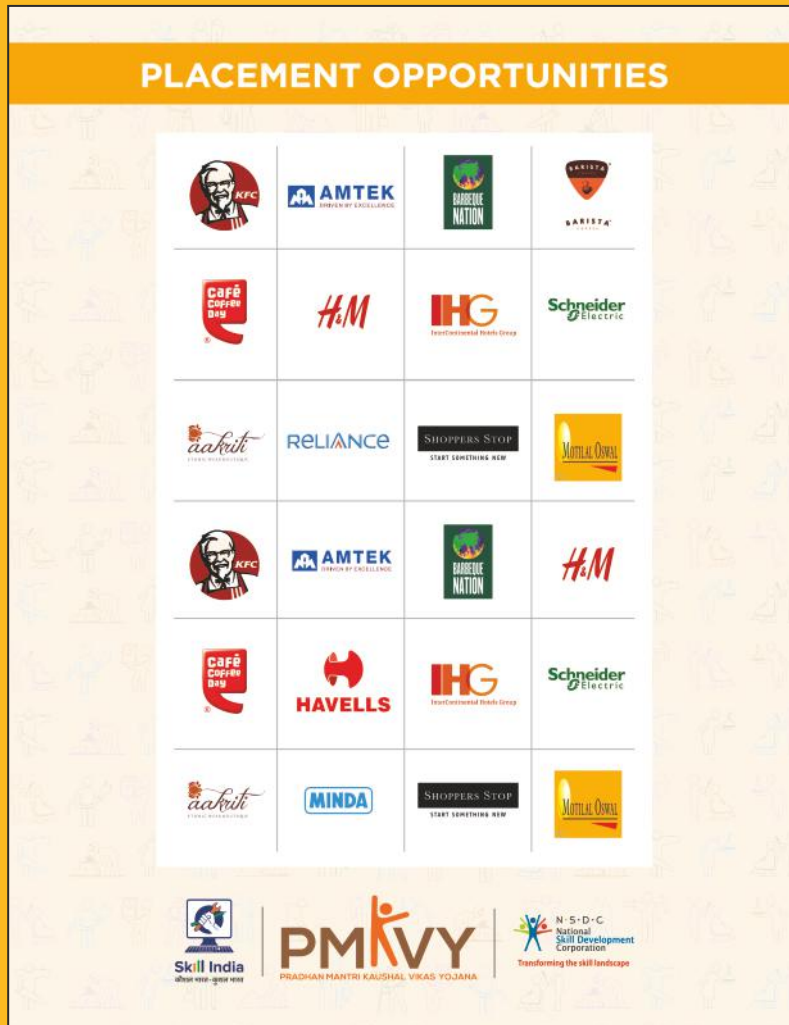
**Material:** Digital Printing on Imported Art Paper (300 GSM)

**Customisation Required:** None

**Language:** Region Specific



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



**Specifications**

**Position:** On walls in the waiting area

**Size:** 17inx22in

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

**Customisation Required:** Sector Specific

**Language:** Region Specific

### 5.3 Government Certification (Mandatory)



#### Specifications

**Position:** As Per Requirement

**Size:** 210mmx297mm

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

**Customisation Required:** As per PMKVY job role offered at TC

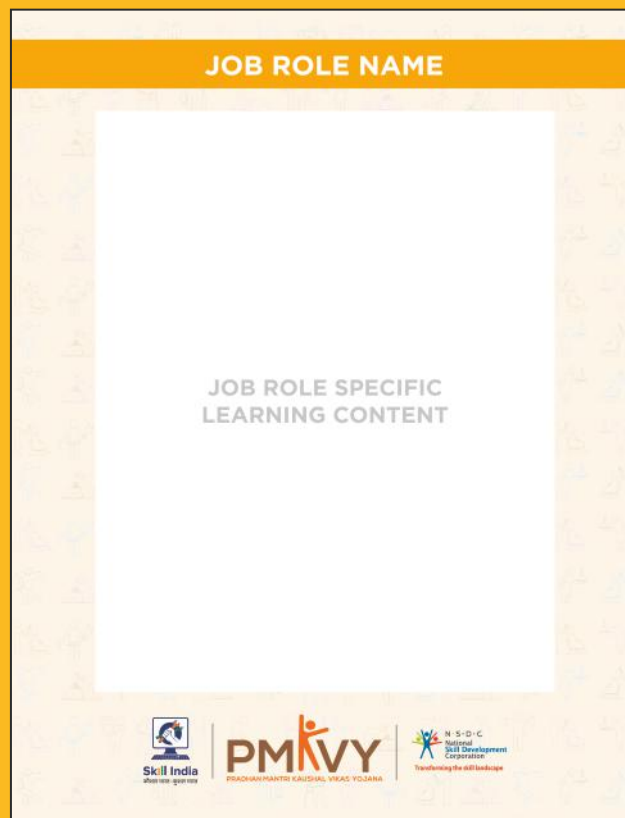
**Language:** As per standard

# Classroom Lab Branding

# 06

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

## 6.1 Poster 1 - Job Role Specific Information (Mandatory)



### Specifications

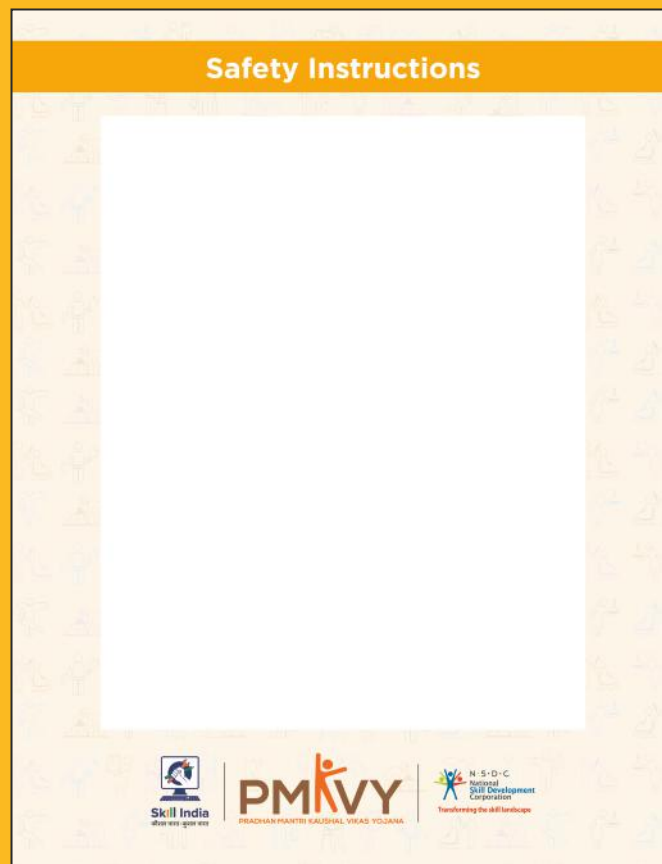
**Position:** On walls in the classroom and labs

**Size:** 17inx22in

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

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

## 6.2 Poster 2 - Safety Instructions (Mandatory)



### Specifications

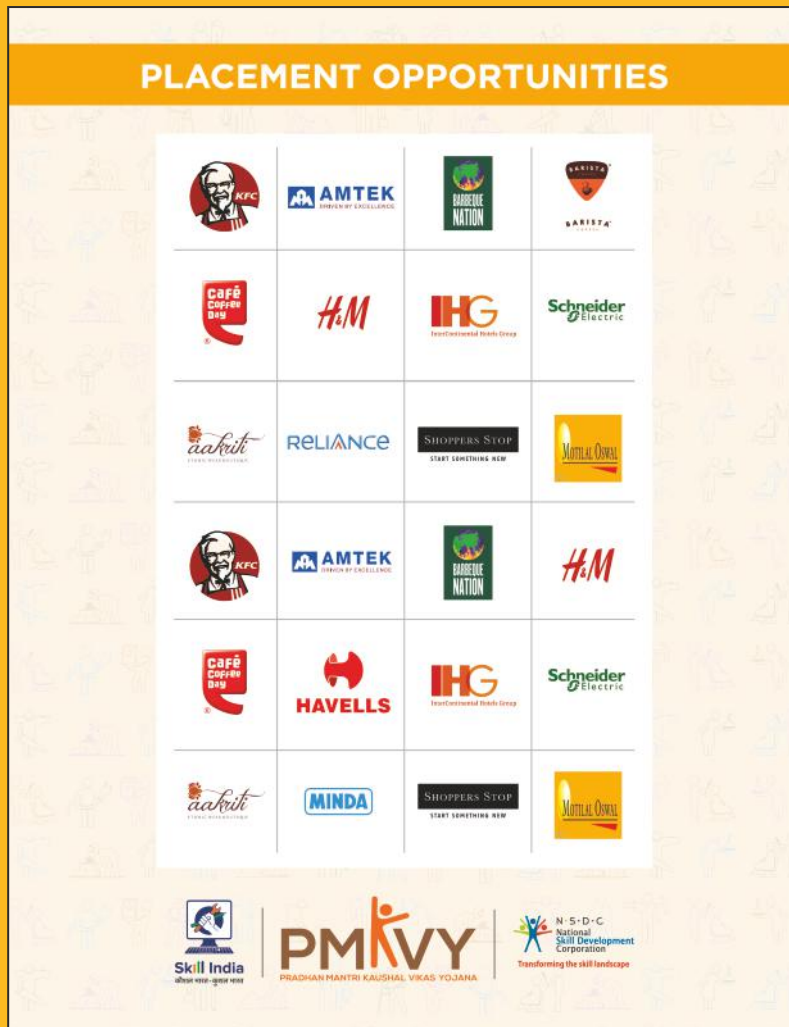
**Position:** On walls in the classroom and labs

**Size:** 17inx22in

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

**Customisation Required:** Job Role specific safety instructions

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



**Specifications**

**Position:** On walls in the classroom and labs

**Size:** 17inx22in

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

**Customisation Required:** Job role specific placement opportunities

**Language:** Region Specific

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

Template



Sample



### Specifications

**Position:** On walls in the classroom and labs

**Size:** 22inx17in

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

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

**Language:** Region Specific

# Catchment Area Promotional Branding

# 07

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

## 7.1 Poster 1 – Scheme Info & Process (Mandatory)

The poster features a quote from Narendra Modi: "If we have to promote the development of our country then our mission has to be Skill Development and Skilled India". It includes images of people working in various industries. The PMKVY logo is prominently displayed at the bottom left. A yellow box at the bottom right states: "Training and Assessment fees are completely paid by the Government." The PMKVY Process is outlined as follows:

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

Visit [www.pmkvyofficial.org](http://www.pmkvyofficial.org) or call 088000-55555 to join PMKVY or participate in a Kaushal Mela conducted in your constituency.

### Specifications

**Position:** On the Walls

**Size:** 17inx22in

**Material:** Digitally Printed Vinyl Sticker

**Customisation Required:** None

**Language:** Region Specific



## 7.2 Wall Painting (Encouraged)



### Specifications

**Position:** In Front/Around TC and Catchment Area

**Size:** Depending on Wall

**Material:** Paint

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

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

**Customisation Required:** None

**Language:** Region Specific

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

7.3 Sachin Sticker (Encouraged)



**Specifications**

**Position:** As Needed

**Size:** 6inx6in

**Material:** Digitally Printed Sticker  
Paper/PVC

**Customisation Required:** None

**Language:** Region Specific

## 7.4 PMKVY Process Stickers (Encouraged)



### Specifications

**Position:** As Needed




**Size:** 5.5inx3in



**Material:** Digitally Printed Sticker  
Paper/PVC

**Customisation Required:** None

**Language:** Region Specific

## 7.5 Course Marketing Leaflet (Encouraged)






**About PMKVY**

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

**PMKVY PROCESS**



Training and Assessment fees are completely paid by the Government.

To join PMKVY, visit [www.pmkvyofficial.org](http://www.pmkvyofficial.org)  
or call **088000-55555**

S.no.	List of Courses	Duration of Course

**Contact Information**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

### Specifications

**Position:** As Per Requirement

**Size:** 10cmx14cm

**Material:** Imported Art Paper (130 GSM)

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

**Language:** Region Specific

# Social Media Promotion

# 08

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

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

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





# PMKVY

PRADHAN MANTRI KAUSHAL VIKAS YOJANA

For more information

Website: [www.pmkvyofficial.org](http://www.pmkvyofficial.org) | E-mail: [pmkvy@nsdcindia.org](mailto:pmkvy@nsdcindia.org)

Mobile: 088000-55555



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