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Pradhan Mantri YUVA Yojana (PM-YUVA)

Yuva Udyamita Vikas Abhiyan

(Ministry of Skill Development and Entrepreneurship)

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"Let's pledge to make India the skill capital of the world."

- **Prime Minister Narendra Modi**

India is a country with 65 per cent of its youth in the working age group.² If ever there is a way to reap this demographic advantage, it has to be through skill development of the youth so that they add not only to their personal growth, but to the country's economic growth as well.

The National Policy for Skill Development and Entrepreneurship 2015 was launched by Prime Minister Narendra Modi on 15th July 2015. The Policy acknowledges the need for an effective roadmap for promotion of entrepreneurship as the key to a successful skills strategy.³

The Vision of the Policy is "to create an ecosystem of empowerment by Skilling on a large Scale at Speed with high Standards and to promote a culture of innovation-based entrepreneurship which can generate wealth and employment so as to ensure Sustainable livelihoods for all citizens in the country."⁴

Ministry of Skill Development & Entrepreneurship - Establishment & Role

The [Department of Skill Development was notified on 31st July 2014](#)⁵ under the Ministry of Sports & Youth Affairs which later got notified as Ministry of Skill Development & Entrepreneurship in November 2014 (9.11.2014). Annually, more than One Crore youth, have been joining and benefitting from the Skill India programme, a mission under the Ministry to equip youth with skills for better livelihood.

Harnessing this potential into a positive force for development, the Ministry of Skill Development and Entrepreneurship (MSDE), has collaborated with Central Government ministries, State Governments, Industry, Non-Profits and Academia to synergize and accelerate the skilling efforts across geographies.

Over time, MSDE has taken up several additional roles through multiple organizations and skilling schemes, namely PMKVY (Pradhan Mantri Kaushal Vikas Yojana), PMKK (Pradhan Mantri Kaushal Kendra), NSDC (National Skill Development Corporation), NCVT (National Council for Vocational Training), JSS (Jan Shikshan Sansthan), NIESBUD (National Institute for Entrepreneurship & Small Business Development), IIE (Indian Institute of Entrepreneurship), Directorate General of Training (DGT).

¹ <https://msde.gov.in/sites/default/files/2020-01/Skill-India-Brochure.pdf>

² <https://msde.gov.in/en/about-msde/background>

³ <https://msde.gov.in/sites/default/files/2021-08/English-%20Annual%20Report%20of%20MSDE%20for%202020-21.pdf>

⁴ Ibid

⁵ <https://www.msde.gov.in/sites/default/files/2019-09/Allocation-of-Business-Notification-31.07.2014.pdf>

Ecosystem of Entrepreneurship for Youngsters

MSDE launched the Pradhan Mantri YUVA Yojana (PM-YUVA) or Yuva Udyamita Vikas Abhiyan on 9 November 2016, marking the second Foundation Day of the Ministry. It is the flagship scheme of MSDE on entrepreneurship education and training.⁶ This initiative encourages young entrepreneurs to actively participate in the economic growth of the country as part of the government's efforts to push entrepreneurship in India.

With the project cost of Rs. 499.94 crore, the Pradhan Mantri YUVA Yojana (PM-YUVA) spans over five years (2016-17 to 2020-21) and will provide entrepreneurship education and training to over 14.5 lakh⁷ students in five years through 3050 Institutes.⁸ The PM-YUVA Yojana is aligned with the Prime Minister's vision of a more *Aatmanirbhar* or self-reliant India as it would enable promotion of entrepreneurship and entrepreneurial ventures in the country. This scheme would provide easy access to information and mentor network, credit, incubator and accelerator and advocacy to create a pathway for the youth.⁹

Aim of the Pradhan Mantri YUVA Yojana (PM-YUVA)

The scheme aims to promote entrepreneurship as an alternative career choice and enable sustained long-term mentoring support through the journey to potential and early-stage entrepreneurs, by imparting entrepreneurship education and mentoring support to trainees/beneficiaries from skilling ecosystem.

The PM-YUVA Yojana aims to provide entrepreneurship education and training through 3050 Project Institutes - 2200 Institutes of Higher Learning (colleges, universities, and premier institutes), 300 schools {10+2}, 500 Industrial Training Institutes and 50 Entrepreneurship Development Centres - across the country covering over 14.5 Lakh students over the period of five years (2016-17 to 2020-21).¹⁰

[At the review of the PM-YUVA project](#),¹¹ it was decided to restructure the project and implement it through the Institutes in the Skill Ecosystem of the Ministry i.e. Pradhan Mantri Kaushal Kendras (PMKKs), Industrial Training Institutes (ITIs), Polytechnics, Jan Shikshan Sansthan (JSS) and Recognition of Prior Learning (RPL) Training Centres. The pilot project on PM-YUVA with the revised strategy is under implementation.

Key Objectives and Features

The major objective of this scheme is to educate and equip potential and early-stage entrepreneurs and catalyse a cultural shift to support aspiring entrepreneurs.¹²

- **To educate and equip potential and early-stage entrepreneurs¹³**
 - Entrepreneurship Education and training through Massive Open Online Courses (MOOCs), designed and developed by national and international experts
 - Courses available to the following category of institutes across the country:
 - Institutes of Higher Learning (IHL): Colleges, Universities, and Technical Institutions- 2200
 - Higher Secondary Schools- 300

⁶ <https://pib.gov.in/newsite/printrelease.aspx?relid=153429>

⁷ <https://www.msde.gov.in/sites/default/files/2020-01/English-ebook.pdf>

⁸ <https://pib.gov.in/newsite/printrelease.aspx?relid=153429>

⁹ Ibid

¹⁰ <https://www.msde.gov.in/sites/default/files/2020-01/English-ebook.pdf>

¹¹ <https://pib.gov.in/PressReleasePage.aspx?PRID=1593401>

¹² <https://msde.gov.in/en/about-msde/background>

¹³ <https://www.drngpit.ac.in/images/professional-societies/PMYUVA.pdf>

- ITIs-500
 - EDCs – 50 National Skill Development Entrepreneurship (NSDC) Training Partners, NIESBUD and IIE Partner Institutes, EDII Regional Centers, State Government Development Centers
- MOOC is also integrated within class discussions and experiential learning (applications, mock businesses, internships), all facilitated by selected and trained faculty in selected institutes
- These student centric courses are certified by NIESBUD under MSDE
- **To connect entrepreneurs in enabling networks of peers, ideas, mentors, incubators, funding and business services¹⁴**
 - Additionally, students get easy access to a robust network of peers, mentors, incubators, funds and business services through an online platform
- **To coordinate and support entrepreneurs through Entrepreneurship Hubs (E-Hubs)¹⁵**
 - The scheme is implemented through one National Entrepreneurship and Coordination Hub (E-Hub), 5 Regional E-Hubs and 50 Nodal E-Hubs
- **Social Entrepreneurship - Catalyse a culture shift to support aspiring entrepreneurs¹⁶**
 - Elective courses on Social Entrepreneurship offered in Institutes of Higher Learning, covering over 440 institutes
 - Social Entrepreneurship Development programmes (SEDPs) aimed at creating Social entrepreneurs offered in Social Entrepreneurship Development Centers (SEDCs)

Activities being conducted under the Pradhan Mantri YUVA Yojana (PM-YUVA)¹⁷

- **The pilot project on Entrepreneurship Development** with the revised strategy is under implementation¹⁸ in ten States and two UTs including State of Uttarakhand.¹⁹
- The scheme has benefitted around 60000 candidates including 3,836 candidates from the State of Uttarakhand so far.
- Further, IIE, Guwahati, an autonomous organization under this Ministry is also providing training, research and consultancy activities in Small and Micro Enterprises (SME), with special focus on entrepreneurship development. So far, around 2.50 lakh persons trained through more than 6700 programmes conducted by IIE.
- MSDE in collaboration with GIZ, Germany has launched a pilot project called ‘Economic Empowerment of Women Entrepreneurs and Start-ups by Women’ to support aspiring and existing women entrepreneurs in India. Presently, this pilot programme is being implemented in the North Eastern Region (Assam, Meghalaya and Manipur), Rajasthan and Telangana where 147 women have been given incubation and acceleration support as part of its first cohorts.²⁰
- To promote a culture of entrepreneurship among youth, Ministry instituted National Entrepreneurship Awards (NEA) in 2016 to recognise and honour outstanding entrepreneurs and ecosystem builders. So far, out of a total of 95 awards conferred (including eight awards to the entrepreneurs and two awards to the eco-system builders from Karnataka) during the last four years (2016 to 2019), 39 women have received the National Entrepreneurship

¹⁴ https://rgu.ac.in/wp-content/uploads/2021/02/Download_330.pdf

¹⁵ Ibid

¹⁶ Ibid

¹⁷ <https://www.pib.gov.in/PressReleaseDetail.aspx?PRID=1738147>

¹⁸ <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1593401>

¹⁹ Pg 135 of <https://msde.gov.in/sites/default/files/2021-08/English-%20Annual%20Report%20of%20MSDE%20for%202020-21.pdf>

²⁰ <https://pib.gov.in/PressReleasePage.aspx?PRID=1606545>

Award.²¹ The award seeks to highlight model of excellence for others to emulate and improve upon. The 5th edition of NEA was held in New Delhi on 9th November, 2019.²²

Role of the State Government²³

- State Governments will be involved pro-actively in implementation of the Scheme
- Representation of two States in the Project Steering Committee on annual rotation basis
- The states are encouraged to prompt good educational institutions to come on board
- The states are encouraged to align entrepreneurship initiative of the State Government with the Scheme
- Joint Working Group (JWG) will be formed in each State headed by the Secretary (Industry) of the State. Other members include State Secretaries of School Education, Higher Education and Labour, one or two representatives from each of the four categories of the Project Institute
- JWGs to meet biannually to set the targets and review the progress of the Scheme in the State

PM-YUVA will promote the culture of entrepreneurship among India's youth and inspire them to set-up their own enterprise as well as create employment opportunities for others. The candidates are linked to the MUDRA scheme of the government to get assistance in initial business funding as well.

Skill India's efforts are no more just limited to the domestic market but is actively engaging with countries across the world to promote cross-geographical exposure and opportunities in the international market. India is a young nation and a skilled workforce will be able to cater to not only the market demand within the country but also the global market demands.²⁴ The success of a nation always depends on the success of its youth and PM-YUVA scheme will certainly bring a lot of advantage and opportunities for young Indians. The time is not far when India will evolve into a skilled society where there is prosperity and dignity for all.

References

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- PIB Press Release on [National Education Policy 2020 announced](#), dated 29 July 2020
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- E-booklet by MSDE <https://www.msde.gov.in/sites/default/files/2020-01/English-ebook.pdf>
- PIB Press Release on [Entrepreneurship Promotion in the Marginalized Section](#)
- [Pradhan Mantri Yuva Yojana \(Yuva Udyamita Vikas Abhiyan\) – A feature.](#)
- [Pilot Project on Entrepreneurship](#)
- [Entrepreneurship Among Women](#)
- MSDE [Annual Report 2020-21](#)

AG/HP/RC/RN

²¹ <https://pib.gov.in/PressReleasePage.aspx?PRID=1606545>

²² <https://msde.gov.in/sites/default/files/2021-08/English-%20Annual%20Report%20of%20MSDE%20for%202020-21.pdf>

²³ https://rgu.ac.in/wp-content/uploads/2021/02/Download_330.pdf

²⁴ <https://msde.gov.in/en/about-msde/background>