



BACKGROUNDEERS

Press Information Bureau

Government of India

NAVYA

Empowering Adolescent Girls for a Viksit Bharat

September 28, 2025

Key Takeaways

- Launched on **June 24, 2025**, the NAVYA initiative aims to train **girls** aged 16–18 years under PMKVY 4.0, in non-traditional, emerging sectors like **digital marketing, cybersecurity and others**
- It additionally includes a **7-hour training module** focusing on interpersonal skills like hygiene, conflict management, communication skills, workplace safety (POSH/POCSO laws), and financial literacy including budgeting, earnings management.
- The initiative will cover 3850 girls in **27 Aspirational** and **North-Eastern districts** in **19 states**, and currently it is being piloted across **9 states** in **9 districts**.

Introduction

The **NAVYA (Nurturing Aspirations through Vocational Training for Young Adolescent Girls)** initiative, launched on **June 24, 2025**, is a pioneering joint effort by the **Ministry of Skill Development and Entrepreneurship (MSDE)** and the **Ministry of Women and Child Development (MWCD)** to provide skill training to adolescent girls for job roles in emerging sectors, while also empowering them with skills ranging from personal hygiene to communication, workplace safety and financial literacy. The aim is to foster confidence, employability, and entrepreneurial spirit among them. The initiative, launched in **Sonbhadra, Uttar Pradesh**, is for girls aged 16–18 years with a minimum class ten qualification. It will cover 3850 girls particularly in underserved and tribal regions.

NAVYA integrates resources from flagship schemes like the **Pradhan Mantri Kaushal Vikas Yojana (PMKVY)** and **PM Vishwakarma** to deliver demand-driven training in non-traditional and emerging job roles, such as **digital marketing, cybersecurity, AI-enabled services, graphic design, drone assembly**, professional makeup artist, CCTV and **solar PV installation**. In addition, the initiative seeks to bridge the gap between education and livelihood and create opportunities for **self-employment, internships**, and **apprenticeships** by offering holistic development through modules on health, nutrition, financial literacy, and life skills.

Launched on **July 15, 2015**, the **Pradhan Mantri Kaushal Vikas Yojana (PMKVY)** promotes skill development by offering free, short-term training and monetary rewards for youth skill certification. **PMKVY 2016-2020** expanded its sectoral and geographic reach, aligning with national initiatives like **Make in India** and **Digital India** to enhance industry relevance and youth employability.

The **PM Vishwakarma scheme**, launched in September 2023, empowers traditional artisans and craftspeople, such as potters, goldsmiths, sculptors, and artisans, among others, by providing skill training, modern tools, and financial support. It aims to enhance their livelihoods, promote self-employment, and preserve India's cultural heritage through sustainable economic opportunities. The PM Vishwakarma Scheme was launched with a financial outlay of ₹13,000 crore, starting FY 2023–24 to FY 2027–28.

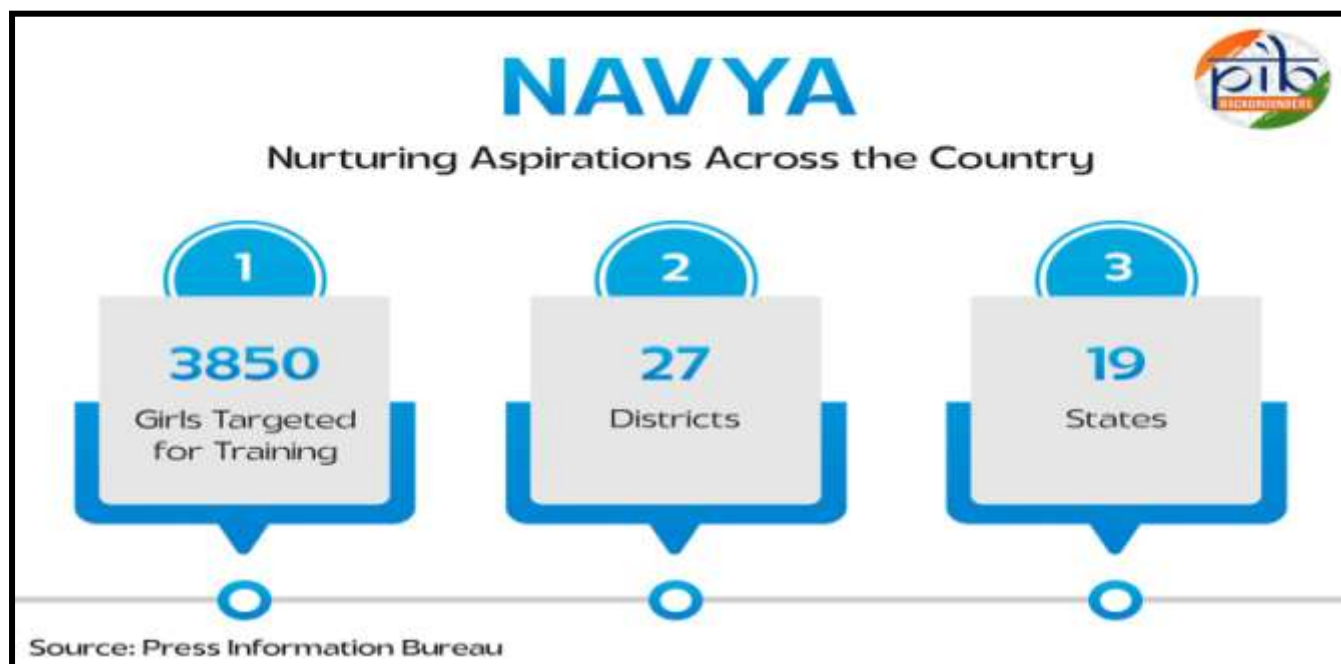
Key Objectives

“Navya will be a milestone in making adolescent girls self-reliant. Our shared commitment is to equip girls with skills that enable them to become independent and empowered citizens. This initiative will help them live a life of dignity and confidence.”

Mrs. Savitri Thakur, Minister of State for Women and Child Development

The NAVYA initiative imparts technical skills to young women, thereby enabling them to develop the confidence and resilience needed to thrive in competitive job markets or pursue entrepreneurial ventures. Through this holistic approach, NAVYA ensures that participants are well-prepared to achieve socio-economic independence and contribute meaningfully to their communities. The initiative ensures access to standardised, industry-aligned training and certifications, fostering employability.

Implemented as a pilot across **27 Aspirational** and **North-Eastern districts** in **19 states**, and with a target to train **3,850 girls** under **PMKVY 4.0** the NAVYA initiative aligns with the Prime Minister's vision of **Viksit Bharat@2047**.



Some of the **key objectives** of the initiative include:

- **Provide demand-driven vocational training aligned with traditional and non-traditional sectors:** NAVYA offers tailored training in fields like technology, healthcare, and crafts, blending traditional skills with modern roles like AI and digital marketing. Courses are designed to meet current industry demands, ensuring relevance and employability.

- **Facilitate holistic development through modules on health, nutrition, hygiene, financial literacy, life skills, and legal awareness:** NAVYA integrates comprehensive training modules to empower adolescent girls with essential life skills. These include health and nutrition education, financial literacy for economic independence, and legal awareness to navigate rights and protections.



- **Promote employability, self-employment, and forward linkages such as internships, apprenticeships, and job opportunities:** The program connects trainees to job markets through internships and apprenticeships in high-demand sectors. It also fosters entrepreneurship by providing resources and mentorship for self-employment ventures.
- **Strengthen gender-inclusive skilling and create a safe, supportive training environment:** The initiative prioritises safe, female-friendly training spaces with stipends and flexible schedules. It promotes gender equity by encouraging girls to enter non-traditional, fields like cybersecurity.
- **Bridge the gap between education and livelihood, particularly for girls in underserved and remote areas:** Targeting girls in Aspirational Districts and North-Eastern States, NAVYA links education to sustainable livelihoods. It provides certifications and job placements to overcome socio-economic barriers in remote regions.



A specially designed **7-hour supplementary training module** further enhances the program's impact, focusing on four critical areas:

- **Interpersonal Skills:** Covering hygiene, self-presentation, and conflict management to build professional demeanour;
- **Communication Skills:** Emphasising active listening and effective communication to enhance workplace interactions;
- **Workplace Safety:** Providing knowledge of the **POSH** (Prevention of Sexual Harassment) and **POCSO** (Protection of Children from Sexual Offences) laws to ensure a safe working environment;
- **Financial Literacy:** Teaching budgeting, earnings management, and basic financial concepts to promote economic empowerment.

This comprehensive framework ensures that NAVYA participants are equipped with both technical expertise and essential life skills, positioning them as catalysts in India's inclusive growth story.

States and districts covered under NAVYA Initiative



States Name	Districts Name
Arunachal Pradesh	East Siang
Andhra Pradesh	Parvathipuram Manyam
Assam	Barpeta
Bihar	Gaya
Chhattisgarh	Mahasamund, Bastar
Gujarat	Dahod, Narmada
Haryana	Nuh
Himachal Pradesh	Chamba
Jammu And Kashmir	Baramulla
Jharkhand	Giridih, Palamu, West Singhbhum
Karnataka	Raichur
Madhya Pradesh	Barwani, Vidisha
Maharashtra	Gadchiroli, Nandurbar
Odisha	Dhenkanal, Rayagada
Punjab	Moga
Rajasthan	Dholpur
Tamil Nadu	Virudhunagar
Uttar Pradesh	Fatehpur, Sonabhadra
Uttarakhand	Haridwar

Source: Press Information Bureau

Currently, the initiative is being piloted in **9 districts** across **9 states** — **Maharashtra, Gujarat, Karnataka, Punjab, Uttar Pradesh, Bihar, Madhya Pradesh, Jharkhand, and Himachal Pradesh**. These districts have been identified as 'aspirational' by **NITI Aayog**.

Conclusion

The NAVYA initiative represents a transformative step toward empowering adolescent girls in India's Aspirational and North-Eastern districts. Through the integration of vocational training under PMKVY 4.0 with holistic life skills development, NAVYA empowers young women with the tools to attain socio-economic independence and actively contribute to India's vision of Viksit Bharat@2047. Through its focus on emerging fields like digital marketing and cybersecurity, alongside essential skills such as financial literacy and workplace safety, the initiative bridges the gap between education and sustainable livelihoods. The pilot implementation across nine states demonstrates its potential to

create inclusive, gender-equitable opportunities, fostering resilience and entrepreneurial spirit among participants. As NAVYA continues to grow, it serves as a symbol of hope, empowering young girls to become confident, skilled, and self-reliant drivers of India's inclusive development.

References:

Press Information Bureau:

<https://www.pib.gov.in/PressReleaseIframePage.aspx?PRID=2139299>

<https://www.pib.gov.in/PressReleasePage.aspx?PRID=2139006>

<https://www.pib.gov.in/PressNoteDetails.aspx?NoteId=154880&ModuleId=3>

<https://www.pib.gov.in/PressNoteDetails.aspx?NoteId=155216&ModuleId=3>

<https://www.pib.gov.in/PressNoteDetails.aspx?NoteId=155216&ModuleId=3#:~:text=PM%20Vishwakarma%20Scheme%20was%20launched,24%20to%20FY%202027%2D28>

<https://www.pib.gov.in/PressReleaseDetailm.aspx?PRID=2139341>

<https://www.pib.gov.in/PressReleasePage.aspx?PRID=2157512>

Ministry of Skill Development and Entrepreneurship:

https://sansad.in/getFile/loksabhaquestions/annex/185/AU3989_BJooPJ.pdf?source=pqals

https://www.instagram.com/skill_india_official/

<https://www.msde.gov.in/offerings/schemes-and-services/details/pradhan-mantri-kaushal-vikas-yojana-4-0-pmkvy-4-0-2021-ITO3ATMtQWa>

Ministry of Micro, Small and Medium Enterprises:

<https://www.india.gov.in/spotlight/pradhan-mantri-vishwakarma-scheme>

<https://pmvishwakarma.gov.in/>

Ministry of Women and Child Development:

<https://www.instagram.com/p/DLSRLbOyxDg/>

SK/RK