



# PRADHAN MANTRI YUVA YOJANA YUVA UDYAMITA VIKAS ABHIYAN



## ABOUT THE SCHEME

Pradhan Mantri YUVA Yojana is the flagship scheme of Ministry of Skill Development and Entrepreneurship (MSDE) on entrepreneurship education and training, advocacy and easy access to entrepreneurship support network to over 14 lakh youth to initiate maximum start-ups over five years.

## PROGRAMS OFFERED

The range of programs offered to various categories of institutes are as under:

### Institute of Higher Learning (IHL)

Institute of Higher Learning will offer six certificate programs to students. These will be facilitated by faculty through this platform, and have a strong focus on peer learning, and creates smart, collaborative teams of students. Primary goals are:

Inspire and build confidence in students to startup and progress on the path of entrepreneurship, equip students with the hardskills required to start and run a venture and Support students who have ideas with guidance, networks and platforms.

**Orientation Course:** 30 hours per Semester for 6 months

**Other Higher Courses:** 40 hours per Semester for 6 months

### Industrial Training Institutes (ITIs)

Through this course, the students will learn skills on key aspects of setting up a small business such as Inventory management, sourcing, bookkeeping and financial discipline, digital marketing, general administration and barefoot managerial skills. The course helps students leverage their vocational skill sets and gain information about various Government facilitation and funding schemes to start their own business. These are offered through Foundation and Advanced Course.

**Foundation Course:** 15 Hours. 1-1.5 hours per week for 3 months

**Advanced Course:** 60 Hours. 3-4 hours per week for 6 months

### Higher Secondary (HS) Schools

Courses offered at schools (10+2) will have Foundation and Advanced Course. Foundation Course is about exploring entrepreneurship

where the student will understand how entrepreneurs think and act and will be inspired about entrepreneurship as a career. The Advanced Course will help students learn basic skills necessary to start a company and run their own business.

**Foundation Course:** 15 Hours. 1-1.5 hours per week for three months

**Advanced Course:** 15 Hours. 1-1.5 hours per week for 3 months

### Entrepreneurship Development Centres (EDC)

Through this course, the EDC candidates will be able to launch their own venture by applying the venture creation knowledge and skills to their domain of expertise. Here the modular courses will be offered as decided by the National E-hub for specific business skills such as inventory management, sourcing, bookkeeping and financial discipline, digital marketing, general administration, barefoot managerial skills and communication skills etc. Course duration will be decided by National E-hub in consultation with EDCs.

### Social Entrepreneurship

The Social Entrepreneurship will focus on Incubation Support, Social Entrepreneurship Development Programme (SEDP), Training of Trainers Programme (Ton and Social Entrepreneurship Awareness Programme while forging collaboration with appropriate Partner Organisations (POs) of EDII. The program will focus on mobilizing, identifying and giving incubation support to the prospective social entrepreneurs and knowledge development on social entrepreneurship at regional and national level. Apart from this, the course module offer on social entrepreneurship have been proposed to 440 Institutes of Higher Learning under the scheme.

## ASSISTANCE TO PROJECT INSTITUTES

### Financial Assistance

>> **Capital Expenditure (CAPEX)**- OneTime: Rs.3 Lakh (for Government Institutions only)

>> Grants for purchase of Capital Equipment (Laptop with OS, Office Software, Projector, Audio Visual Equipment)

>> **Operational Expenditure (OPEX)**- annual

>> Faculty Honorarium@ Rs.5,000/- pm (IHL- 2+1, School-1, ITI-1, EDC-1)

>> Faculty Training Cost

### Hand-holding Support

Apart from the financial support, MSDE will also provide complete Hand-holding support to empanelled institutes through a network of Entrepreneurship and Coordination Hubs that will be responsible for providing not only information and training to these institutes but also guiding them and handhold them through their unique challenges.

## THE KEY OBJECTIVES AND FEATURES OF THE SCHEME ARE AS UNDER:

### EDUCATE AND EQUIP POTENTIAL AND EARLY STAGE ENTREPRENEURS

>> 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 (HS) Schools- 300
- Industrial Training Institutes (ITIs)-500
- Entrepreneurship Development Centres (EDCs)-50: NSDC Training Partners, NIESBUD and IIE Partner Institutes, EDII Regional Centers, State Government Development Centers

>> MOOCs 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 National Institute of Entrepreneurship and Small Business Development (NIESBUD) under Ministry of Skill Development and Entrepreneurship (MSDE)

### CONNECT ENTREPRENEURS TO NETWORKS OF IDEAS, MENTORS AND FUNDING

>> Additionally, students get easy access to a robust network of peers, mentors, incubators, funds and business services through an online platform

### COORDINATE AND SUPPORT GOVT. ENTREPRENEURSHIP SCHEMES

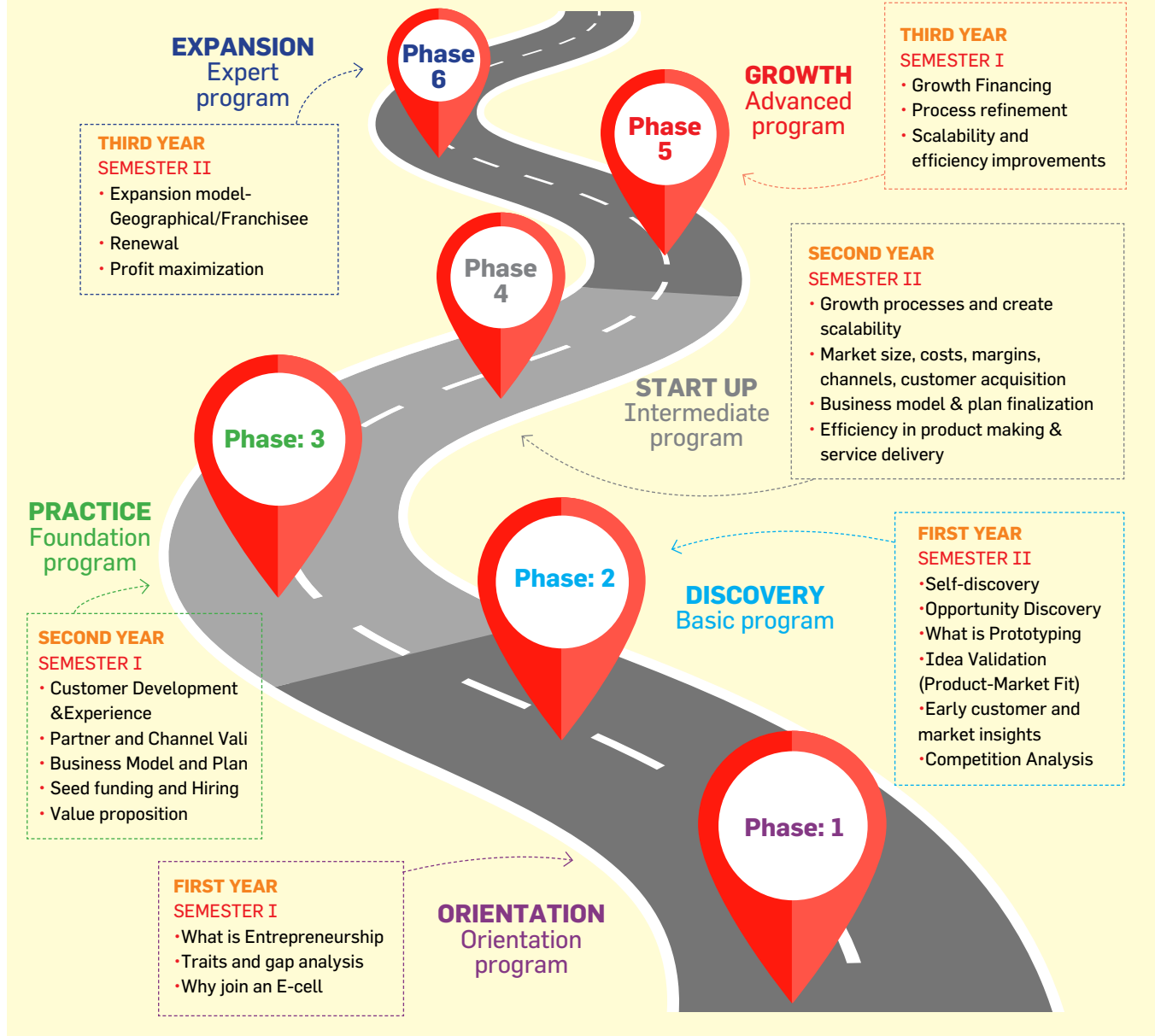
>> The scheme is implemented through one National Entrepreneurship and Coordination Hub (E-hub), 5 Regional E-hubs and 50 Nodal E-hubs

### SOCIAL ENTREPRENEURSHIP

>> 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)

# COURSES- INSTITUTE OF HIGHER LEARNING

(EACH SEMESTER= 6 MONTHS)



## ROLE OF THE STATE GOVERNMENT

- >> State Governments will be involved pro actively in implementation of the Scheme
- >> Representation of 02 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 Labor, 1 -2 representatives from each of the four categories of the Project Institutes
- >> JWGs to meet biannually to set the targets and review the progress of the Scheme in the State

## PARTNER ORGANISATIONS



**Wadhvani Operating Foundation (WOF)** is the knowledge and technology contribution

partner through Wadhvani Integrated Skilling and Entrepreneurship (Learn WISE™) Platform for this project.



**Entrepreneurship Development Institute of India (EDII)** is Social Entrepreneurship Education Partner.



**National Institute of Entrepreneurship and Small Business Development (NIESBUD)** is implementation agency of MSDE.