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.

THE RANGE OF PROGRAMS OFFERED
The range of programs offered to various categories of institutes are as under:

Programs Offered

- **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:
  - **Courses (MOOCs), designed and training through Massive Open Online Learning (MOOCs)**
  - **Entrepreneurship Education and Small Business Development (NESBUD)** under Ministry of Skill Development and Entrepreneurship(MSDE)

**Programs Offered**

- **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)-500 NSDC Training Partners, NIESBUD and iie Partner Institutes, EDII Regional Centers, State Government Development Centers

**Elective Courses on Social Entrepreneurship offered in Institutes of Higher Learning, covering over 440 institutes**

**The 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 EDI. 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 offered on social entrepreneurship have been proposed to 440 Institutes of Higher Learning under the scheme.

**Social Entrepreneurship**

- The Social Entrepreneurship 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:

**Connect Entrepreneurs to Networks of Ids, Mentors and Funding**

- **Additional courses offered in the following categories of Institutes:**
  - National Entrepreneurship and Coordination Hub(E-hub), 5 Regional E-hubs and 50 Nodal E-hubs

**Assistance to Project Institutes**

- **Financial Assistance**
  - **Capital Expenditure (CAPEX)**
    - One Time: Rs.3 Lakh
      - Grants for purchase of Capital Equipment (Laptop with OS, Office Software, Projector, Audio Visual Equipment)
  - **Operational Expenditure (OPEX)**
    - **Faculty**
      - Honorarium@ Rs.5,000/- pm (IHL- 2+1, School-1, ITI-1, EDC-1)
    - **Expenditure (OPEX)**
      - 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.
**SPONSORED FEATURE**

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**COURSES - INSTITUTE OF HIGHER LEARNING**

**(EACH SEMESTER= 6 MONTHS)**

**ORIENTATION**
- Orientation program
  - Phase: 1
  - What is Entrepreneurship
  - Traits and gap analysis
  - Why join an E-cell

**DISCOVERY**
- Basic program
  - Phase: 2
  - Self-discovery
  - Opportunity Discovery
  - What is Prototyping
  - Idea Validation (Product-Market Fit)
  - Early customer and market insights
  - Competition Analysis

**START UP**
- Intermediate program
  - Phase: 3
  - Customer Development & Experience
  - Partner and Channel Validation
  - Business Model and Plan
  - Seed funding and Hiring
  - Value proposition

**PRACTICE**
- Foundation program
  - Phase: 4
  - Foundation program
  - Phase: 5
  - Growth Advanced program
  - Phase: 6
  - Expansion Expert program

**GROWTH**
- Advanced program
  - Phase: 5

**EXPANSION**
- Expert program
  - Phase: 6

**THIRD YEAR**

- **SEMESTER I**
  - Growth Financing
  - Process refinement
  - Scalability and efficiency improvements

- **SEMESTER II**
  - Expansion model- Geographical/Franchisee
  - Renewal
  - Profit maximization

**SECOND YEAR**

- **SEMESTER I**
  - Growth processes and create scalability
  - Market size, costs, margins, channels, customer acquisition
  - Business model & plan finalization
  - Efficiency in product making & service delivery

- **SEMESTER II**
  - Self-discovery
  - Opportunity Discovery
  - What is Prototyping
  - Idea Validation (Product-Market Fit)
  - Early customer and market insights
  - Competition Analysis

**FIRST YEAR**

- **SEMESTER I**
  - What is Entrepreneurship
  - Traits and gap analysis
  - Why join an E-cell

- **SEMESTER II**
  - Growth processes and create scalability
  - Market size, costs, margins, channels, customer acquisition
  - Business model & plan finalization
  - Efficiency in product making & service delivery

**ROLE OF THE STATE GOVERNMENT**

- State Governments will be involved proactively 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.
- JWG will meet biannually to set the targets and review the progress of the Scheme in the State

**PARTNER ORGANISATIONS**

- **Wadhwani Operating Foundation (WOF)** is the knowledge and technology contribution partner through Wadhwani 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.