

Entrepreneurial Intention - The Role Of Pradhan Mantri Kaushal Vikas Yojana (PMKVY)

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Abstract

This review paper discusses the entrepreneurial intention of the government of India's Scheme Pradhan Mantri Kaushal Vikas Yojana (PMKVY), which was launched in 2015 to encourage and promote skill development in the country by furnishing free short-duration skill training and motivate this by furnishing financial prizes to youth for skill instrument. People in the programs that are covered under the scheme can manage themselves without having any difficulty. Also, all the schemes are listed to run in the near position itself. This means there's no need for the fresh burden to be taken by any of the campaigners. For learning the introductory chops and the courses that will help in their further studies. The instrument handed under the scheme is valid for all kinds of jobs and other programs as an add-on to their service. This instrument is valid for a continuance and with a limited period. This can be used for colorful private and public sector jobs and also for non-government jobs and here the youth will generate employment through their skill training courses.

Keywords: Pradhan Mantri Kaushal Vikas Yojana, Entrepreneurial, Youth

Introduction

Entrepreneurship play a vital role in the economic growth and development of an economy. In the last two decades, there has been growing awareness of the importance of entrepreneurship and new venture creation. Therefore, the government of India has launched many schemes to build entrepreneurial skills among the youth generation, Pradhan Mantri Kaushal Vikas Yojana is one of them. This program was introduced by the government of India as on 16th July 2015. The purpose of this scheme is to empower India's youth with employable skills under the age group of (15-45) years. Recently the government has launched a 4.0 program under PMKVY providing benefits to over eight lakh candidates in FY 2020-2021 and enabling them to earn, and support the nation to end poverty. Employment generation has been associated with skill

generation for motivating the youth towards self-employment. This program looks right for Indian society which has the world's largest youth generation that needs employable skills and encourage youth generation to become an entrepreneur. Under this scheme, the trainees are offered a financial reward and a government certification on successful completion of coaching and assessment, which can help them in securing employment for a more robust future. This scheme helps the youth to enhance their skills and encourage them to become an entrepreneur.

Entrepreneurs, powered by their dreams and passions, have been the engine for creating new jobs, generating revenue, advancing innovation, enhancing productivity, and improving business models and processes. There has been growing interest in undertaking and intensifying actions to promote and support the idea of entrepreneurship as an attractive alternative to wage unemployment, particularly among students around the globe. An entrepreneur is expected to scan the environment for viable business opportunities arrive at an appropriate formula for satisfying the needs, source for the required resources: land, labor and capital, make provision for such need, with the aim of generating profitable outcome. Even though the country has many natural and human resources, its achievement in entrepreneurial practices is still very low.

Entrepreneurial intention is a conscious awareness and conviction by an individual that they intend to set up a new business venture and plan to do so in the future. It is necessary to look into the role of the training program on the intentions of the youth generation to engage in entrepreneurial practices after completion their essential education, in the near future. The childhood and teenage years as the best time to learn entrepreneurship skills and develop an entrepreneurial intention. Skills, knowledge, and attributes that strengthen entrepreneurial intent include learning and inspiration in the areas of opportunity identification, creative problem-solving, positive role-modeling, and teamwork. The new trends focus on behavioral intention models focusing on "attitude approach" or "psychological approach" that go beyond demographics and personality traits determining the "conscious" and "voluntary" act of new venture creation.

It has been observed many developing countries face high unemployment and poverty. India is also a developing country and facing high unemployment and poverty so the young generation prefer a secure job (which is not easily available) rather than self-employment or business. It is just happening because of a lack of awareness programs in-country. Entrepreneurship requires entrepreneurship education programs that increase entrepreneurship awareness and cultivate

entrepreneurial attitude, mindset, behavior, and intention among the young generation. The government of India have taken many initiatives to develop entrepreneurial skills among youth generations. This view has motivated many policymakers, governments, and academic institutions to design and organize different types of entrepreneurship programs which should be implemented at higher schools and universities as compulsory and elective courses. PMKVY is one of the program which influence the intention of the youth generation to become an entrepreneur. The link between entrepreneurial intention and PMKVY program explained that intentions reflect the motivational factors that influence entrepreneur behavior and are a reliable indicator of how a person is willing to try and how much he/she makes efforts to become an entrepreneur. Furthermore, intentions are widely seen as a powerful predictor of behaviors especially in the case of purposive, planned, and goal-oriented behaviors. It becomes necessary to investigate the impact of the PMKVY training program on entrepreneurial intentions. The results of this study will suggest whether should we continue the PMKVY program on a large scale or not.

Review Of Literature

Mojtaba Shahin et al., (2021) have concluded that the entrepreneurial intention of female influence by soft-skills development, particularly in the areas of creative thinking, risk-taking, problem-solving, and leadership development. For this study, the data collected from young girls, aged 14 – 16 years, who participated in the Oz Girls Entrepreneurship program. The aim of this paper was to measure the entrepreneur intention of girls only.

Shahrokh Nikou, Malin Brännback et al., (2019) have adopted fuzzy-set Qualitative Comparative Analysis (fsQCA) tool to analysis the significance difference among male and female. The results of this study indicate that women entrepreneur intention may influence by different factors than the men entrepreneur. The area of this research was limited to business students only. Generally, individual prefer to start career as entrepreneur after getting knowledge from entrepreneurship program. Thus, our targeting group will be those individual who are enrolled in the PMKVY program.

Zahoor Ahmad Paray and Sumit Kumar (2019) have highlighted that entrepreneur intention of students influenced by entrepreneurial education and construct of theory planned behavior. The intention to start a business is stronger in students pursuing entrepreneur course. The researchers have adopted regression and ANOVA tools to measure the cause and effect between

the construct. The future research can be conducted to understand the entrepreneur intention among youth generation who are engaged in entrepreneur program run by PMKVY.

Khalili et al. (2014), Farhangmehr et al. (2016), and Jakubiak and Buchta (2016) also found that pragmatic entrepreneurship education assisted in improving the entrepreneurial competencies of students and developed their entrepreneurial motivations. On the other hand, other researchers have found that entrepreneurship education does not impact the development of entrepreneurial motivations among students.

Duygu Turker and Senem Sonmez Selcuk (2008) have investigated the factor which directly influence the entrepreneur intention of university students of turkey. The finding of this study revealed that educational support and structural support have significant influence on entrepreneur intention. If a university provides adequate knowledge and inspiration for entrepreneurship the possibility of choosing an entrepreneurial career might increase among young people. In this study, educational support is broadly classified into three statements “creative idea, knowledge about entrepreneurship and developing skills and abilities among the students”. In the next study the researcher is interesting to explore the impact of PMKVY program on entrepreneur intention of young generation. Whether this program is supporting to create new ideas, skill and abilities, and entrepreneur intention among the youth.

Botha and(Turker & Selcuk, 2008)Bignotti (2016) argue that entrepreneurship education can shape an individual’s attitude toward entrepreneurship, with attitude being an important antecedent of intention. Studies have also shown that the relationship between entrepreneurship education and EI is stronger than that between general business education and EI.

Joaõ J. Ferreira et al., (2012) have examined entrepreneurial intention through psychological and behavioral perspective. The researcher has adopted structural equation model to measure the influence of these variable on entrepreneurial intention. The result of this study revealed that need for achievement, self-confidence, and personal attitude positively affect entrepreneurial intention of secondary students. Data to analysis the entrepreneurial intention was limited to secondary students of age 14 – 15 years. The different educational field have significant differences on entrepreneur intention Hamidi et al. (2008). Thus, the next research may be conduct on those young generation who are engaged in different educational program such as PMKVY.

According to Haynie et al. (2010), individual motivation acts as a cognitive origin for entrepreneurial activity by triggering individual behavior toward starting an enterprise. Those students who participate in an entrepreneurship education program tend to have high entrepreneurial motivations and are the most likely to start their own business.

Peterman and Kennedy (2003) found that the ability and desire to undertake a venture increased among students after participation in an entrepreneurship program. Souitaris et al. (2007) also found a significant increase in students' intention to starting a business after attending a training program.

Krueger and Brazeal, 1994; Souitaris et al., 2007; Ubierna et al., 2014 have noted the strong relationship between entrepreneurship education and the intention to undertake a new venture due to the development of the individual's perceived ability and an increase in their entrepreneurial knowledge.

PMKVY Program Phases

PMKVY 1.0

This skill development program was launched on 15th July 2015 celebrated as World Youth Skill Day. The aim of this program is to encourage the young generation to develop skills so that they can start their own start-ups and earn, and they will become employment generators rather than gatherers. This program was implemented by the National Skills Development Corporation (NSDC) under the guidance of the Ministry of Skill Development and Entrepreneurship (MSDE). The outcome of this program in 2015-16 was that 19.85 lakh candidates were trained.

PMKVY 2.0

After the successful implementation of PMKVY 1.0 (2015-16), **PMKVY 2.0** (2016-20) was launched to boost up in sector and geography. The budget for this program was 12,000 crore allocated.

The aim of PMKVY 2.0 was to Enable and mobilize a large number of youths to take up industry designed quality skill training, become employable and earn their livelihood. Muster and encourage youth to choose industry-designed quality skill training to generate employment. Increase productivity of the existing workforce, and align skill training with the country's actual needs. Encourage standardization of the Certification process and put in place the foundation for creating a registry of skills. Benefit 10 million youth over the period of four years (2016- 2020).

This program implemented through two module

1. Centrally Sponsored Centrally Managed (CSCM) This component is implemented by The National Skill Development Corporation.75% of the PMKVY 2016-20 funds and corresponding physical targets have been allocated under CSCM.
2. Centrally Sponsored State Managed (CSSM)This component is implemented by State Governments through State Skill Development Missions (SSDMs).25% of the PMKVY 2016-20 funds and corresponding physical targets have been allocated under CSSM.

The outcome of this program was appreciable as more than 1.2 crore youth have been trained.

PMKVY 3.0

3rd phase of this program was launched on 15th January 2021. PMKVY 3.0 will encourage and promote skill development throughout the country to address assiduity requirements, meet request demands, and conduct chops in services and in new-age job places that have become pivotal with the arrival of the COVID-19 epidemic. Incorporating the literacy from PMKVY 1.0 and PMKVY 2.0, PMKVY 3.0 will be enforced in a further decentralized structure with fewer liabilities and support from States/ UTs and sections. District Skill panels(DSCs), under the guidance of State Skill Development Operations (SSDM), shall play a crucial part in addressing the skill gap and assessing demand at the quarter position. The new scheme will be more trainee and learner-centric addressing the intentions of Atmanirbhar Bharat. The scheme aims to profit over eight(08) lakh campaigners in FY 2020-2021 with a budget of INR 948.90 crores The focus of PMKVY 3.0(2020- 21) has been shifted from a force-grounded approach to a demand-grounded approach. In the wake of dislocation caused by COVID-19 and the attendant impact on livelihood, the scheme(PMKVY 3.0) will give a major focus on upskilling/ reskilling with a focus on unborn chops(assiduity 4.0) courses to increase productivity of being pool and give online/ digital mode of training for wider content.

PMKVY 4.0

Announced in the 2023-24 Budget, this phase emphasizes advanced skill development. It focuses on areas like Industry 4.0, AI, robotics, mechatronics, IoT, and drones.It includes the establishment of 30 Skill India International Centers.

Delhi Statistics

The below-mentioned table shows that under PMKVY 1.0, 105772 candidates were enrolled and 70882 were certified but not placed. In the PMKVY 2.0, 398074 candidates were enrolled and 72455 were placed. Whereas under the PMKVY 3.0, 20096 were enrolled and 650 were placed.

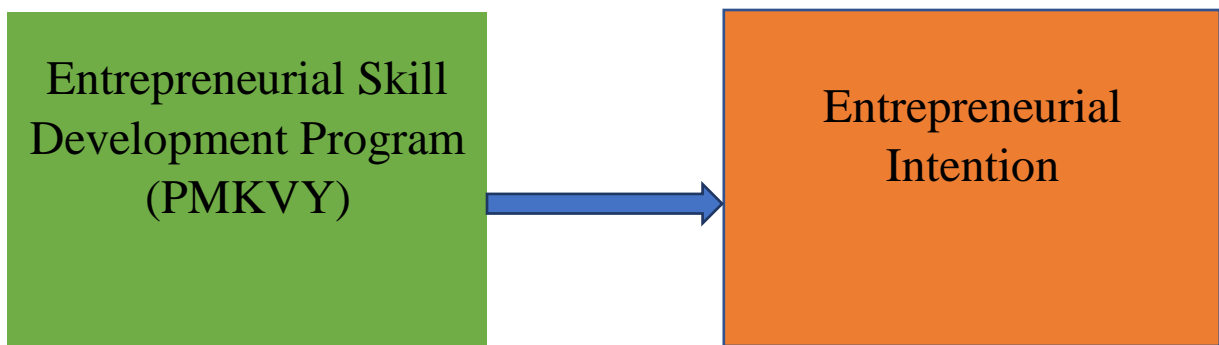
Source: <https://www.skillindiadigital.gov.in/pmkvy-dashboard>

PMKVY	Enrolled Candidates	Trained Candidates	Assessed Candidates	Certified Candidates	Reported Placed
PMKVY 1.0	105772	105772	104724	70882	0
PMKVY 2.0	398074	377441	338740	315970	72455
PMKVY 3.0	20096	19362	15788	11890	650

Rationale Of The Study

- ❖ To understand “Does the PMKVY program have a significant influence in developing entrepreneurial intention among the youth generation?”.
- ❖ Should we continue the PMKVY program in the schools and colleges to develop entrepreneurial skills among the students?
- ❖ It will help to develop a healthy economic environment by creating job opportunities, economic growth, and eliminating poverty in the country.

Conceptual Framework



Objectives

The main objectives of the research proposal are mentioned below:

- ❖ To analyze the different educational programs of Pradhan Mantri Kaushal Vikas Yojana (PMKVY).
- ❖ To investigate the impact of educational program (PMKVY) on entrepreneurial intention.

Hypothesis

H₁: There is no significant influence of educational program (PMKVY) on entrepreneur intention.

Research Methodology

1) Research Design

The study will be causal and descriptive in nature and based on a combination of both qualitative and quantitative approaches.

2) Research Area

Delhi will be considered for the study.

3) Sampling Technique

The non-probability method is used to collect primary data as the population is unknown. The convenience sampling technique is used.

4) Sampling Unit And Sample Size

The proposed study targeted the youth generation under the age group of 15-45 years who are engaged in PMKVY for developing skills and entrepreneurship.

385 samples were collected for the study as given by Cochran. This formula is widely used by researchers for determining the sample size when the size of the population is unknown.

5) Data collection

For the collection of primary data, the questionnaire will be distributed among the youth generation who are engaged in the skill development program of PMKVY. For this purpose, the questionnaire will be circulated through offline and online modes.

6) Data analysis

Appropriate statistical tools and methods will be used for analyzing the data. The validity and reliability test of the data will be performed according to the requirements of the study.

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