

PMV-51065/44/2025-PM VIKAS-MoMA

Government of India

Ministry of Minority Affairs

11th Floor, Pt. Deendayal Antyodaya Bhawan

CGO Complex.

Lodhi Road New Delhi- 110003

Dated: 18th November 2025

To,

All PIAs of PM VIKAS scheme

Subject: Submission of Video Clips, Photographs, Testimonials and Related Content under PM VIKAS Scheme – reg.

Sir/Madam,

As you are aware, the Ministry of Minority Affairs is implementing the Pradhan Mantri Virasat Ka Samvardhan (PM VIKAS) Scheme with the objective of promoting socio-economic empowerment of minority communities through modern and traditional skilling, leadership development, education and artisan support.

2. In order to enhance the visibility, outreach and public awareness of the scheme, the Ministry is adopting a strengthened and integrated media and communication strategy covering print, digital and social media platforms.

3. In this regard, it is hereby requested to share high-quality testimonials, short video clips (100-120 seconds), photographs, quotes from trainees, and other relevant multimedia content, with brief write ups, from the launch events, training commencements, or project initiation ceremonies of the PM VIKAS projects allocated to your organisation. Content reflecting beneficiary stories, before-and-after experiences, women empowerment narratives, and community-level impact will be especially valuable for wider dissemination. The content may also be disseminated through your organisation's social media handles.

4. The content may be shared with the PM VIKAS Division at **pmvikas-mma@gov.in**. This material will be used for social media outreach, success stories, newsletters, and documentation of best practices, and will contribute towards showcasing the positive impact of PM VIKAS at the national level.

5. This issues with the approval of the Competent Authority.

Yours faithfully

(Shah Faiz Ahmad)

Under Secretary to the Govt. of India

Copy for information to:

- i. Sr PPS to Secretary(MA)
- ii. PPS to JS(Skills)