



**Government of India
Ministry of Minority Affairs**



***Guidelines for
Pradhan Mantri Virasat Ka Samvardhan
(PM VIKAS) Scheme***

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Abbreviations

AEBAS	Aadhaar-Enabled Biometric Attendance System
APO	Artisan Producer Organization
CAG	Comptroller and Auditor General of India
CS	Central Sector
CSS	Centrally Sponsored Scheme
EC	Empowered Committee
EWS	Economically Weaker Section
GI	Geographical Indication
MCI	Minority Community Institution
MHA	Ministry of Home Affairs
MOMA	Ministry of Minority Affairs
MSDE	Ministry of Skill Development and Entrepreneurship
NBFC	Non-banking Financial Corporation
NCVET	National Council for Vocational Education and Training
NGO	Non-Government Organization
NIOS	National Institute of Open Schooling
NMDFC	National Minorities Development and Finance Corporation
NSQF	National Skill Qualification Framework
PIA	Project Implementing Agency
PMJVK	Pradhan Mantri Jan Vikas Karyakram
PMMY	Pradhan Mantri Mudra Yojana
PSU	Public Sector Undertaking
PWD	Persons with Disability

SDG	Sustainable Development Goal
SHG	Self-help Group
SIDH	Skill India Digital Hub
SLC	State Level Committee
SC	Screening Committee
SSC	Sector Skill Council
USTTAD	Upgrading The Skills and Training in Traditional Arts/ Crafts for Development
VVP	Vibrant Village Programme

1. Background

The **Ministry of Minority Affairs (MoMA)** seeks to facilitate opportunities for minority communities in education, skilling, and employment to ensure their inclusive development in the national fabric. A wide variety of policies and initiatives have been launched by the government over the years, to promote economic, social, and educational development of minorities in India.

It has been observed that minority communities have varied aspirations and specific needs based on traditional/ historical challenges faced and the current socio-economic status. Therefore, it is felt that initiatives focussing on overall socio-economic development of each community needs to be aligned to each community's specific requirement/ needs and aspirations involving the respective State Governments and other stakeholders concerned.

- 1.2.1. A large cross-section of the minorities in the country are engaged as artisans and craftsperson in various trades in urban and rural areas, often relying on agriculture and allied activities as their secondary source of livelihood. However, as the art and craft sector is dispersed and unorganized in nature, thereby artisans are often exposed to the vulnerabilities of informal employment. Most of them are nano entrepreneurs whose livelihood is dependent on their limited skills, exposure and limited access to market. They face challenges in obtaining capital, accessing marketing support, design, and technology besides suffering due to asymmetric information about the markets and government policies thereby affecting their livelihoods adversely. The Ministry plans to engage with various relevant stakeholders and converge with other schemes of Central & State Government(s), to ensure that these challenges are mitigated.
- 1.2.2. Many minority artisans are also engaged in practising traditional arts and crafts including Intangible Cultural Heritage (ICH), which celebrates the essence of their local traditions, values, experiences and practices. In order to preserve their traditional heritage and ensure that it is propagated widely (through various mediums including tourism), the Ministry intends to focus on preservation of this rich cultural fabric and heritage, besides enhancing the cultural visibility through various means such as documentation/ preservation of traditional practices, enabling cross-cultural exchanges, conducting advocacy events, etc. as per the requirements of the local community.
- 1.2.3. The Ministry proposes to address the specific needs of minority communities, pertaining to both modern and traditional skilling simultaneously, to integrate them with the national mainstream, both in terms of technical skills such as those relating to manufacturing/ services, cultivating entrepreneurial abilities, as well as soft skills such as leadership qualities, self-confidence, awareness of rights, etc. Training in job roles which are NSQF-compliant shall open up new employment opportunities for minorities in sectors beyond their conventional trades, thus, increasing their chances of securing sustainable

livelihoods based on their aspirations and providing a safety net for their families.

- 1.2.4. The women from the minority communities need additional support from the Government for making them aware of the various schemes and their rights. Empowering women from the minority communities is sought to be carried out through targeted programs and entrepreneurship training.
- 1.2.5. A minimum level of schooling is a pre-requisite for success in the society thereby leading to improved livelihoods. Individuals from minority communities who have not had the opportunity to complete formal education are proposed to be targeted. In such cases, empowerment through education also becomes important to enhance their self-confidence and make them more competitive in labour market.

After reviewing the existing schemes of MoMA, it is observed that an all-encompassing scheme is required which addresses the fundamental barriers faced by minority communities in accessing opportunities for employment, empowering minority women to pursue entrepreneurship and further education leading to better livelihoods. Considering the challenges faced by the minority communities, recommendations made by various stakeholders including third-party impact evaluation agencies, MoMA has designed an integrated scheme, called the **Pradhan Mantri Virasat Ka Samvardhan (PM VIKAS)**, combining its five (5) erstwhile livelihood schemes viz. Seekho aur Kamao, USTTAD, Hamari Dharohar, Nai Roshni and Nai Manzil. PM VIKAS is a Central sector (CS) scheme under this Ministry aligned with the 15th Finance Commission cycle period up to 2025-26.

The initiative of the Ministry shall align with the Sustainable Development Goals (SDGs) such as SDG 1 (end poverty in all its forms everywhere), SDG 5 (achieve gender equality and empower all women and girls), SDG 8 (promote inclusive and sustainable economic growth, employment and decent work for all) and SDG 10 (reduce inequality within and among countries).

The scheme shall be structured around the following four components, details of which are mentioned in Chapter 2.

1.5.1. **Component 1: Skilling and Training Component**

- 1.5.1.1. **Traditional Training sub-component (earlier known as USTTAD and Hamari Dharohar)** primarily covers training in need-based courses for minority communities who are engaged in traditional arts and crafts including languishing art forms. The objective is to generate means to create better livelihood opportunities, assist in establishing linkages with domestic and global markets, facilitate credit linkages and self-employment, as well as to preserve and enrich heritage of Indian arts and crafts. This component shall also cover initiatives relating to preservation/propagation of traditional arts and crafts including ICH and celebrating the cultural practices of the minorities.

1.5.1.2. **Non-traditional Skilling sub-component** (*earlier known as Seekho aur Kamao*) would seek to impart skill training to minority youth in NSQF compliant job roles in modern sectors such as those of manufacturing/ services, and establish employment linkages for them.

1.5.1.3. Skilling and training interventions under this component may be residential / non-residential / both wherein funding shall be governed as specified by this Ministry, in line with the Common Cost Norms.

1.5.2. **Component 2: Women Leadership and Entrepreneurship Component** (*earlier Nai Roshni*)

This component seeks to promote leadership development and basic entrepreneurship among women from minority communities through focused modules. The **Entrepreneurship sub-component** within this component, aims to provide further handholding to minority women trained in leadership and basic entrepreneurship. Further, it intends to select aspiring women entrepreneurs, from amongst those trained, to become Business Mentors (to be known as 'Biz Sakhis/ Udyami Mitras' in the scheme) and promote establishment of individual or group enterprises for the same. Residential training is not permitted under this component.

1.5.3. **Component 3: Education Component** (*earlier Nai Manzil*)

This component aims to provide education bridge program to school dropouts from minority communities for pursuing open schooling in class 8th, 10th, and 12th and provide them certification through National Institute of Open School (NIOS) or any other institution(s) approved by MoMA. The databases of U-DISE and other such datasets under DoSEL may be leveraged by the PIA for identification of beneficiaries. Residential training is not permitted under this component.

1.5.4. **Component 4: Infrastructure Development Component**

The essential approach of this component is to attempt convergence with other Ministries thereby ensuring effective utilization of the infrastructure already created, if required, based on the on-ground demand. The Pradhan Mantri Jan Vikas Karyakram (PMJVK) scheme of MoMA would be dovetailed wherever required for augmenting the skilling, education and community infrastructure for the local communities.

2. Scheme Objectives and Approach

2.1. Scheme Objectives

- a) To build capacity of minority communities through targeted interventions by providing skill training support in need-based courses and ensuring employment / livelihood opportunities for them.
- b) To preserve and promote the cultural heritage including traditional arts and craft forms by propagation of literature/ documents/ manuscripts and showcasing their unique ICH.
- c) To provide formal education and certification up to 8th, 10th, and 12th through open schooling to school dropouts from minority communities.
- d) To empower women from minority communities and instil confidence amongst them by providing leadership and entrepreneurship support.
- e) To improve employability of and generate better livelihood opportunities for minorities through market and credit linkages to mainstream them.

2.2. Scheme Approach

2.2.1. Minority communities referred to in this scheme and eligible to apply include the six minority communities notified under the National Commission for Minorities Act 1992 (viz. Muslims, Christians, Buddhists, Sikhs, Jains, and Parsis). The scheme shall specially focus on women, youth, and differently abled.

2.2.2. The eligibility criteria for the target population under PM VIKAS have been detailed in Chapter 3.

2.2.3. To make the delivery of the scheme efficient and transparent, interventions involving state-of-the-art technology shall be used where possible.

2.2.4. The skilling and training interventions shall address the on-ground situation and would endeavour to provide market-aligned support to the minorities.

2.2.5. Convergence with other Ministries shall be encouraged:

2.2.5.1. to utilize existing infrastructure and/ or clusters (for instance, Skill India centres under MSDE, tourist circuits facilitated by M/o Tourism, Common Facilitation Centres of Ministry of Textiles, common infrastructure facilities of MSME, Panchayati Raj Institutions, etc.), and/or

2.2.5.2. to achieve standardization in skilling/ training content and curriculum (as per NSQF norms and taking help of Knowledge Partners), and/or

2.2.5.3. to promote market/financial linkages by using technology to the extent possible, and/or

2.2.5.4. to saturate the benefits from other Government of India schemes.

2.2.6. In the event of non-availability of common infrastructure facilities and requirement of new infrastructure, Component 4 of the scheme pertaining to infrastructure development shall be leveraged. For Component 4, the proposals shall be submitted by state government(s) in line with process as per PMJVK guidelines.

2.2.7. For Skilling and Training, Women Leadership and Entrepreneurship, and Education (Component 1, 2 & 3), MoMA shall invite proposals from eligible entities having a good track record in the respective fields.

For implementation of the PM VIKAS scheme, the following categories of partners shall be encouraged to get on-boarded with this Ministry:

- 2.2.7.1. Minority Community Institutions with a good track record of education and/or skilling or generating livelihood shall be encouraged to build uniqueness and authenticity of the training delivered by such a network for the target group;
- 2.2.7.2. Industry and/or institutions with industry connect;
- 2.2.7.3. Central & State Government institutions (including central PSUs); Central Universities and/or Institutions of national importance.

2.3. Component 1: Skilling and Training

2.3.1. Traditional Training sub-component

Key objectives of the scheme under this sub-component are as follows:

2.3.1.1. **Training and capacity building** of traditional artisans / master crafts persons, and **safeguarding and showcasing** the local cultural and Intangible Cultural Heritage (ICH) of the minority communities, which shall be undertaken through the following three routes as described below:

- a) **NSQF-aligned training in need-based arts/ craft job roles;**
- b) **Customized Workshops for improving market linkages and livelihoods of local communities;**
- c) **Preservation of cultural heritage of traditional and languishing art and craft forms including ICH.**

2.3.1.2. **NSQF-aligned training in need-based arts/ craft job roles:** The tradition of knowledge transfer within the artisan communities has been instrumental in sustenance of traditional arts and crafts in India. To promote further skill development and training of minority artisans engaged in the traditional arts/craft forms, NSQF-aligned trainings shall be undertaken through this component.

- 2.3.1.3. Wherever NSQF aligned job roles/ course modules, suited for the minority artisans are not available, efforts shall be made to develop the same in collaboration with Awarding Bodies (ABs).
- 2.3.1.4. **Customized Workshops for improving market linkages and livelihoods of local communities:** Dedicated workshops in need-based courses developed by Knowledge Partners and other reputed local organizations, shall be conducted which may include: training on market linkages, e-commerce on-boarding, financial literacy, product development and design, packaging, quality control, export management, etc. Content curriculum for these courses shall be customised as per the requirements and aspirations of the local community by leveraging the technical expertise of the Knowledge Partners of MoMA and/or any other body empanelled by MoMA.
- 2.3.1.5. **Preservation of cultural heritage of traditional and languishing art and craft forms including ICH:**
 - i. **Preservation and propagation** of literature/ documents, physical infrastructure, promotion of calligraphy, manuscripts, documentation (inc. digital) of oral traditions and art forms.
 - ii. **Documenting (inc. digital), preserving and propagating the traditional cultural practices/ ICH of local communities/ artists** by attracting tourism and making it a community-led cultural tourism destination (for e.g. nature tourism, culture tourism and GI tourism), **facilitating cross-cultural knowledge exchanges/ capacity building workshops** for enhancing community's livelihood by showcasing local culture as an enabler of development to enhance cultural visibility.
 - iii. Strive for facilitating access to **GI tags** wherever possible.
- 2.3.1.6. **Facilitating business opportunities by:**
 - a) **Minority community specific events/ 'Parvs':**
 - i. Supporting minority craft persons in showcasing and marketing their products and/or local traditional cuisine and ICH.
 - ii. Facilitating buyer-seller meets, promoting inter-community solidarity, and cultural exchanges.
 - iii. Striving to improve the quality of local products in sync with 'vocal for local' campaign. Enhancing the visibility of local art, artists (including ICH) and their communities by promoting tourism (including sustainable, eco & religious tourism) and local economy.
 - iv. The Ministry shall issue separate instructions/ guidelines specifying the cost norms for such events/ Parvs.

- b) **By facilitating financial support in the form of loan/ credit from NMDFC or other banking / non-banking institutions,**
- c) **By promoting formation of individual/ group enterprises for livelihood generation.**

2.3.2. Creating entrepreneurial opportunities out of showcasing the culture shall also be encouraged by various means such as connecting these locations work with M/o Tourism and M/o Home Affairs (VVP) to connect these areas to the main tourism circuits.

2.3.3. **Non-traditional Skilling sub-component**

2.3.3.1. This sub-component is envisioned to primarily benefit youth from the minority communities. This sub-component will focus on placement-linked, NSQF¹ aligned training to the beneficiaries in all key sectors of the economy also including handicrafts, tourism, hospitality, agriculture, handlooms, food processing and other allied sectors.

2.3.3.2. The skilling shall be conducted in NSQF compliant job roles and may additionally include training in soft skills such as digital and financial literacy, communication and storytelling, English language, etc.

2.3.3.3. Key objectives of this sub-component are as follows:

- a) **Imparting NSQF compliant skilling** to minority communities in NCVET approved courses, with standards and norms as notified by Ministry of Skill Development and Entrepreneurship (including Common Cost Norms), to the extent possible.
- b) **Placement of at least 75 percent skilled beneficiaries** in some form of employment (wage/ self-employment/ apprenticeship), of which at least 50 percent should be placed in organized sector, as categorised in the NSQF/ CCN.
- c) Many people from minority communities depend on income from agriculture, construction, and other allied sectors as secondary sources of income, which are highly informal and have a higher potential for self-employment and entrepreneurship avenues. The placement of beneficiaries trained in such unorganized sectors may be allowed up to 100% self-employment. Separate instructions shall be issued by this Ministry for eligibility and compliance in this regard, depending upon case-to-case basis.

¹ NSQF Courses to be covered under this component may vary across different NSQF levels as per on-ground requirement and also depending upon the minimum education and experience eligibility criteria defined under the NSQF.

2.4. Component 2: Women Leadership and Entrepreneurship

2.4.1. This component shall aim to promote leadership development, entrepreneurship, and career counselling support exclusively amongst the minority women. Key objectives under this component are given below:

2.4.1.1. **Leadership and Basic Entrepreneurship Development:** To enrol minority women beneficiaries in 'Leadership and Basic entrepreneurship Development Programme' (60 hours) and thereafter, assist them to take up roles as community leaders.

- a) These women shall be supported with a view to instil confidence among them and their neighbours from other communities living in the same village/locality or in the vicinity, by providing knowledge, tools, and techniques for interacting with government system, banks and other institutions or set up individual or group enterprises or support them in getting admission in skill training courses under the skill development schemes of MoMA or other Ministries.
- b) Programme modules shall incorporate topics on personality development, women empowerment and gender sensitization, health, and hygiene linked to Swachh Bharat, financial inclusion, disaster management, life skills, legal rights, digital literacy, and advocacy, etc. These beneficiaries shall be further supported on entrepreneurship, as described below.

2.4.1.2. **Entrepreneurship Development:** To select 50 percent of the total beneficiaries enrolled in the Leadership and Basic Entrepreneurship Development programme, having potential and inclination to set up economic enterprises for self-employment and provide them with 120 hours of training on Entrepreneurship Development module.

2.4.1.3. **Business Mentors/ Business Correspondents (Biz Sakhis/ Udyami Mitra):** To select 10 percent of the women trained as entrepreneurs (those who have undergone the Entrepreneurship Development module) based on their leadership qualities and provide them a training of 240 hours to become Business Mentors / Business Correspondents (Biz Sakhis/ Udyami Mitras), who would be trained with a view to equip them to handhold potential entrepreneurs and set-up/ scale-up enterprises and develop and promote their own enterprises. Biz Sakhis are envisioned as mentors who would provide doorstep support to other women entrepreneurs to help them to set up their ventures and improve their livelihoods.

2.4.2. **Career counselling support:** To provide career counselling to all interested beneficiaries from those enrolled under this component and to ensure that at least 15 percent of them are either:

- 2.4.2.1. Assisted in applying for suitable education and skill training under any other scheme of this Ministry (through Traditional and Non-Traditional Skilling Components), or similar programs of other ministries, or
- 2.4.2.2. Assisted in finding suitable jobs for entering the labour/ employment market as per their qualifications.
- 2.4.3. **Enterprise set-up support through credit and market linkages:** To promote development of individual or group enterprises amongst 30 percent of the beneficiaries trained under the Entrepreneurship Development module to set-up enterprises/ self-employment ventures in line with the vision of 'Atma Nirbhar Bharat', by establishing linkages with financial institutions such as NMDFC, Banks, NBFCs.
- 2.4.4. Various program modules for this component shall be customised and developed in consultation with SSCs/ specialised bodies empanelled by MoMA, and approved as per applicable norms.

2.5. Component 3: Education

- 2.5.1. This component aims at mainstreaming school drop-out beneficiaries. Key objective of the bridge program is to enrol beneficiaries (at least 50 percent being women), for open schooling in class 8th, 10th, and 12th, and undertake education coaching and assessment by NIOS, or any other institutions as approved by MoMA, and ensure that at least 40 percent pass-rate is achieved.

2.6. Component 4: Infrastructure Development

- 2.6.1. This Ministry is currently running a robust Centrally Sponsored scheme, to develop community infrastructure in the country on a shared basis under Pradhan Mantri Jan Vikas Karyakram (PMJVK) scheme. The objective of the PMJVK scheme is to provide gap filling community infrastructure across sectors across districts where there is 25 percent minority population within 15 kms catchment area of the proposed project. For PM VIKAS, the capacity already created under PMJVK shall be identified and leveraged.
- 2.6.2. Existing infrastructure developed by MoMA or other ministries, wherever available, shall be leveraged through convergence of efforts. The utilization and facilities of existing buildings in the targeted areas of scheme interventions shall be examined prior to planning any new infrastructure. New infrastructure shall be developed only in those cases where there is no existing infrastructure. Proposals can also be examined for augmentation of existing infrastructure.
- 2.6.3. In case, additional infrastructure is required to be created or existing infrastructure is required to be augmented, the state government would submit a proposal for the same under PMJVK scheme with the approval of State Level Committee (SLC). The cost for this component shall be borne from PMJVK funds and shall be aligned with the PMJVK guidelines. If a central institution

proposes such infrastructure development to this Ministry, the proposal shall be forwarded to the PMVJK Division, for evaluation and consideration, following the established procedures and guidelines of the PMJVK scheme.

2.7. Focus on Sustainability

To ensure sustainability, following interventions are proposed under the scheme:

- 2.7.1. Minority community specific events/ 'parvs' may be organized for providing an effective marketing platform, wherein opportunity will be given to minority artisans/ craft persons/ culinary experts from across the country to display and market their handcrafted, indigenous, artisanal products. These events shall help in generating employment and livelihood opportunities, besides exposing them to business opportunities and a wider market presence.
- 2.7.2. The scheme shall also aim to facilitate greater market access by encouraging participation of minority artisans in existing local fairs and events organized in other government/ non-government institutional setup.
- 2.7.3. A key output of the scheme under the Traditional Training shall also be to promote entrepreneurship amongst artisans by facilitating development of Artisan Producer Organizations (on the lines of Producer Organizations) / Self-help Groups (SHGs)/ individual or group Enterprises. These APOs/ SHGs/ Enterprises shall be provided incubation and scalability support through capacity building, credit, and market linkages.
- 2.7.4. Efforts shall be made to ensure that scheme beneficiaries are facilitated with credit support through NMDFC (and/or other banks/Non-Banking Financial Companies (NBFCs)/ other institution nominated by MoMA), in the form of working capital and term loans or any credit support requirement. Banking Correspondent representatives/ Biz Sakhis/ Udyami Mitras (explained above) shall also provide administrative and other handholding support to the scheme beneficiaries for availing the credit facilities. The beneficiaries, wherever eligible, shall also be familiarised with proposed benefits from various other credit and welfare initiatives of the Government of India such as Pradhan Mantri Mudra Yojana (PMMY).
- 2.7.5. To facilitate market linkages for the scheme beneficiaries, the scheme shall encourage support for e-commerce through the Partners of the Ministry, events and any other initiative, as the Ministry may decide from time to time. The catalogues of craft/artisanal products, designed with support from Knowledge Partners, shall be exhibited physically and, on the web, to connect minority artisans with local and international buyers wherever possible.

3. Stakeholders, Eligibility Criteria and Process

3.1. Eligibility Criteria for Beneficiaries

- 3.1.1. **Any candidate of Indian nationality belonging to minority community as notified under National Commission of Minorities Act 1992, (Buddhists, Christians, Muslims, Jains, Parsis, and Sikhs) is eligible to apply for the scheme.**
- 3.1.2. In the States/UTs where some other minority communities notified by respective State/UT Governments exist, they may also be considered eligible for the programme but should not occupy more than 5% of the total seats in PM VIKAS scheme.
- 3.1.3. An assertion to this effect from the respective state government(s) shall be required.
- 3.1.4. The beneficiaries should fulfil the following eligibility criteria:
 - 3.1.4.1. Possess an Aadhaar card and an Aadhaar-linked bank account at the time of registration. In case the beneficiary does not possess an Aadhaar card or an Aadhaar-linked bank account, the PIA would be required to make provision for the same and get his/her Aadhaar card made and/or get his/her active bank account linked with Aadhaar card before initiation of training program.
 - 3.1.4.2. Preferably, beneficiaries belonging to EWS category and in the age group of 14-45 years shall be targeted for enrolment in the Traditional Training sub-component, Non-traditional Skilling sub-component and Education component in the scheme.
 - 3.1.4.3. Beneficiaries in the age group of 18-45 years shall be eligible for Leadership and Entrepreneurship Component in the scheme.
 - 3.1.4.4. Candidates under Skilling and Training component and Women Leadership and Entrepreneurship Component must fulfil the minimum education and experience qualification for the respective job role as prescribed in the NSQF norms.
- 3.1.5. Earmarking of seats for women beneficiaries:
 - 3.1.5.1. At least 33 percent of the total target shall be reserved for women beneficiaries in the Traditional Training and Non-traditional Skilling sub-components,
 - 3.1.5.2. At least 50 percent of the total target shall be reserved for women beneficiaries in the Education component and

- 3.1.5.3. Women Leadership and Entrepreneurship Component shall exclusively be for women beneficiaries.
- 3.1.6. 3 percent of the total seats shall be reserved for Persons with Disability (PwDs) across all of the above three components.
- 3.1.7. Special provisions and dispensation shall be encouraged for mobilising minority candidates exclusively from disadvantaged communities such as persons with disabilities, transgenders etc.
- 3.1.8. To promote inter-community solidarity, up to 25 percent of the non-minority community among the Traditional Training Component and 15 percent in other components (belonging to EWS category) may be considered at scheme level in respective components.
- 3.1.9. In case reserved categories as prescribed under this scheme remain vacant, these vacant seats may be treated as unreserved.

3.2. Other Key Stakeholders and their Eligibility Criteria

- 3.2.1. Implementation under the scheme (other than creation of physical infrastructure) is proposed in collaboration with key stakeholders which includes:
- a) **Project Implementing Agencies (PIAs)** to consist of:
 - i. Minority Community Institutions;
 - ii. Industry and/or institutions with industry connect;
 - iii. Central and State Government Institutions (including central PSUs); Central Universities; and/or Institutions of national importance.
 - b) **Knowledge Partners** empanelled by MoMA,
 - c) **Awarding Bodies** (including Sector Skill Councils, NCVET empanelled awarding bodies, others, etc.) and
 - d) **Convergence with other ministries and key departments**, wherever deemed fit.
- 3.2.2. **Project Implementing Agencies (PIAs)** –Broadly, the key eligibility criteria for PIAs in the scheme is given below:
- a) Should have been incorporated for at least three (3) years.
 - b) Should be registered on the NITI Aayog's NGO Darpan Portal.
 - c) Should have experience in conducting skilling/ training/ education support/ entrepreneurship development programs at grass root level, with experience for minority communities being desirable.

- d) Should not have been blacklisted by MoMA or any other central / state government department/ Ministry and should have performed satisfactorily in previous projects allocated by MoMA (wherever applicable).
- e) Applicants shall be expected to have a good placement/ education track record in past. Applicants would be required to provide documentary evidence to support the eligibility criteria specified by MoMA and/or any other supporting document(s) required for verifying the background, experience, etc. as may be prescribed by MoMA.

3.2.3. **Expert Bodies** – Expert bodies shall be empanelled by the Ministry under PM VIKAS scheme, wherever required, to ensure a good quality delivery of the projects for which separate instructions shall be issued.

3.2.4. **Certificate Awarding Bodies -**

- a) **Traditional Training sub-component:** Certificate awarding bodies would include SSCs, Knowledge Partners or any other body approved by MoMA that would be primarily responsible for governing assessments and certification. NSQF standards shall be followed to the extent possible and certification shall be conducted with the help of MSDE / NCVET approved assessment and certification bodies. Certification by Knowledge Partners shall be taken up after due approval from this Ministry.
- b) **Non-Traditional Skilling sub-component:** Certificate awarding bodies would include SSCs, or any other body approved by MSDE/NCVET.
- c) **Women Leadership and Entrepreneurship Component:**
 - i. Leadership and Basic Entrepreneurship Development: Certificate awarding bodies would include SSCs, or any other body approved by MSDE/NCVET.
 - ii. Entrepreneurship sub-component: Certificate awarding bodies would include SSCs, or any other body approved by MSDE/NCVET.
- d) **Education Component** - NIOS or any other institution(s) approved by MoMA shall be the awarding body and would govern assessment and certification for trained beneficiaries.

3.2.5. Knowledge Partners shall be on-boarded in the scheme to improve the quality of project delivery, as may be required. The list of knowledge partners for PM VIKAS scheme is placed at Annexure-I

3.2.6. For projects pertaining to “**Preservation of cultural heritage of traditional and languishing art and craft forms including ICH**”, in addition to the agencies mentioned under para- 3.2.1.a. above, institutions placed at Annexure-II (inline- with the list of institutions as mentioned under para-5.1 of

“Hamari Dharohar” scheme guidelines 2017) would also be eligible to apply for projects under this sub-component.

3.3. Project Proposal Process

- 3.3.1. The Ministry shall seek proposals from various entities as described below in this section.
- 3.3.2. The proposal shall be solicited in a Detailed Project Report (DPR) format as prescribed by this Ministry, which shall be evaluated on the merits of the proposal and applicant organization.
- 3.3.3. All proposals received by this Ministry shall be evaluated by the PM VIKAS Screening Committee (SC). If the proposal is deemed fit, it shall be further recommended to the PM VIKAS Empowered Committee (EC) for final consideration on approval or rejection including the targets to be allocated. If the proposal is not deemed fit at the PM VIKAS SC level, the same shall be returned to the source.
- 3.3.4. PIAs shall be issued an allocation and a sanction letter by MoMA, detailing the terms and conditions for executing the project.
- 3.3.5. In order to enhance participation from difficult areas the Ministry may introduce certain relaxations for states/UTs under the Special Category Status, on a case-to-case basis.
- 3.3.6. The various types of entities / institutions from which the proposals can be submitted for PM VIKAS scheme include:

3.3.6.1. **Minority Community Institutions (MCIs):**

- i. For this purpose, Minority Community Institutions shall be those entities which have been established by an Act of Parliament/ State legislature; or administered by minority community (as notified under the NCM Act 1992).
- ii. Such institutions should have worked with youth/ children in skill training and/or education.
- iii. These institutions should have sufficient physical infrastructure and soft skills of their own for providing skill training and/or education.
- iv. It shall be mandatory that the institution should not have been blacklisted by any central/ state govt./ govt. institutions.
- v. Average annual turnover should be at least Rs.5 Crores in the last five financial years (not applicable to institutions est. by Act of Parliament/ State legislature).

- vi. It is felt that the community-based institutions which are connected with the minority communities at a deeper level and whose primary aim is to work towards the welfare of these communities through skill development/ training/ education/ livelihood support, should be engaged to ensure that the community-level aspirations are rightly internalized and catered to.
- vii. The proposals from MCIs shall be sought and recommended by the respective State Governments concerned. The State Governments shall analyse the project proposals to ensure alignment with the state's specific needs and priority areas and the PM VIKAS scheme guidelines. Thereafter, the State Governments will forward the proposals to this Ministry, accompanied by a letter of recommendation, for consideration by the Ministry under PM VIKAS scheme.
- viii. Additionally, the proposals from Minority Community Institutions that have been established under the Statute of Parliament of India can also be submitted through the National Commission for Minorities (NCM), a statutory body established under the National Commission for Minorities Act, 1992. NCM to analyse the proposal received to ensure its alignment with the requirements of the minority communities and the PM VIKAS scheme guidelines. NCM will then forward the proposals to the Ministry, accompanied by a letter of recommendation, for consideration by the Ministry under PM VIKAS scheme.

3.3.6.2. ***Industry and/or institutions with industry connect:***

- i. Industry and/or institutions having established connect with industries and representing at least 50+ industries (minimum 1,000 employees per industry) may apply.
- ii. Such institutions should have a track record in skilling/ education support programs/ entrepreneurship training covering at least 5,000 beneficiaries in the last 5 years.
- iii. Average annual turnover should be at least Rs.10 crore in the last five financial years, with positive net worth in the last financial year i.e. FY 2023-24.
- iv. It shall be mandatory that the industry/ institution should not have been blacklisted by any central/ state govt./ govt. institutions.
- ix. The proposals from industry/ institutions with industry connect shall be sought and recommended by the respective State Governments. The State Governments shall analyse the project proposals to ensure they align with the state's specific needs and priority areas, and the PM VIKAS scheme framework. Thereafter, the State Governments will forward the proposals to

this Ministry, accompanied by a letter of recommendation, for consideration by the Ministry under PM VIKAS scheme.

3.3.6.3. Central & State Government institutions (including central PSUs); Central Universities and/or Institutions of national importance:

- i. These institutions should have a track record of implementing skilling/ education / entrepreneurship training, wherein experience of working with minority communities shall be desirable.
 - ii. These institutions should have sufficient infrastructure of their own for conducting skilling/ training/ education/ entrepreneurship related activities.
 - iii. It shall be mandatory that the institution should not have been blacklisted by any central/ state govt./ govt. institutions.
 - iv. The proposals shall be directly sought from Central Govt. parent Ministries in case of Central Govt. and/or its institutions including Central PSUs or Central Universities or Institutions of national importance. The institutions will submit their proposals directly to the MoMA for consideration under the PM VIKAS scheme.
 - v. In case of State Government institutions, the proposals shall be sought and recommended from the respective State Governments. The State Governments to analyse the project proposals to ensure they align with the state's specific needs and priority areas, and the PM VIKAS scheme framework. Thereafter, the State Governments will forward the proposals to this Ministry, accompanied by a letter of recommendation, for consideration by the Ministry under PM VIKAS scheme.
- 3.3.7. For projects pertaining to “Preservation of cultural heritage of traditional and languishing art and craft forms including ICH”,** in addition to the agencies mentioned under para- 3.2.1.a. above, institutions placed at Annexure-II (inline- with the list of institutions as mentioned under para-5.1 of “Hamari Dharohar” scheme guidelines 2017) would also be eligible to apply for projects under this sub-component. The agencies can submit their proposals (i) directly to MoMA along with recommendation of line Ministry/ Organization; or (ii) through State Government along with their letter of recommendation.

4. Funding Pattern

The funding pattern for each of the scheme components is outlined in the table below.

Table. Funding pattern under the PM VIKAS Scheme

Component	Scheme Element	Proposed Funding Pattern
Component 1	Skilling and Training activities	100% funding by Ministry of Minority Affairs under the PM VIKAS scheme.
Component 2	Women Leadership and Entrepreneurship	
Component 3	Education	
Component 4	Infrastructure development	Funding pattern shall be on sharing basis between Centre and States, as per the PMJVK guidelines

Funding to the implementing organizations shall be based on the CNA model as issued and approved by the Ministry of Finance from time to time.

PIAs must ensure that a separate/ dedicated bank account is used for the purpose for project execution.

Component 1,2, and 3:

- 4.4.1. Project costing for all NSQF-aligned interventions shall be as per the Common Norms prescribed by the MSDE. The eligible cost components under Component 1, 2, 3 are provided at the Annexure-V.
- 4.4.2. Funds shall be released to the PIAs in three instalments upon fulfilment of milestones as prescribed by MoMA. PIA shall incur the project costs in line with prescribed criteria and receive grant from this Ministry as per CNA instructions issued.
- 4.4.3. The pattern of project funding to PIAs across scheme components has been standardized into 3 instalments in the ratio of 30:40:30.
- 4.4.4. For customized workshops under the Traditional Training Component, MoUs shall be signed with the Knowledge Partners wherein the terms and conditions including the project costing, milestones and deliverables shall be specified by this Ministry.

Detailed cost components eligible for the PIA such as training cost, stipend, boarding and lodging allowances, assessment and certification cost, post-placement benefits, etc. shall be specified by this Ministry in the sanction/ allocation letter issued to the PIAs. Checklist containing a list of documentary evidence for processing of instalments shall be issued by MoMA to the PIA at time of target allocation.

- 4.4.5. Projects pertaining to “Preservation of cultural heritage of traditional and languishing art and craft forms including ICH” may involve a variety of activities depending on specific requirements and it would be difficult to identify items and fix an item- wise cost as the cost would depend on the kind of work being undertaken. In view of this, the Ministry will engage its knowledge partners as part of the proposal examination and evaluation process.

Component 4: Funding pattern under this component shall be as per PMJVK guidelines.

Stipend to beneficiaries: Stipend shall be paid by the PIA through the DBT mode to all beneficiaries of the scheme for the training period, not exceeding 12 months. Pattern of funding the stipend cost (for the beneficiaries) to the PIA has also been standardized into 2 instalments of 80:20. Stipend shall be delinked from the overall project cost and released in two instalments along with the 1st and 2nd instalments in the ratio of 80:20. Stipend shall be provided by the PIAs to beneficiaries through PFMS into beneficiaries’ Aadhaar linked account.

5. Implementation Structure

5.1. Administrative Structure

5.1.1. **PM VIKAS Empowered Committee (EC)** constituted by MoMA, shall be the apex committee under the scheme. It shall be empowered to take decisions in matters of scheme implementation and on recommendations received from the PM VIKAS Screening Committee (SC), to make suitable modifications in the scheme guidelines, define the parameters, approve the empanelment processes and allocate targets and all other matters related to strategy and operational implementation, monitoring and evaluation of the scheme. Additionally, any other policy issues pertaining to skills and livelihood related matters and schemes of the Ministry, including legacy issues, if any, may be discussed by the Committee for wide consultation and decision making.

5.1.2. The PM VIKAS EC shall meet as per requirement, for scheme-level review, course corrections or discussing any other agenda as deemed important. In case of policy deviations, the matter shall be considered by the Empowered Committee and put up to the Hon'ble Minister, Minority Affairs, with specific recommendations of the Committee.

5.1.3. **The PM VIKAS EC shall comprise of the following members.**

Table: Composition of PM VIKAS Empowered Committee

Sn	Details	Role in EC
1.	Secretary, MoMA	Chairperson
2.	AS/JS, PM VIKAS	Member Convenor
3.	AS/JS and Financial Advisor, MoMA	Member
4.	Secretary or his representative from other Ministries/ departments, not below the rank of JS, as maybe co-opted by the Chairperson	Member (on nomination basis)
5.	Experts as deemed appropriate, may be co-opted as and when required	Members (on nomination basis)

5.1.4. **PM VIKAS Screening Committee (SC)** would be responsible for administering the following key matters:

- Advising the Empowered committee on selection of PIAs/Knowledge Partners/Expert bodies.
- Overseeing the ground-level monitoring and evaluation activities (described in chapter 7), including cases of non-compliances.
- Recommendation of proposals for preservation and propagation of literature/ documents, promotion of calligraphy, manuscripts,

documentation of oral traditions and art forms or any other support including physical infrastructure.

5.1.5. PM VIKAS SC shall meet once a quarter / as per requirement and comprise of the following members.

Table: Composition of PM VIKAS SC

Sn	Details	Role in SC
1.	AS/JS, PM VIKAS	Chairperson
2.	JS, from any other converging ministry (both from central/state government) or their representatives not below the rank of DS	Members up to 2
3.	JS & FA or their nominee, not below the rank of DS	Member
4.	Awarding Bodies/ SSCs concerned/ any other expert as may be co-opted with approval of Chairperson	Members
5.	Director / Deputy Secretary, PM VIKAS	Convenor

5.1.6. In case of projects for “Preservation of cultural heritage of traditional and languishing art and craft forms including ICH”, EC and SC shall co-opt members from relevant Ministries (such as Culture, Tourism etc.) and/or organizations identified as its knowledge partners such as Archaeological Survey of India, National Museum and National Gallery of Modern Arts as deemed relevant.

5.1.7. Governance and administrative mechanism for infrastructure development projects shall be in line with PMJVK guidelines.

5.2. Stakeholder Roles and Responsibilities

5.2.1. **Ministry of Minority Affairs (MoMA)** -MoMA shall be responsible for providing policy advisory and strategic support in all areas of the scheme such as overall program management, monitoring and evaluation, technology enablement, capacity building, project allocation to PIAs, grievance redressal, and any other support required for smooth implementation of the scheme. MoMA shall reserve the right to define the course curriculum and content to be imparted under various components of the scheme.

5.2.2. MoMA shall also facilitate capacity building workshops/ organize VC meeting for PIAs and other stakeholders. Such workshops may also be conducted by experts/ expert organizations onboarded by MoMA.

5.2.3. **PIA** – PIAs shall be responsible for conducting on-ground project implementation and ensure all identified program outcomes, as given in Annexure-III are achieved. PIA shall not assign, transfer or sublet any portion of the project allocated to them. In case of any such instance (i.e. assign, transfer or sublet of the project by PIA to any other agency) the Ministry may

cancel the allocation of the project and may proceed with required legal action, if deemed necessary. Additionally, PIA shall also be responsible for:

- 5.2.3.1. PIAs shall be the primary point of contact with the target beneficiary and play a key role in managing beneficiary expectations. This would include overall beneficiary management - collection and maintenance of a database of all beneficiaries, along with their demographic, socio-economic details, contact details, etc.
- 5.2.3.2. PIAs would act as intermediaries for the Ministry, to disseminate PM VIKAS scheme announcements and important notifications to beneficiaries. Additionally, PIAs shall be required to sensitize the beneficiaries on various other existing welfare schemes implemented by the government including process of registration, documentation required for enrolment and getting their entitlements under the aforesaid schemes.
- 5.2.3.3. PIAs shall be responsible for on-ground mobilization of scheme beneficiaries.
- 5.2.3.4. Counselling of the beneficiaries before and after program completion shall be a key responsibility of the PIA to ensure elimination of asymmetry of information about skill development in general and the scheme benefits in particular, among the target population.
- 5.2.3.5. PIAs must ensure that all training centres are affiliated and accredited with Skill India Digital Hub (SIDH) of MSDE/ NSDC, wherein the training centre shall be subject to audit on concurrent monitoring under the scheme. It will be mandatory for PIA to conduct all trainings in centres accredited and affiliated as per MSDE/ NSDC Skill India norms. For education component under the scheme, the PIA to make available a pool of high-quality infrastructure, and duly qualified and experienced teachers/ facilitators in project areas for effective implementation in line with NIOS mandate.
- 5.2.3.6. PIAs shall be responsible to enrol beneficiaries on scheme's portal and ensure that required data/ information on training, assessment and certification are recorded on the same. PIAs shall also be required to create training batches on the scheme portal and record necessary information relating to the training programmes on the same. All information and documentation shall be required to be uploaded online on the portal itself.
- 5.2.3.7. It will be the responsibility of PIAs to bring together a qualified team for operations. For efficient delivery of the project, the PIA may seek assistance from domain experts in the field. However, the PIA shall not incur more than 10 percent of the approved project cost for the respective scheme component, for which such assistance is being

availed. The overall ownership/ responsibility of successful delivery of the project shall lie with the PIA only.

5.2.3.8. PIAs shall regularly visit MoMA's website and of MSDE and NCVET to keep updated on any information that may affect implementation under the scheme.

PIAs shall be encouraged to facilitate participation of minority artisans in local fairs/ melas are organized in conjunction with other ministries or State departments like the M/o Tourism/ State Tourism departments, M/o Panchayati Raj, etc.so as to promote economic opportunities.

5.2.4. **Knowledge Partners** – Knowledge Partners shall support PIAs in programme implementation through their technical inputs as subject matter experts. These would develop knowledge materials, content, curriculum handbooks and facilitate market linkages by leveraging their local connects and outreach.

5.2.5. **Certificate Awarding Bodies** – Awarding bodies would be responsible for setting standards for assessment and certification and awarding qualifications to the beneficiaries. These would also be responsible for awarding certification and empanelment of credible trainers and assessors.

5.2.6. **Financial linkage partners** – NMDFC, banks, NBFCs, other relevant institutions may be on-boarded by MoMA to support target beneficiaries in obtaining adequate credit and financial support wherever required.

5.2.7. Stakeholder-wise key program outcomes and a summary of roles and responsibilities are given in Annexure-IV.

6. Project Lifecycle

6.1. Essential Infrastructure

- 6.1.1. Training under the scheme shall be organized in accredited and affiliated training centres as per Skill India Digital Hub (SIDH) of MSDE.
- 6.1.2. For education component under the scheme, the PIA to make available a pool of high-quality infrastructure, and duly qualified and experienced teachers/facilitators in project areas for effective implementation in line with NIOS mandate.
- 6.1.3. For any Design and Development Workshops by Knowledge Partners and any other non-NSQF training (with appropriate approval of this Ministry on case-to-case basis), the content, infrastructure, tools, equipment, trainer, and assessor requirement shall be as prescribed by the respective certificate awarding bodies along with approval from this Ministry.
- 6.1.4. Registration and enrolment of the candidate will be done online.

6.2. Course duration and training delivery

- 6.2.1. Maximum batch size under each component shall be of 30 candidates.
- 6.2.2. NSQF norms shall be followed during training and the training hours shall also comply with the NSQF aligned job role.
- 6.2.3. Traini Training hours shall be maximum of 8 hours per day.
- 6.2.4. Training duration under the Skilling component (both traditional and non-traditional) shall be of at least 3 months and should not exceed a period of 12 months for NSQF aligned job roles.
- 6.2.5. Course duration for Women Leadership and Basic Entrepreneurship programme shall be of 60 hours and 120 hours for Entrepreneurship Development Training. The training for creating Business Mentors shall be of 240 hours.
- 6.2.6. Prior to creation of any training batch, the PIA should ensure the approved model curriculum and valid content as per NCVET shall be available for the selected job roles (with exception for customized Design and Development Workshops by Knowledge Partners).
- 6.2.7. PIA must keep itself updated of the rules and regulations issued on this Ministry's website(s) and follow the same wherever applicable.

6.3. Assessment and Certification

- 6.3.1. It is mandatory for all the candidates to maintain at least 70 percent attendance on average during the entire course duration, to be eligible to appear in the assessment exams across all components.

- 6.3.2. Post training, the assessment and certification shall be facilitated by the PIA and the results of the same shall be recorded on the scheme portal/ SIDH. Assessment fees in line with applicable norms, wherever incurred, shall be reimbursed to the PIA under the scheme.
- 6.3.3. Assessment and certification shall be conducted by the respective certificate awarding bodies or as prescribed by MoMA for each component.

6.4. Placement and Post-Placement Support

- 6.4.1. Actionable outcomes from each component as given in the Annexure-III shall be followed.
- 6.4.2. Additionally, for the Non-traditional Skilling sub-component, PIA shall be responsible to ensure wage employment of trained beneficiaries in the scheme. PIA shall be mandated to conduct Post Placement tracking of beneficiaries for at least 3 months after completion of training. The same shall be monitored by MoMA or any other agency approved by it.

7. Program Monitoring and Evaluation

7.1. Monitoring Mechanism

- 7.1.1. A concurrent monitoring mechanism shall be put into place to ensure the quality of implementation of various components under the scheme. A combination of on-ground and desktop monitoring by MoMA with the help of Program Management Unit (PMU), along with extensive use of technological interventions, wherever possible, shall be put into place for monitoring of the scheme.
- 7.1.2. MoMA shall retain the rights to conduct audit of the accounts of the project, wherever deemed necessary, including audit by the CAG, by the Principal Account officer of MoMA or by an independent agency approved by MoMA. The PIA shall make available all relevant records, books of accounts, bank statements (pertaining to the project) to the Government or Government empanelled CAG auditors at any time during and after completion of the project, at the location prescribed for the purpose.
- 7.1.3. MoMA shall undertake to conduct a third-party impact assessment/ evaluation of the scheme during mid-term, scheme completion and/or as per requirements, to understand the outcomes achieved from scheme implementation.
- 7.1.4. MoMA shall evaluate the performance of the PIAs and in case any discrepancy or non-compliance is observed vis-à-vis the project milestones, scheme guidelines, project terms and conditions or GFR, MoMA reserves the right to take any appropriate action as deemed suitable, including cancelling / curtailing any project. Separate instructions on the performance evaluation matrix shall be issued by the Ministry.
- 7.1.5. A grievance redressal mechanism covering key stakeholders, beneficiaries, PIAs, etc. may also be set up for a time bound resolution of grievances.
- 7.1.6. Any disputes or legal matters arising out of or in connection, shall be subject to the exclusive jurisdiction of the courts located in Delhi, India.

7.2. Governance Structure and Responsibilities

- 7.2.1. The overall responsibility of program monitoring and supervision shall be vested with MoMA. MoMA shall be duly supported by Knowledge Partners, as may be required from time to time. MoMA may authorize suitable third-party agency(s), as deemed appropriate, to conduct concurrent monitoring of the project.
- 7.2.2. Designated official(s) from MoMA, including Ministry officers/ PMU/ State govt. and other agencies empanelled by MoMA shall undertake onsite inspection visits wherever required, as approved by MoMA from time to time.

7.2.3. In terms of monitoring and evaluation under the scheme, PM VIKAS SC would play a pivotal role in resolving the implementation issues, escalation matters, take action against non-compliance, and recommend course corrections, wherever required. SC would play a major role in leading and managing all monitoring related operations under the scheme.

7.2.4. To oversee the monitoring and evaluation matters, the SC shall be empowered to undertake the following actions:

- a) Recommend policy proposals, action plans etc. for the approval of the PM VIKAS Empowered Committee (EC)
- b) Discuss non-compliance cases / appeals raised by PIAs and advise appropriate course of action
- c) Advise issuance of warning emails/ non-compliance letters/ show cause notices with respect to non-compliance observed with respect to project milestones or scheme guidelines or terms and conditions mentioned in the project allocation and sanction letters
- d) Blacklist PIAs in case of repeated offences in line with the matrix designed by MoMA and conduct scrutiny/inspections wherever required
- e) Monitor the overall financial performance or fund utilization, considering the overall budget available
- f) Recommend course corrections or suggest better ways of project /program monitoring to PM VIKAS EC, wherever required.

7.2.5. The EC shall periodically review the scheme performance and provide recommendations on important agenda items put forward by the SC as required from time to time.

7.3. Monitoring Tools and Techniques

- 7.3.1. A unified portal shall be developed for the scheme to monitor and track each project lifecycle.
- 7.3.2. It will be mandatory for all PIAs to ensure that attendance of all beneficiaries is captured through Aadhaar-Enabled and geofenced Biometric Attendance System (AEBAS).
- 7.3.3. Beneficiary feedback shall be taken to capture the feedback of beneficiaries during and after the project.
- 7.3.4. In case, any anomaly/ discrepancy is observed during the onsite inspection visit or in course of feedback, MoMA may take appropriate action including call validation depending upon case-to-case basis as may be deemed appropriate.
- 7.3.5. It will be mandatory for the PIA to upload requisite information on scheme's unified portal as per formats specified by MoMA.

- 7.3.6. PIA shall be mandated to submit online Progress Reports periodically as per formats specified by MoMA.
- 7.3.7. PIA shall be required to submit an online Project Completion Report within 2 months of completion of the project as per the format specified by MoMA. The report shall be comprehensive in nature covering all aspects of the project executed, starting from mobilization and counselling of beneficiaries to placement and post-placement / self-employment/ entrepreneurship support. Additionally, the report shall include good quality photographs, case studies, good practices, if any.
- 7.3.8. Apart from the project milestones, the scope of project monitoring shall also cover compliance with scheme guidelines across all areas including provision of infrastructure, availability of certified trainers and assessors, provision of appropriate tools and equipment, etc.
- 7.3.9. It will be mandatory for the PIA to maintain project records, beneficiary data, video and photographic proof, geofenced biometric attendance etc. for at least 2 years after project completion and make the same available to MoMA, if required.
- 7.3.10. A mix of social and financial parameters shall be covered for project monitoring, including but not limited to the following:
 - a) Training center accreditation as per MSDE guidelines/ for education component, the centres to be accredited as per NIOS mandate
 - b) Training target achievement
 - c) Percentage of women beneficiaries covered
 - d) Timely disbursement of stipend to the beneficiaries
 - e) Training in approved locations and job roles.

8. Convergence with other ministries

- 8.1.1. **Convergence with skilling standards set up by MSDE:** Common Norms as prescribed by MSDE shall be adopted wherever possible particularly for Skilling and Training and Women Leadership and Entrepreneurship Components. Efforts shall be made to align to the skilling standards in the areas of infrastructure set up requirements, centre accreditation, standardized course content, leveraging expertise of Sector Skill Councils (SSC), assessment and certification modalities of NCVET or any other areas identified/ standards laid down by MSDE in this regard. This shall enable greater linkage of the scheme with the overall skill ecosystem. Further, the entire candidate life cycle would be captured on the SIDH portal of the MSDE.
- 8.1.2. **Convergence with initiatives of other Ministries:** Institutional, research, knowledge and implementation support shall be sought from various ministries/ State departments to create a synergy between various government initiatives, wherever deemed fit.
- 8.1.3. Inter-ministerial convergence shall also be attempted through the PM VIKAS EC that would have representation from various Central Ministries.
- 8.1.4. **Convergence with other missions of Government of India:** The scheme also aims to align and complement other missions and initiatives of the Government of India such as Make in India, Digital India, MUDRA Yojna, Skill India, Vibrant Village Programme, PM Vishwakarma scheme, Ayushman Bharat - National Health Protection Mission (AB-NHPM), AtmaNirbhar Bharat, Azadi Ka Amrit Mahotsav, etc. and extend the benefits of these schemes to the beneficiaries of PM VIKAS as far as possible.
- 8.1.5. Summarily, the proposed convergence shall be a key enabler in the scheme that would help to achieve the desired outcomes effectively, by reducing duplication of efforts, use of the common pool of hard and soft infrastructure and better utilization of government funds.

Annexure-I: List of Knowledge Partners

I. Traditional Skilling

- a. National Institute of Design (NID)
- b. National Institute of Fashion Technology (NIFT)
- c. Export Promotion Council for Handicrafts (EPCH)

II. Education component

- a. National Institute of Open Schooling (NIOS)

III. Preservation of cultural heritage of traditional and languishing art and craft forms including ICH

- a. Archeological Survey of India (ASI);
- b. National Museum, Delhi;
- c. National Archives of India, New Delhi;
- d. National Gallery of Modern Arts (NGMA);
- e. Indira Gandhi National Centre of Arts (IGNCA);
- f. United Nations Educational, Scientific and Cultural Organization (UNESCO);
- g. Indian National Trust for Arts and Cultural heritage (INTACH);
- h. World Monument Fund.
- i. Eminent personalities concerned.

Annexure-II: Project implementing agencies for “Preservation of cultural heritage of traditional and languishing art and craft forms including ICH”

Following categories of institutions/ organizations can submit their proposal as Project implementing agencies for “Preservation of cultural heritage of traditional and languishing art and craft forms including ICH”:

- a) State Archaeological Departments/Agencies.
- b) Renowned organizations of national repute registered under Societies Registration Act for at least three years and having experience of such curating works of heritage.
- c) Reputed Registered Organizations, registered under Societies Registration Act for at least three years and having experience of such curating works of heritage.
- d) Registered/Recognized Cultural Institutions working for socio-economic, cultural and educational cause of minorities, registered under Societies Registration Act for at least 3 years, and having experience of curating works of heritage.
- e) Recognized Universities/ Research Institutions having experience and facilities for curating works of heritage.
- f) Institutions of Central/State Govt. having experience and facility of curating works of heritage.
- g) Trusts, Companies, Partnership Firms, or Societies registered under Societies Registration Act, 1960 and engaged in preservation and curation of items of cultural and heritage importance.

Eligibility Conditions

The institutions/Organizations to fulfil the following eligibility conditions for submission of their proposal:

- a) The organization/institute should have a past experience of minimum 3 years.
- b) Organization/institute should have facilities, resources, personnel and experience substantiating their project.
- c) The organization should be financially viable and not have deficit account during the last three years. For this, duly Audited Annual Accounts of the last three years should be provided.
- d) The institution must have been registered on NITI Aayog Portal i.e. <http://ngodarpan.gov.in>.

- e) The organization must have undertaken at least one project, related to preservation of heritage and curating, conforming to the activities under this scheme set by this Ministry.
- f) The agency or its proprietor should not have been declared bankrupt by any banking / financial institution.
- g) Organization or any of its head should not have been convicted for any criminal offence. An affidavit certified by NOTARY should be provided in support of this clause.

Firms/Organization/institute blacklisted by NITI Aayog or any Central/State Govt. Dept/Agency will not be admissible.

Annexure-III: Indicative Program Outcomes

The indicative program outcomes across each of the scheme components shall be as per the table below. **However, specific program outcomes expected from PIAs shall be defined at the time of project allocation in respective sanction / allocation letters / MoU.**

Table: Indicative Program Outcomes

SN	Program Outcome	Responsibility	Suggestive Documentary Evidence ²
Traditional Training sub-component			
1)	Facilitate loans to beneficiaries through NMDFC, banks, wherever required	PIA, NMDFC, banks, non-banking financial institutions	<ul style="list-style-type: none"> • Certificate from NMDFC/ bank(s), etc. regarding loan disbursal
2)	Development of Self-help groups / Artisan Producer Organizations/ Individual/ Group Enterprises, wherever required	PIA	<ul style="list-style-type: none"> • Registration certificate
3)	Encourage and facilitate participation of all beneficiaries in national / state level/ local trade fairs in sync with the Hon'ble PM's mission of 'Gram Swaraj Abhiyaan'	PIA	<ul style="list-style-type: none"> • Registration / participation certificate • Photographic and video-graphic evidence of stall setup by beneficiaries
4)	Workshop on design training and interventions	Knowledge Partners	<ul style="list-style-type: none"> • Relevant proof of organizing the workshop • Catalogue / brochure of products developed by beneficiaries based on design inputs
5)	Development of standardized product catalogues of minority	PIA	<ul style="list-style-type: none"> • Catalogue / brochure of

²The supporting documentary evidence required against each of the proposed program outcomes is indicative in nature and may not be exhaustive. These shall be mentioned in detail in the allocation/ sanction letter to be issued to the PIA and MoU with Knowledge Partners.

SN	Program Outcome	Responsibility	Suggestive Documentary Evidence ²
	artisans for Virtual Bazaars (including on history and background of art and crafts) to facilitate B2B linkages		products developed by beneficiaries based on design inputs
Non-traditional Skilling sub-component			
6)	Placement as wage employment: <ul style="list-style-type: none"> • Placement of 75 percent of total candidates trained under NSQF aligned skill programs and at least 50 percent in organized sector, as categorised in the NSQF/CCN • The candidate shall be treated as placed if he/she continues to be in job for at least 3 continuous months after training 	PIA	<ul style="list-style-type: none"> • Offer letter with name of candidate and salary details • Salary slips issued by employer / account statement of bank account of candidate showcasing the credits of salary
7)	Placement as self-employment in specific niche sectors with approval of MoMA on case-to-case basis: Development of Self-help groups / Artisan Producer Organizations/ Individual/ Group Enterprises, wherever required	PIA	<ul style="list-style-type: none"> • Registration certificate/self-certification • Bank passbook
8)	Facilitation of Apprenticeship opportunities	PIA	<ul style="list-style-type: none"> • Registration/ enrolment proof
Women Leadership and Entrepreneurship Component			
9)	All of the total enrolled beneficiaries to be provided leadership and basic entrepreneurship development training should be women	PIA	<ul style="list-style-type: none"> • Participation certificate
10)	50 percent of the total beneficiaries enrolled in the component to be provided	PIA	<ul style="list-style-type: none"> • Participation certificate

SN	Program Outcome	Responsibility	Suggestive Documentary Evidence ²
	entrepreneurship development training		
11)	At least 10 percent of the women who have undergone entrepreneurship training to be trained as business mentors (Biz Sakhis/ Udyami Mitras)	PIA	<ul style="list-style-type: none"> Participation certificate issued under the aegis of MoMA
12)	At least 15 percent of the total beneficiaries enrolled under the Women Leadership and Entrepreneurship Component of the scheme, to be provided career counselling skill training / placement	PIA	<ul style="list-style-type: none"> Offer letter with name of candidate and salary details Salary slips issued by employer / account statement of bank account of candidate showcasing the credits of salary Enrolment information from the portal
13)	Facilitate in setting up of individual or group enterprises among at least 30 percent of the beneficiaries who have undergone entrepreneurship training	PIA/ NMDFCs/ Banks and other non-banking institutions	<ul style="list-style-type: none"> Certificate from NMDFC/ bank(s), etc. regarding loan disbursement
Education Component			
14)	<ul style="list-style-type: none"> Beneficiaries to be enrolled in open schooling programs for class 8th, 10th, and 12th At least 40 percent candidates out of targeted beneficiaries pursuing open schooling to pass NIOS examination* 	PIA	<ul style="list-style-type: none"> Passing certificate / mark sheet with pass marks issued by NIOS

**In case less than 40 percent of the beneficiaries pass, PIA shall be made payment for successful beneficiaries on pro-rata basis.*

Annexure-IV: Summary of Stakeholder Roles and Responsibilities

Sn	Process Area	Stakeholder Responsible
1)	Aspirations need mapping for target population and establishing demand for training/ skilling/ other intervention	MoMA, other ministries, PIAs
2)	PIA empanelment and target allocation	MoMA
3)	Mobilization and counselling of beneficiaries	PIA
4)	Registration and enrolment of beneficiaries	PIA
5)	Content development and standardization of training modules	SSCs, NCVET, along with Knowledge Partners
6)	Training delivery	PIA
7)	Education delivery/ facilitation	PIA
8)	Program management, monitoring, and evaluation of programs	MoMA through its own offices and other agencies empanelled by MoMA
9)	Assessment and certification	SSC, NCVET, NIOS, any other body approved by MoMA
10)	Activities related to Placement and Post-Placement and achievement of other program outcomes of trained beneficiaries	PIA
11)	Facilitation of financial linkages	PIA, NMDFC, other financial partners such as banks, NBFCs, state governments
12)	Facilitation of market linkages	PIAs, Knowledge Partners, MoMA, state governments
13)	Fund release to PIAs	MoMA
14)	Submission of mandatory documents as prescribed by MoMA for release of funds	PIA
15)	Impact Evaluation	MoMA and any other body empanelled by MoMA
16)	Overall fund management	MoMA
17)	Capacity building of PIAs	MoMA, Knowledge Partners

Sn	Process Area	Stakeholder Responsible
18)	Advocacy and branding, including organization of fairs, cultural events	PIA, MoMA, other ministries, state governments
19)	Technology enablement and support	MoMA

Annexure-V: Eligible cost components

**Note: Below mentioned cost components shall be applicable along with the other terms and conditions mentioned in the guidelines especially on funding pattern, and instalment-wise payments. Supporting documentary evidence shall be required and the criteria for fund release shall be specified by this Ministry at the time of project allocation.*

Sn	Cost Component	Details and Remarks, if any
A.	Non-Traditional Skilling Component	
1	Training cost	As per Common Cost Norms
2	Assessment and certification cost	As per Common Cost Norms
3	Candidate stipend	Rs.2000 per month per candidate for non-residential training, Rs.1000 per month per candidate for residential training
4	Post Placement Support	Rs.2000 per candidate for 2 months
5	Residential support	As per Common Cost Norms
B.	Traditional Training Component	
1	Training cost	As per Common Cost norms for NSQF training, Max. as per Category III of Common Cost Norms for non-NSQF training
2	Assessment and certification cost	As per Common Cost Norms
3	Candidate stipend	Rs.3000 per month per candidate for non-residential training, Rs.1500 per month per candidate for residential training
4	Residential support	As per Common Cost Norms
5	Events/ Parvs	The Ministry shall issue separate instructions/ guidelines specifying the cost norms for such events/ Parvs
6	Preservation of cultural heritage of traditional and	To be examined and finalized on case-to-case basis by SC and EC

Sn	Cost Component	Details and Remarks, if any
	languishing art and craft forms including ICH	
C.	Women Leadership and Entrepreneurship Component	
1	Training cost	As per Common Cost Norms
2	Assessment and certification cost	As per Common Cost Norms
3	Candidate stipend	Rs.200 per day per candidate
D	Education Component	
1	Training cost	Rs. 16000 per candidate
2	Assessment and certification cost	Rs.4000 per candidate
3	Candidate stipend	Rs.1000 per month per candidate for 6 months

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Government of India**

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