

**GOVERNMENT OF TELANAGANA  
DEPARTMENT OF TECHNICAL EDUCATION**

**OFFICE OF THE  
COMMISSIONER OF TECHNICAL EDUCATION,  
TELANGANA:: HYDERABAD**

Dt: 19.10.2019

- Sub : Technical Education - Implementation of Pradhan Mantri YUVA Yojana (Pradhan Mantri Yuva Udyamita Vikas Abhiyan) by Technical Institutions - Reg.
- Ref : Letter No. DGT/MSDE/PMYUVA/2019(16), Dt: 16.09.2019 received from the Ministry of Skill Development & Entrepreneurship, Directorate General of Training, New Delhi.

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The attention of the Principals of Government Polytechnics at the address entry is invited to the subject and reference. In the letter cited, Director General/ Administrative Section, DGT, MSDE, New Delhi has support for smooth implementation of the pilot project of PM-YUVA on the following:

- a) Nomination of the Project Polytechnics.
- b) Information to the Principal about the Program.
- c) Participation of the Principals in Principals' meet.
- d) Two dedicated faculty from each institute to run the EDP.
- e) Faculty participation in TOT and other meetings organized.
- f) Time table of the classes at each institute to be suitably modified so that the EDP could be fit in.
- g) Logistical support within the institute to be made available by the institute Head, including rooms having the seating capacity for minimum 50 students, where classes could run etc.

Hence, the Principals of respective Government Polytechnics are requested to initiate further necessary action accordingly under intimation to this office. They have to send nomination through mail ID. [adtrg.ts@gmail.com](mailto:adtrg.ts@gmail.com) on or before 22<sup>nd</sup> October, 2019.

(This has approval of the CTE, Telangana)

Encl: As above

Signature valid

Digitally signed by GUNDALA  
GIRIBABU  
Date: 2019.10.19 17:42:06 IST  
Reason: Approved

For COMMISSIONER

To  
The Principals of Government Polytechnics in the Hyderabad and Ranga Reddy Dist.  
Copy to Secretary, SBTET, TS, Hyderabad.  
Copy to the Director General/AS, DGT, MSDE, New Delhi.



**राजेश अग्रवाल**  
**महानिदेशक**  
**Rajesh Aggarwal, IAS**  
**Director General**



**भारत सरकार**  
**कौशल विकास और उद्यमशीलता मंत्रालय**  
**प्रशिक्षण महानिदेशालय**  
**GOVERNMENT OF INDIA**  
**MINISTRY OF SKILL DEVELOPMENT &**  
**ENTREPRENEURSHIP**  
**DIRECTORATE GENERAL OF TRAINING**

**D. O. No. DGT/MSDE/PMYUVA/2019 (16)**

16<sup>th</sup> September, 2019

Dear *Sh. Mittal,*

As you may be aware, Pradhan Mantri YUVA Yojana (Pradhan Mantri Yuva Udyamita Vikas Abhiyan), a flagship program of the Ministry of Skill Development and Entrepreneurship, aims to provide an enabling environment for potential, existing and early stage entrepreneurs, to start and sustain businesses and become self-employed and further generate employment through their enterprises.

2. The Scheme, intends to pilot the entrepreneurship education model as a pilot in Polytechnics in Telangana.
3. The program will host a series of trainings, activities on entrepreneurship education (Entrepreneurship Development Program (EDP)) with faculties and students as given below:
  - a) Project Orientation regarding the program with the Principals of the Institute
  - b) Student Orientation in each Institute
  - c) 5- day Training of Trainer (TOT) program of the selected Faculty (two-faculty per institute)
  - d) Students enrollment for the Course
  - e) Course roll out for the students, facilitated by the trained Faculty (based on experiential learning)
  - f) Faculty Mentor training
  - g) Market survey and Field work by the students
  - h) State level and National level Business plan, pitch competitions etc.
  - i) Short listing of the candidates, Alumni of institutes for Counseling Camps and Mentoring support for creation of enterprise.
4. A brief of the pilot program to be conducted over a period of 7 months (up to 31<sup>st</sup> March 2020) along with implementation time lines is placed at enclosure. Based on the pilot a 5-year PM-YUVA schemes is being planned. Due to constraints of time, the project will be implemented in institutes located close to the vicinity of location of Nodal office of PM-YUVA. A Nodal officer of PM-YUVA is based at each Nodal Hub, who will facilitate the entire process. In view of the above, a list of potential institutes (Polytechnics) that may be included in the program is enclosed. The final list of empanelled institutes will be prepared after verification & field visits by Nodal team based predefined selection criteria.

(contd./-2)



Directorate General of Training

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**Tel.: 011-25731102, 25731103 Email.: dirgen-msde@gov.in**  
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5. The PM YUVA will require following support for smooth implementation of the pilot:
- Nomination of the Project Institutes (Polytechnics)
  - Information to the Principal about the Program.
  - Participation of the Principals in Principals' meet.
  - Two dedicated faculty from each Institute to run the EDP.
  - Faculty participation in TOT and other meetings organized.
  - Time table of the classes at each Institute to be suitably modified so that the EDP could be fit in.
  - Logistical support within the Institute to be made available by the Institute Head, including rooms having the seating capacity for minimum 50 students, where classes could run etc.
6. You are kindly requested to extend support and cooperation to PM-YUVA team for successful implementation of the project.

Regards,

Yours sincerely,



**(Rajesh Aggarwal)**  
**Director General/AS**

Encl:

- List of potential institutes (Polytechnics)
- Brief details about PM-YUVA

To,

Shri Naveen Mittal, IAS,  
Commissioner of Technical Education,  
Department of Technical Education,  
Telangana State,  
2nd Floor, Vidya Bhavan, Opp. to Latha Talkies,  
Nampally, Hyderabad



## PM YUVA 2.0 (August 2019- March 2020)

### 1. Background

Skilling and Entrepreneurship are two distinct yet related functions of MSDE. Consequently, Pradhan Mantri Kaushal Vikas Yojna (PMKVY) and Pradhan Mantri YUVA Yojana (PMYY) are the two pillars of this Ministry. While JSS is also focuses on skilling the youth in sector specific trades to make them job ready and motivate beneficiaries to take up self-employment as a career option. PMYY endeavours to create jobs through entrepreneurship education, training, capacity building, mentoring and handholding. Skilling in specific trades does not ensure entrepreneurial competence amongst the trainees. Thus, to complete the cycle, it is imperative for skilling and entrepreneurship to work in tandem with each other.

### Vision

Accelerate job creation by providing end to end entrepreneurship education, handholding and mentoring support to potential and existing entrepreneurs who aspire to start or scale-up their existing enterprises.

### Mission

To promote entrepreneurship as an alternate career choice and enable sustained long-term mentoring support through the journey to potential and early stage entrepreneurs.

### Objectives

The overall objective of the scheme is to create an enabling ecosystem for entrepreneurship development through entrepreneurship education & training, advocacy, and easy access to entrepreneurship network, with focus on student/ trainees and alumnae from the skilling ecosystem.

### Outcome

The project is likely to create 600 new and 1000 scale-up enterprises over a period of 8 months (i.e. by March, 2020).

	August, 2019- March, 2020
Total project institutes covered	300
<b>CATEGORY A: ITI/NSTI</b>	
Coverage	200
<b>Beneficiaries</b>	
EAP	50000
EDP	30000
<b>CATEGORY B- Polytechnics</b>	
Coverage	50
<b>Beneficiaries</b>	
EAP	12500
EDP	7500
<b>CATEGORY C- PMKK</b>	
Coverage	25
<b>Beneficiaries</b>	
EAP	3750
EDP	2500
<b>CATEGORY D- JSS</b>	
Coverage	25
EAP	3750
EDP	2500
<b>Other Outputs/ Outcomes</b>	
Faculty Facilitators	600
Faculty Mentors	330
No. of New enterprises	600
No. of Scale up enterprises	1000

EAP- Entrepreneurship Development Program

EDP- Entrepreneurship Development Program



**The specific objectives of the Scheme are as follows:**

- a. **Entrepreneurship Awareness and Mobilisation:** To create awareness about entrepreneurship as a career option.
- b. **Entrepreneurship Education and Training:** To provide entrepreneurship education and training within the skilling ecosystem to assist the potential and existing entrepreneurs in setting up (scaling up their enterprises).
- c. **Mentoring and Handholding:** Provide handholding and mentoring support to potential and existing entrepreneurs through Nodal E- Hubs and pro-bono mentors.
- d. **Events and Awards:** Create opportunities and platforms through events, awards and recognition.

### **Target Beneficiaries and Location**

**Beneficiary Profile:** In terms of **aspiring/new entrepreneurs**, the program will be open to all budding entrepreneurs not only from the identified project institutes where the EDP program will run, but to other project institutes as well. Additionally, the Nodal E- Hubs will also reach out to District Industrial Centers (DICs), Vocational Training Centers, Colleges, entrepreneurship training/development institutes, skills & business development services-oriented programmes of different Ministries etc. to identify aspiring entrepreneurs. The National E- Hub and Nodal E- Hub will screen and select aspiring entrepreneurs on the basis of a standardized selection process developed as a means to assess each applicant's financial and managerial capability vis-à-vis the nature of business that he/she wishes to establish.

In terms of **existing entrepreneurs**, the program will support micro and small enterprises engaged in manufacturing or services activities, where the definition of micro and small enterprises would be as per the Ministry of MSME. Only businesses that have been operational for the last three or more years and are not sick units or loan defaulters as on the date of application would be considered eligible to participate in the Mentorship program.

The beneficiaries would largely include:

- i. Existing entrepreneurs from NIESBUD and IIE, Guwahati
- ii. Alumnae from project institutes (ITI, PMKK, Polytechnics) who are self-employed and working on their small business.
- iii. State Ministries having functional Skill Development Missions



iv. Various State Government Department beneficiaries undergoing skill development programs like Ministry of Women and Child Development, Ministry of Social Justice and Empowerment, Ministry of Tribal Affairs, MSME, NSIC, Nehru Yuva Kendra, Ministry of Minority Affairs etc. The scheme while identifying its target beneficiaries in both new and scale up enterprises will also focus on women led business and enterprises.

### **LOCATION**

The Scheme will run in existing Nodal E- Hubs and additionally in Uttarakhand

- Delhi/NCR
- Haryana
- Tamil Nadu
- Telangana
- Kerela
- West Bengal
- North Eastern Regions (through IIE, Guwahati)
- Maharashtra
- Uttarakhand (through NIESBUD, Dehradun centre)
- Bihar

### **PROCESS**

Entrepreneurship Awareness activities will cover 70,000 candidates of project institutes (200 ITIs, 50 Polytechnics, 25 PMKK and 25 JSS) and X no. of other youths from skilling ecosystem. This will be followed by Entrepreneurship Development Program (EDP) to 42.500 candidates from Project institutes. Out of the EDP pass outs from project institutes and the candidates coming from other skilling ecosystem, it is expected that approximately 3500 candidates who show interest to become entrepreneurs will undergo a 3-day Go Forward Counselling Camp to refine their business plan, prepare project proposal etc. Specific need and sector-based mentors will be identified for the Counselling Camps. Through the series of training and mentoring interventions provided, the Scheme is likely to create 600 new enterprises and 1000 scale-up enterprises leading to a total of approximately 1600 enterprises.

**List of Potential Polytechnics**

<b>S. No.</b>	<b>District</b>	<b>Name of Polytechnics</b>
1	Hyderabad	Jawaharlal Nehru Government Polytechnic, Ramanthapur
2	Hyderabad	Government Polytechnic, Masab Tank, Hyderabad
3	Hyderabad	Government Polytechnic for Women, Secunderabad
4	Hyderabad	Government Institute of Printing Technology, Secunderabad.
5	Hyderabad	Government Institute of Electronics, East Maredpally, Secunderabad.
7	Ranga Reddy	Sanjay Gandhi Memorial Govt Polytechnic
7	Hyderabad	Kamla Nehru Polytechnic for Women
8	Hyderabad	Durgabai Deshmukh Government Womens Technical Training Institute
9	Ranga Reddy	AP Govt Institute of Leather Technology