International Journal of Agriculture Sciences
ISSN: 0975-3710 & E-ISSN: 0975-9107, Volume 10, Issue 12, 2018, pp.-6408-6410.
Available online at https://www.bioinfopublication.org/jouarchive.php?opt=&jouid=BPJ0000217

Review Article

ANALYSING PRADHAN MANTRI KAUSHAL VIKAS YOJANA FROM THE LENS OF TRAINING LITERATURE

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Received: June 14, 2018; Revised: June 22, 2018; Accepted: June 23, 2018; Published: June 30, 2018

Abstract: The Pradhan Mantri Kaushal Vikas Yojana (PMKVY) was approved by the Union Cabinet of India on March 20, 2015 and was then launched on July 15, 2015. The Scheme has detailed guidelines for selection, functioning, infrastructure requirements, financial dealings, and course provision for Training Centres and Training Partners. But, the entire Scheme lacks any guidelines and directions on the training pedagogy, except for a certification for the trainer from Sector Skills Council of India and training structures. This paper is an attempt to design a conceptual model for the better functioning and efficient outcomes of this campaign. The model focuses on the factors affecting motivation to learn and the ultimate training effectiveness.

Keywords: Training effectiveness, PMKVY, Effectiveness of PMKVY, Motivation to Learn

Citation: Gupta S. and Kashyap S.K. (2018) Analysing Pradhan Mantri Kaushal Vikas Yojana from the Lens of Training Literature. International Journal of Agriculture Sciences, ISSN: 0975-3710 & E-ISSN: 0975-9107, Volume 10, Issue 12, pp.- 6408-6410.

Academic Editor / Reviewer: Dr Rahul Singh Arya

Introduction

Entire country is concerned about the employment generation propositions especially in the rural areas. Present day youth is getting distracted from agriculture and government has launched a programme named as "Attracting and Retaining of Youth in Agriculture" (ARYA). Employment generation has been aligned to skill generation for promoting the youth towards self-employment. Hi-tech agriculture and precision farming initiatives also need specialized skill-set to initiate and sustain in the venture. Thus, skill enhancement has emerged as the critical component in present crisis [10, 18]. The Pradhan Mantri Kaushal Vikas Yojana (PMKVY) was approved by the Union Cabinet of India on March 20, 2015 and was then launched on July 15, 2015. The National Skills Development Corporation is responsible for its execution under the guidance of Ministry of Skill Development and Entrepreneurship. The first version of the Scheme ran till March 2016 and the second version was approved for running it till 2020. The second version of the Scheme aims to provide relevant skill set to the 10 million youth of the country. Currently, the Scheme works on the aspects of Short Term Training, Recognition of Prior Learning, Special Projects, Kaushal and RozgarMela, Placement, and Monitoring. The outcomes of the first version were not formally documented. Instead a government panel headed by Mr. Sharda Prasad, former head of the Directorate General of Education & Training was constituted to study the impact of this Scheme. The current statistics (2016-17) reveal that the targets set for the plan has yet to be achieved through much more intensified efforts. out of 473370 certified youth, only 111, 322 have been placed (http://msde.gov.in/). The outcome of the scheme could have been much vigorous and impactful being the flagship programme of the government. The reasons for limited achievement of targets can be analysed from the point of view of training need analysis and training pedagogy. The Scheme has detailed guidelines for selection, functioning, infrastructure requirements, financial dealings, and course provision for Training Centres and Training Partners. But, the entire Scheme lacks any guidelines and directions on the training pedagogy, except for a certification for the trainer from Sector Skills Council of India and training structures. Moreover, research studies in this context are limited [15].

Therefore, this paper is an attempt to design a conceptual model for the better functioning and efficient outcomes of this campaign. The model focuses on the factors affecting motivation to learn [17], and the ultimate training effectiveness [12], taking support from extant literature.

Propositions

Training reputation is often built within an individual based on certain expectations which are grounded on remarks from colleagues, or known others who have completed the training, and also from past experiences of the same training programme [11]. It has been found that training reputation is positively related to pre-training motivation [11, 19] and therefore it can be assumed that the motivation to learn might also be high. In the context of PMKVY, both the reputation of the training programme as well as that of the training centre will be considered. Firstly, the training programme or the Scheme is being run by the Government of India and held considerable reputation in its initial phase with support from various corporate houses as well. However, the outcomes of the Scheme do not appear promising and thus the reputation may be hampered. Secondly, the training is being provided through different training centres across India, which may have their reputation built at regional, national, or global level. For *e.g.* NIIT, a globally renowned organization will be training individuals in 16 sectors for five years in multiple states of India, while there are local institutes such as 4Q Learning Centre in Indore city and thus the overall reputation of the two organizations might differ. Nevertheless, training reputation will be positively related to motivation to learn.

Proposition 1: Training reputation will be positively related to motivation to learn.
Proposition 1a: Reputation of the training programme will be positively related to motivation to learn.
Proposition 1b: Reputation of the training centre will be positively related to motivation to learn.

Studies have found that perceived utility of the training programme has a positive impact on the motivation to learn [8, 16, 20]. Perceived utility has been linked with volunteerism, because if the individual is voluntarily opting for a training programme then he must be foreseeing some utility, and thereby has higher motivation to learn [16]. Similarly, in the context of PMKVY the Scheme is running on voluntary participation and therefore it can be assumed that it will result in greater motivation to learn.

Proposition 2: Perceived training programme utility will be positively related to motivation to learn.

In most cases, trainers have discretion over training design and the delivery method. For a given context, a particular training method may be more effective for a given skill to be taught than the other [1]. There are various training methods and learning principles based on which the training programmes can be structured [21], and thus the overall training design must be such that in enhances the motivation to learn. Since, PMKVY provides training on different kinds of skills, therefore the training design must be adapted accordingly.

Proposition 3: Training design will be positively related to motivation to learn.
Proposition 3a: Structure of the training will be positively related to motivation to learn.
Proposition 3b: Mode of delivery in the training programme will be positively related to motivation to learn.

Motivation has been found to be a significant factor impacting training transfer by several studies [2-5,7]. Further, motivation to learn is found to affect various learning outcomes, which in turn impacts the training transfer [9]. Also, motivation to learn has been distinctly examined to be affecting motivation to transfer [13].Since individuals under the PMKVY are seeking employment and join the training programme on a voluntary basis, it is likely that they will be high on motivation to learn and will therefore have high motivation to transfer as well.

Proposition 4: Motivation to learn will be positively related to motivation to transfer.

Training transfer is an important predictor of training effectiveness [2,22], because it is essential that trainees apply their learnings in the work context for the purpose of training to suffice [2]. The training effectiveness in context of PMKVY would related to the employment outcomes. Whether an individual gains employment after completing the training programme, the employment sustains for a reasonable period, and the individual is able to transfer the learning in the given work setting; all these three parameters would contribute to the effectiveness of this Scheme. Thus, motivation to transfer should result in overall training effectiveness.

Proposition 5: Motivation to transfer will be positively related to training effectiveness.

Training effectiveness is suggested to be affected by motivation to learn, as it impacts the final outcomes which is an indicator of effectiveness [17]. As discussed earlier, effectiveness in the case of PMKVY is an outcome of three parameters which can also be directly influenced by the motivation to learn. Proposition 6: Motivation to learn will be positively related to training effectiveness. The effectiveness of the training programme is also a function of the training design, as design determines various learning outcomes which consequently influences the training transfer [1], and ultimately leads to effectiveness. Training design contributes to effectiveness by enhancing the training transfer as well [3, 4, 14]. The PMKVY Scheme also requires appropriate training design features so that the training effectiveness can be significantly enhanced.

Proposition 7: Training Design will be positively related to training effectiveness.

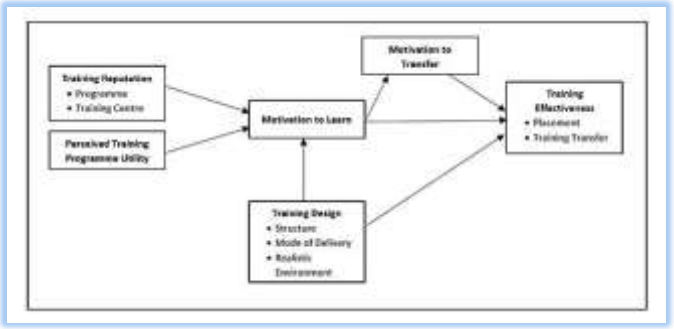

Fig-1 Effectiveness of Training Campaign

Conclusion

For the success of training campaign, it is to be noted that the training reputation which is based on the reputation of the training centre as well as the reputation of the training programme, will be positively related to motivation to learn which will affect the impact of training positively or adversely. Researches reveal that the perceived training programme utility also has a positive relation with motivation to learn. It is also established that the training design will be positively related to motivation to learn which will include the structure of the training as well as the mode of delivery in the training programme. Researches also reveal that the motivation to learn will be positively related to motivation to transfer which is again, positively related to training effectiveness. These research-based issues and propositions are needed to be the foundation for structuring any training-based campaign, programme or proposition. Pradhan Mantri Kaushal Vikash Yojana also needs a relook in the above perspectives for furthering its success and utility.

Application of Review: Useful in designing, framing, implementing and carrying the training-based programmes in effective manner. The insights and experiences of such other programmes worldwide through review give a point of reference for successful implementation of Pradhan Mantri Kaushal Vikash Yojana and other similar innovative programmes.

Review Category: Agricultural Extension, Entrepreneurship Development

Abbreviations:
PMKVY: Pradhan Mantri Kaushal Vikas Yojana

Acknowledgement / Funding: Author thankful to Indian Institute of Management, Indore, 453556, Madhya Pradesh, for providing the insight of this review. Author also thankful to Department of Agricultural Communication, G. B. Pant University of Agriculture & Technology, Pantnagar 263145, Uttarakhand, India.

***Research Guide or Chairperson of research: Professor Dr S. K. Kashyap**
University: G. B. Pant University of Agriculture & Technology, Pantnagar 263145, Uttarakhand
Research project name or number: Nil

Author Contributions: All author equally contributed

Author Statement: All authors read, reviewed, agree and approved the final manuscript.

Conflict of Interest: None declared

Ethical Approval: This article does not contain any studies with human participants or animals performed by any of the authors.

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