



**N · S · D · C**  
**National  
Skill Development  
Corporation**

**Third Party Impact Assessment and Evaluation of  
the Recognition of Prior Learning (RPL) under  
Pradhan Mantri Kaushal Vikas Yojana (PMKVY)  
implemented by**

**Media and Entertainment Skills Council**



DATAMATION INTERNATIONAL

**Submitted by:  
Datamation Consultants Pvt. Ltd.**

## ACKNOWLEDGMENT

We are thankful to the National Skills Development Corporation of India (NSDC) for assigning Datamation Evaluation of the Recognition of Prior Learning (RPL) programme a vital component of the Pradhan Mantri Kaushal Vikas Yojana (PMKVY).

It may not be out of context here to express our heartfelt and admiration for the extraordinary vision and dynamic leadership of the Indian Govt. who have successfully established an enabling skills development mechanism in the country under the aegis of NSDC and the State Skills Development Agencies and Skills Councils. Understanding fully well the skills gap that exists in the country; as well as the constant need for training, re-training and capacity-building of the current work force and also of youth entering India's work force. The strategy of launching effective programs like RPL and others; is enabling India to reach its goal of having a skilled and prosperous work force.

We thank NSDC teams for reposing their confidence in Datamation, for the conduction of various Skills Councils evaluations. We place on record our gratitude and appreciation for the NSDC RPL program team led by Mr. Mahendra Payal, Mr. Manjit Nath- Dy Head – PMKVY(RPL),NE/LWE Region Ms. Payal Chatterjee -Analyst-PMKVY Recognition of Prior Learning (RPL), Mr. Monu Sangwan, Ms. Swati Singh and others for their cooperation and support during the conduction of the RPL evaluation.

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We hope the findings of the Evaluation shall be useful for the policy makers and policy implementers at NSDC and also that of the Govt. of India and its various entities especially the NITI Aayog; in formulating new skills development dynamics for our beloved nation that shall help us leapfrog as a `developed' nation very shortly.

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## ACRONYMS

Name	ACRONYMS
Pradhan Mantri Kaushal Vikas Yojana	PMKVY
Ministry of Skill Development & Entrepreneurship	MSDE
National Skill Development Council	NSDC
Recognizing Prior Learning	RPL
National Skill Qualification Framework	NSQF
National Open Schooling -Question Paper	QP-NOS
Sector Skill Councils	SSCs
National Skill Development Authority	NSDA
Programme Implementation Agency	PIA
Training Partner Agency	TP
Assessment Agency	AA
Beneficiary Candidate	BC
Non- Governmental Organizations	NGO
National Open School	NOS
Question Paper	QP
Media and Entertainment Skills Council	MESC
Gross Domestic Product	GDP
Focussed Group Discussion	FGD

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## List of Findings

<b>RELEVANCE ORGANIZATIONAL STRENGTH, MOBILIZATION PROCESS, SCREENING PROCESS AND JOB ROLE IDENTIFICATION</b>	
Finding - 1	The strategic approach of RPL, identified by NSDC and implemented by Media and Entertainment Skills Council (MESC) towards empowering non-formal skilled workers with formal certification after assessing them with NSQF guidelines is relevant to support PMKVY goal and vision of addressing Skill, re-skill, and up-skill of workers engaged in non-formal Media and Entertainment Skill sector services.
Finding - 2	Media and Entertainment Skills Council's (MESC) organizational strength, managerial support, and coordination mechanism were effective in providing the necessary logistic support and monitoring of interventions at the training centres.
Finding - 3	RPL- Process, implemented by MESC for Mobilization, and enrolment of candidates for RPL certification was context specific and spread all covered seven states of India. However final tally for RPL certification process was not very successful as only 4348 (44%) of the targeted stakeholders (10,000) were assessed for RPL skill competency certification. This indicates mobilization process was not effective enough to cover all targeted stakeholders.
Finding - 4	RPL Process, implemented by MESC for Pre-Screening Test, and identification of Role Jobs for the successful candidates in the Sector Skill, is context specific, spread over all covered seven India and is integrated with a holistic approach suggested for RPL by NSDC. Major proportion of Job roles selected by Training Partners were Make-up Artist (25%), Hairdresser (15%), Dancer (14%).
<b>EFFECTIVENESS ORIENTATION, COUNSELLING AND CAPACITY BUILDING BY TRAINING PARTNERS</b>	
Finding - 5	RPL Process, implemented by MESC for Orientation, counselling and Capacity Building of skilled worker is relevant, context specific, and in sync with a holistic approach suggested by RPL Scheme supported by NSDC. 88 percent beneficiary candidates confirmed that RPL Programme were Successfully conducted by the Training Partners.
Finding - 6	Training Partners Selected by MESC for the RPL for Orientation, counselling and Capacity Building of skilled worker have the requisite experience in the field and have technical competence. 83% beneficiary respondents felt they received the information and other knowledge from the sessions as per their expectations. 92% respondents conveyed that the programme has been effective in providing them useful information as well as upscaling their skills. 94% respondents were satisfied with the course curriculum and other modules taught in the training period.
Finding - 7	Training Partners selected by MESC having specific expertise in job roles were selected for providing counselling / orientation and capacity building assignments, so that training is highly successful for motivating selected candidates to face the Assessment test confidently.
Finding - 8	Responses from beneficiary candidates were encouraging for providing RPL badges, skill cards and job role kits and other stationery in Orientation/ Counselling Training Sessions

Finding - 9	Effective monitoring was in place from Media and Entertainment Skills Council to oversee the successful completion of the RPL Processes of Mobilization, Pre-Screening Tests and Counselling/ orientation. Training Sessions given by Training Partners were appreciated by 92 % beneficiary candidates.
<b>EFFICIENCY</b>	
<b>ASSESSMENT AND DISTRIBUTION OF RPL CERTIFICATION</b>	
Finding - 10	Faculty from Assessment Agency selected by MESC for conducting Certification Assessment Tests, followed RPL Guidelines effectively and beneficiary candidates expressed level of satisfaction, indicating that the Certification Assessment test was conducted transparently without any prejudice.
Finding - 11	14 % of enrolled candidates dropped out for RPL, assessment certification. However, results of assessed candidates were decent as 94% assessed candidates passed out and were provided with skill competency certifications for the specific job roles.
Finding - 12	Distribution of Skill competency certificates to the successful candidates were completed within the time schedule and candidates expressed satisfaction with the process of certificate distribution
Finding - 13	MESC in partnership with their Training Partners had used all required norms while conducting the RPL Scheme and provided empowering service facilities for skill competency certification to the enrolled candidates.
Finding - 14	Disbursement of the stipend amount after the successful completion of the training was not provided to the candidates as per the RPL norm.
<b>OUTCOMES AND IMPACT</b>	
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Finding - 16	Beneficiary candidates enrolled for Media and Entertainment Skill sector, RPL certification, were having good education levels with matric (12%), intermediate (33%), graduation 51%) and higher education's levels 94%).
Finding - 17	Beneficiary candidates for Media and Entertainment Skill sector, seeking RPL certification were mostly lower-middle income groups (77% from Lower-Middle income Group having monthly income of Rs. 15000-25000). The beneficiaries were working in their job profiles for 2-5 years and were looking forward for seeking RPL certification for earning better earnings and their upward mobility.
Finding - 18	Eighty percent of beneficiary candidates of Media and Entertainment Skill sector, seeking RPL certification were working (either self-employed or with employers) and the rest 20 percent were seeking employments for the skills they possessed. Sixty-five percent respondents were earning monthly income of less than Rs 15000 before enrolment for RPL,

	certification.
Finding - 19	A significant proportion of Beneficiary candidates felt that RPL has improved their employability skills and Professional growth due to better communication, establishing team work to solve their workplace problems. This has improved their professional mobility and growth.
Finding - 20	A significant proportion of Beneficiary candidates (73%) were self-employed. There was 5% increase in the self-employed workers after RPL certification. Unemployed workers have decreased from 20% to 1% after RPL Skill Competency Certification.
Finding - 21	A significant proportion of Beneficiary candidates (98%) have indicated increase in their monthly incomes after the RPL Skill Certification. Self-employed beneficiaries, who have started their own trades and enterprises indicated higher increase in their monthly income.
Finding - 22	Greater appreciation of Skills and job role of skilled person at workplaces after RPL certification is linked to the higher likelihood of an increase in monthly income.
Finding- 23	46% Beneficiary candidates were able to seek loans from banks for opening new ventures / increasing infrastructure in their own trades. 60% also benefited by getting higher tips and perks from clients.

## **EXECUTIVE SUMMARY**

Pradhan Mantri Kaushal Vikas Yojana (PMKVY), is a flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE), Government of India. This scheme is being implemented by National Skill Development Council (NSDC). A special focus under the PMKVY is Recognition of Prior Learning (RPL). Main objective of the RPL scheme is to identify and assess individuals with prior learning experience or skills and provide certification to them to recognise their skill competencies.

The objective of this Skill Certification Scheme under RPL scheme is to enable many Indian youths, who are currently working in informal activities, to seek skill certification that will help them in securing a better livelihood opportunity and seek to get equal acceptance as is in the case of formal levels of training and education. A prerequisite for RPL certification is a measurement of a clear standard against which knowledge, performance and behaviour can be assessed. The standard should be identical to that which is used for defining the desired outcomes for formal training programmes for the same competence, and should unambiguously specify the minimum acceptable requirements for a person to be assessed as competent. It aims to appreciate prior learning irrespective of the medium of achieving it. Candidate assessed through RPL can progress and train under higher level job roles and they may widen career mobility and possibility of higher wages. It also helps them to seek respect among peer group. It also seeks financial inclusion by opening of bank account. In short, RPL is a process of assessment of an individual's prior learning to give due importance to learning as an outcome rather than learning as process.

A total of 35 Skill Services have been identified by NSDC for the RPL scheme for all states and 4 Union Territories in India

Major findings of the study under Relevance, Effectiveness, Efficiency and Outputs and Impact are given below.

### **KEY FINDINGS**

The strategic approach of counselling youths for attitudinal change towards seeking skill competency certification, by organizing RPL for Media and Entertainment Skills has been relevant, context specific and integrated with a more holistic development of livelihood strategy. Income levels in the wage labour economic activity and for self-entrepreneur economic activity, for the trained youth from Media and Entertainment Skills who sought RPL certification post RPL has improved. The RPL Programmes has created necessary conditions in the counselling/ orientation training programmes for the benefit of non-formal skilled workers for seeking job role upward mobility, higher wages and opening self-entrepreneurservice centres to provide employment opportunities to youth.

### **ORGANIZATIONAL STRENGTH, MOBILIZATION PROCESS, SCREENING PROCESS AND JOB ROLE IDENTIFICATION**

- The strategic approach of RPL, identified by NSDC and implemented by Media and Entertainment Skills Council (MESC) towards empowering non-formal skilled workers with formal certification after assessing them with NSQF guidelines is relevant to support PMKVY goal and vision of addressing Skill, re-skill, and up-skill of workers engaged in non-formal Media and Entertainment Skill sector services.

- Media and Entertainment Skills Council's (MESC) organizational strength, managerial support, and coordination mechanism were effective in providing the necessary logistic support and monitoring of interventions at the training centres.
- RPL Process, implemented by MESC for Mobilization, and enrolment of candidates for RPL certification was context specific and spread all covered seven states of India. However final tally for RPL certification process was not very successful as only 4348 (44%) of the targeted stakeholders (100,00) were assessed for RPL skill competency certification. This indicates mobilization process was not effective enough to cover all targeted stakeholders.
- RPL Process, implemented by MESC for Pre-Screening Test, and identification of Role Jobs for the successful candidates in the Sector Skill, is context specific, spread all covered seven India and is integrated with a holistic approach suggested for RPL by NSDC. Proportion of Job roles selected by Training Partners were Make-up Artist (25%), Hairdresser (15%), Dancer (14%) and other.

## **ORIENTATION, COUNSELLING AND CAPACITY BUILDING BY TRAINING PARTNERS**

- RPL Process, implemented by MESC for Orientation, counselling and Capacity Building of skilled worker is relevant, context specific, and in sync with a holistic approach suggested by RPL Scheme supported by NSDC. 88 percent beneficiary candidates confirmed that RPL Programme were Successfully conducted by the Training Partners.
- Training Partners Selected by MESC for the RPL for Orientation, counselling and Capacity Building of skilled worker have the requisite experience in the field and have technical competence. 83% beneficiary respondents felt they received the information and other knowledge from the sessions as per their expectations. 92% respondents conveyed that the programme has been effective in providing them useful information as well as up scaling their skills. 94% respondents were satisfied with the course curriculum and other modules taught in the training period.
- Training Partners selected by MESC having specific expertise in job roles were selected for providing counselling / orientation and capacity building assignments, so that training is highly successful for motivating selected candidates to face the Assessment test confidently.
- Responses from beneficiary candidates were encouraging for providing RPL badges, skill cards and job role kits and other stationery in Orientation/ Counselling Training Sessions.
- Effective monitoring was in place from Media and Entertainment Skills Council to oversee the successful completion of the RPL Processes of Mobilization, Pre-Screening Tests and Counselling/ orientation. Training Sessions given by Training Partners were appreciated by 92 % beneficiary candidates.

## **ASSESSMENT AND DISTRIBUTION OF RPL CERTIFICATION**

- Faculty from Assessment Agency selected by MESC for conducting Certification Assessment Tests, followed RPL Guidelines effectively and beneficiary candidates expressed level of satisfaction, indicating that the Certification Assessment test was conducted transparently without any prejudice.
- 14 % of enrolled candidates dropped out for RPL, assessment certification. However, results of assessed candidates were decent as 94% assessed candidates passed out and were provided with skill competency certifications for the specific job roles.
- Distribution of Skill competency certificates to the successful candidates were completed within the time schedule and candidates expressed satisfaction with the process of certificate distribution.

- MESC in partnership with their Training Partners had used all required norms while conducting the RPL Scheme and provided empowering service facilities for skill competency certification to the enrolled candidates.
- Disbursement of the stipend amount after the successful completion of the training was not provided to the candidates as per the RPL norms.

## **OUTCOME AND IMPACT**

- Youth and other working age Groups of candidates were mobilized and motivated to get assessed for RPL certification. The mobilization was also successful in enrolling all sections of societies especially individuals from Other Backward Classes and Scheduled Castes. However Scheduled Tribes candidates were few, although few states selected have significant proportion of Scheduled Tribe population. A significant proportion of beneficiary candidates were married (81%) and having average family size of above 5 persons (80%).
- Beneficiary candidates enrolled for Media and Entertainment Skill sector, RPL certification, were having good education levels with matric (12%), intermediate (33%), graduation 51%) and higher education's levels 94%).
- Beneficiary candidates for Media and Entertainment Skill sector, seeking RPL certification were mostly lower-middle income groups (77% from Lower-Middle income Group having monthly income of Rs. 15000-25000). The beneficiaries were working in their job profiles for 2-5 years and were looking forward for seeking RPL certification for earning better earnings and their upward mobility.
- Eighty percent of beneficiary candidates of Media and Entertainment Skill sector, seeking RPL certification were working (either self-employed or with employers) and the rest 20 percent were seeking employments for the skills they possessed. Sixty-five percent respondents were earning monthly income of less than Rs 15000 before enrolment for RPL, certification.
- A significant proportion of Beneficiary candidates felt that RPL has improved their employability skills and Professional growth due to better communication, establishing team work to solve their workplace problems. This has improved their professional mobility and growth.
- A significant proportion of Beneficiary candidates (73%) were self-employed. There was 5% increase in the self-employed workers after RPL certification. Unemployed workers have decreased from 20% to 1% after RPL Skill Competency Certification.
- A significant proportion of Beneficiary candidates (98%) have indicated increase in their monthly incomes after the RPL Skill Certification. Self-employed beneficiaries, who have started their own trades and enterprises indicated higher increase in their monthly income.
- Greater appreciation of Skills and job role of skilled person at workplaces after RPL certification is linked to the higher likelihood of an increase in monthly income.
- 46% Beneficiary candidates were able to seek loans from banks for opening new ventures / increasing infrastructure in their own trades. 60% also benefited by getting higher tips and perks from clients.

## **KEY RECOMMENDATIONS**

A prerequisite for RPL certification is a measurement of a clear standard against which knowledge, performance and behaviour can be assessed. The standard should be identical to that which is used for defining the desired outcomes for formal training programmes for the same competence, and should unambiguously specify the minimum acceptable requirements for a person to be assessed

as competent. Following these cardinal dictums will lead to transparency and accountability which in the long run would instil confidence among RPL Programme certified Workers.

There is clear need to extend the activities and interventions to other areas as Media sector has tremendous future growth prospects in view of several programmes of Government of India as well as buoyancy in economic development. The findings from the present project clearly indicate that the interventions are sustainable in Media sector. However, demand for each job role under the Media skills needs to be conducted through proper survey and identification from Media industries, sector skill organizations and service entrepreneurs. The targets of each job role under Media Sector needs to be realistically identified. PIA/ SSC engaged in Media Sector Skills should be also included in identifying the existing demands for the job roles. Insurance schemes for workers engaged in Media Sector should be provided to workers as that will provide security cover for the vulnerable workers. This will encourage certified skill workers to have a risk free and risk-reduction security.

## SECTION A: PROGRAMME BACKGROUND AND OBJECTIVES

Pradhan Mantri Kaushal Vikas Yojana (PMKVY), is a flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE), Government of India. This scheme is being implemented by National Skill Development Council (NSDC). A special focus under the PMKVY is Recognition of Prior Learning (RPL). Main objective of the RPL scheme is to identify and assess individuals with prior learning experience or skills and provide certification to them to recognise their skill competencies.

A huge section of India's unorganized workforce is unskilled and semi-skilled. Most of them pick up skills and knowledge in an informal set up by observing people or working under their guidance or through complete self-learning. As a result, even though they manage to get a job and earn a decent wage or salary, they may not be able to improve their skills. This also affects their productivity and quality of output. They need access to training programs and support from their employers to skill, re-skill and upskill themselves. This is where Recognition of Prior Learning (RPL) can help them get assessed and certified on their current competencies as per the levels of National Skill Qualification Framework (NSQF). RPL also shows them a path to bridge their current knowledge and skill levels to reach a competency level or go for higher skills for professional growth.

In the absence of recognized qualifications, a large proportion of people face severe disadvantages in getting decent jobs, and accessing further education, even though they might have the necessary knowledge and skills. The Recognition of Prior Learning (RPL) process can help these individuals acquire a formal qualification that matches their knowledge and skills, and thereby contribute to improving their employability, mobility, lifelong learning, social inclusion and self-esteem. This increased prospect for inclusion in the labour market is a win-win situation for all as employers are likewise able to access proof of skilled personnel and better match them with suitable jobs, while increasing their productivity levels. By getting the workforce certified under RPL, the industry gets the dual advantage of formally recognized skill levels mapped with QPs and job roles. RPL assesses the prior knowledge and skills of individuals and certifies them mainly in the unregulated sector. It provides avenues for having better assurances of increased competitiveness. This in the long run stimulates economic growth, as well as social inclusion and equity. With an increasing recognition of the learning acquired through formal, non-formal and informal means, many countries have, with the assistance of the International Labour Organization (ILO) and other institutions, sought to implement established RPL systems.

The objective of this Skill Certification Scheme under RPL scheme is to enable many Indian youths, who are currently working in informal activities, to seek skill certification that will help them in securing a better livelihood opportunity and seek to get equal acceptance as is in the case of formal levels of training and education. A prerequisite for RPL certification is a measurement of a clear standard against which knowledge, performance and behaviour can be assessed. The standard should be identical to that which is used for defining the desired outcomes for formal training programmes for the same competence, and should unambiguously specify the minimum acceptable requirements for a person to be assessed as competent. It aims to appreciate prior learning irrespective of the medium of achieving it. Candidate assessed through RPL can progress and train under higher level job roles and they may widen career mobility and possibility of higher wages. It also helps them to seek respect among peer group. It also seeks financial inclusion by opening of bank account. In short, RPL is a process of assessment of an individual's prior learning to give due importance to learning as an outcome rather than learning as process.

The RPL assessment process are required to demonstrate compliance with four fundamental principles of Legitimacy, Reliability, Flexibility, and Impartiality. To demonstrate legitimacy, reliability, flexibility and impartiality, candidates' assessment is measured against the units of competency contained within the guidelines for determining prior learning. The assessment covers a broad range of skills and knowledge, regardless of how, when, or where prior learning occurred. The

assessment of individual competencies and experience are based on the guiding principles, standards that integrate knowledge and skills with their practical application. All evidence collected during an RPL assessment are gathered, reflecting experiences and knowledge in several contexts or situations, and using different methods. It considers wide range which includes prior knowledge and experience related to given content or contextual area. Impartiality is the cornerstone while conducting the assessment. The assessment procedures are made clear to the candidates. Individuals seeking recognition of prior learning are ensured to have the opportunity for a transparent evaluation of knowledge, skills, and experience.

RPL is a very simple and straightforward process of assessing someone's skills or knowledge, regardless of where and how these were learned. Unlike other forms of assessment, it doesn't judge someone's evidence of competence solely by the credentials or qualifications they have achieved, although this can form part of their claim. Nor does it consider where a person worked, their age, gender, or physical attributes.

The candidates under the RPL scheme are being assessed based on the levels of curriculum adopted for the standardized National Skill Qualification Framework (NSQF). Candidates are selected for orientation and assessment, for certification after conducting appropriate pre-screening tests with help of (Multiple level Question paper/ Physical practical tests). All qualitative components of the skills of the candidates are assessed and tested under RPL. These tests are in sync with the standardized NSQF levels curriculum for fresh trainings conducted in the training institutions. A question papers of National Open Schooling (QP-NOSs) framed by experts, that are followed in the fresh training curriculum mode are also followed under RPL scheme to ensure quality of skills for the candidates. Candidates' prior competencies are assessed and updated. After successful assessment by independent Assessing Agency, candidates are provided a certificate and monetary rewards. Further, to ensure the acceptance of RPL in Indian market, various pilots have been conducted by different Sector Skill Councils (SSCs) and NSDA and the learnings are incorporated while preparing the guidelines for RPL in the PMKVY.

### Objective of RPL Scheme.

The objectives of RPL are:

- Align the competencies of the unregulated sector workers with the National Skills Qualification Framework and provide the much-needed recognition, enhancing the career/employability opportunities available to workers.
- Enhance the chances of employment of individuals and provide them with more options for higher education by improving the visibility of the less aspirational/popular job roles amongst the youth of the country and provide a sense of pride and social recognition to the skilled individual.
- Reduce the inequalities that are present due to the privileges given to some types of skills and knowledge over others.

A total of 35 Skill Services have been identified by NSDC for the RPL scheme for all states and 4 Union Territories in India. (Refer Annexure 1).

RPL is a multi-stage process being implemented in the following 3 types of projects.

- RPL Camps,
- Employers' premises and
- RPL centres

RPL adopts 5-Step processes.

1. **Mobilizing and counselling individuals.** Programme Implementation Agencies / Sector Skill Council (SSC's) in collaboration with Skill Training Partners (TPs) across the country in

villages and cities create awareness through various mass media support system, so that individuals based on their existing skills seek assessment and relevant certification of their skills through the PIA's/SSC's. This is the key step to create mass awareness among skilled individuals. The Training Providers may work with the local NGOs for mobilisation of the candidates who act as Mobilisers. The local NGOs are also be enrolled as Training Provider provided their fulfilment of criteria as Training Provider.

2. **Pre-Screening test and Orientation for Undergoing Assessment Process.** The mobilized candidates are put to pre-screening test based on their skills and job description through written question paper mode (Multiple Choice Question paper on the broad skills) or oral/practical testing mode. Pre-screening guidance, counselling and support is provided to the candidates by the Training Partners (TP). PIA / SSCs establish a pre-screening criterion for their sector and make it available online. The Training Partners are mandated to pre-screen the candidate based on the selected criteria before the candidate undergoes assessment.
3. **Counselling/ Orientation and Capacity Building of the Identified job description under the Sector Skills.** The successful screened candidates are selected for counselling and orientation/ capacity building training programme/ short bridge course. Counselling covers the following components.
  - a. What in PMKVY.
  - b. Significance of RPL and its five-stage process
  - c. Collection of all supportive documents for skill competency by PIA/ SSC
  - d. A Self- Assessment by the candidate is created for each job role containing questions based on the NOSs of the job role. 15 minutes for each candidate are usually allotted to complete this Self-Assessment.

Every enrolled candidate must undergo the Orientation which includes the following activities:

- Domain Training – Minimum 3hrs
- Soft Skills and Entrepreneurship Tips Specific to Job Role – Minimum 2 hours
- Familiarization to Assessment Process and Terms – Minimum 1hour

1. **Certification Assessment of the Skill by Competent Independent Assessment Agency.** To ensure fairness in the quality of assessments, an independent Assessment Agency conducts evaluation of the candidates. Assessment bodies need to ensure that the assessments are being carried out by a certified Assessor who has ability to conduct NOS-based assessments and is aware of the PMKVY scheme and its guiding principles. The competent Assessment Agency affiliated with the sector skill undertakes the assessment of the job description under the sector skills based on the NSQF curriculum levels fixed for the job description. The candidate needs to pass in the minimum assessment criteria of a particular QP decided by the SSC. There are possibly three ways through which a candidate can undergo the assessment process

- Standalone assessment- Candidate approaches the assessment centre on her/his own and gets her/himself assessed
- Worksite assessment- Assessment of the existing employees is carried out at the shop floor
- Assessment at Training centre- Assessment is carried out at the Training Centre. The candidates are assessed more through Practical Knowledge and demonstration. The assessment could include a theory and practical component with a 20:80 weightage respectively. Theory assessment will be a Multiple-Choice Question paper consisting of at least 20 questions. Practical assessment will include the assessed demonstrating skills based on the QP as required in the job role. The assessment agency will grade the RPL candidates as per NSQF to ascertain the competency level of candidates in each job role. Upon completion of the assessment each

candidate will be assigned grades based on his/her performance which will either be Pass grades (A/B/C) or a Fail grade (D). The assessment results are to be uploaded within 2 days of completing the assessment and at the end of the final assessment the candidates must fill a feedback form which will be stored for a minimum of 2 years.

Assessments must be conducted in local languages wherever possible. Language, communication, and expression used in assessment should be understandable and appropriate to the candidate. Questions based on practical assessment of the skills should be simple, direct, and comprehensible. To assess the proficiency of the subject knowledge, the candidate will take test developed by Assessment Agency keeping in view the literacy level of the candidate. While assessing, the assessment agency will also review the evidence submitted by the candidate i.e., confirm the identity of the candidate, physical verification of the documentation provided.

Within 5 days of the final assessments the candidates are notified their Grades and details regarding where to collect their Certificates and mark sheets. Candidates with pass grades (grades A, B and C) shall be eligible for certificates. They will be awarded a skill Certificate, mark sheets. Only candidates with valid Aadhar cards (or alternate Ids where applicable) are eligible for the skill certificates. Candidates with the failure grade (grade D) will be given the mark sheet only.

Once the certificates and mark sheets are collected the Pass grade candidates should be made aware of the opportunities available to re-skill/upskill themselves and the failure grade candidates will be similarly briefed on new training opportunities for them. After the successful assessment by the Assessment Agency, successful candidates are provided certificates aligning them as qualified skilled workers for the job description.

- 5 Reward Distribution.** The successful candidates are given monetary reward as per sector, QP and NSQF level. The reward money of the successful candidates is deposited in their bank account.
- 6 Weekly Tracking and Monitoring** There will be weekly tracking of the progress of assessment and certification by MSDE through SDMS. SDMS will provision for the following for assessed and certified candidates on a self-declaration basis:

## **SECTION B:Media and Entertainment Skills Council (MESc) Evaluation Framework & Methodology**

The Indian Media and Entertainment (M&E) industry is most promising growth-oriented sector for the economy and is making significant strides. Indian M&E industry is on the horizon of a strong phase of growth, backed by rising consumer demand and improving advertising revenue. According to a FICCI-EY report, the advertising to GDP ratio is expected to reach 0.4% by 2025 from 0.38% in 2019.

According to an EY report, the Indian media and entertainment (M&E) sector stood at Rs. 1.38 trillion (US\$ 18 billion) in 2020 and is estimated at Rs. 1.79 trillion (US\$ 24 billion) in 2021. Further, it is projected to grow to Rs. 2.23 trillion (US\$ 29 billion) by 2023, due to acceleration of digital adoption among users across the length and breadth of India. The market is projected to increase at a CAGR of 17% between 2020 and 2023.<sup>1</sup>

The media and entertainment industry consists of **film, television, radio, and print**. These segments include movies, TV shows, radio shows, news, music, newspapers, magazines, and books. Generally, the entertainment industry includes the fields of **theatre, film, fine art, dance, opera, music, literary publishing, television, and radio**. It is also commonly known as show business or show biz. India has a large broadcasting and distribution sector, comprising approximately more than 800 satellite TV channels. The distribution network consists of 6,000 multi-system operators, around 60,000 local cable operators, 7 DTH operators and many IPTV service providers.

The Government of India has taken various initiatives such as digitizing the cable distribution sector to attract greater institutional funding, increasing the FDI limit from 74% to 100% in cable and direct-to-home (DTH) satellite platforms, and granting industry status to the film industry for easy access to institutional finance.

The Media and Entertainment sector is growing at a fast pace and is an important industry in India. It contributes a lot to the country's economic growth and is gradually becoming a leading employer — creating job opportunities for millions of people. The reason for this exponential growth is rising consumerism, globalisation and changing lifestyles of Indian consumers. The rapid growth of the M&E Industry, along with the entry of many small and large companies, has led to a huge demand for trained personnel. Though the M&E Industry is not new in India, but the industry is expanding across all Indian geographies. The industry is booming, and many individuals are wanting to show their mettle and strengths to join the industry.

The outbreak of COVID-19 and the resulting lock downs have generated more demand due to phenomenal increase in media and entertainment viewership. The Indian M&E industry was projected to grow at a pace of 14% over the period 2016-2021, outshining the global average of 4.2% CAGR, with advertising revenue expected to increase at a compounded Annual Growth Rate (CAGR) of 15.3% during the same period.

Media & Entertainment industry is a highly organized sector dominated by small players. The personnel manpower requirements are not meeting the national and global standards but at

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<sup>1</sup>[Media and Entertainment Industry in India, Indian Media Industry \(ibef.org\)](https://www.ibef.org/industry/media-entertainment)

the same time there is a phenomenal increase in the demand of the skilled workforce. Since there is a large portfolio of services and majority of the workforce working in the sector does not have a formal certification, it becomes imperative to have a standardized process of certification that bridges the gap between expectation and performance. The industry requires a value addition in terms of training and at the same time, improve the chances of candidates to climb their career ladder. Those who are self-employed, will have a better understanding on the essentials of running a business and shifting to a more desirable role will become easy for those who are in wage employment. The RPL Certification will help to develop, enhance, and maintain work effectiveness, competence in terms of application of knowledge and skills in varied activities. The certified workers will get to know the market trends and how they can promote their products and services to their clients.

In view of the significance attached to Media & Entertainment sector, M&E skill was identified as one of the Skills for RPL, Scheme by NSDC. Media and Entertainment Skills Council (MESc) having headquarter in New Delhi was selected as Programme Implementation Agency (PIA)/ Sector Skill Council for implementing skills related to Media & Entertainment.

Following Skill job roles identified by the PIA/ SSC for RPL Certification. The job roles identified by states selected by the PIA/ SSC were as follows. (Refer Table No 1)

**Table No 1.**  
Media and Entertainment Skills Council  
RPL States and Job Roles (Under RPL -Scheme)- 2019-2020

S. No	State	Job Roles Selected for RPL
1	Andhra Pradesh	Assistant Cameraman - (MES/Q0903)
2	Jharkhand and Telangana	Dancer - (MES/Q1201)
3	Jharkhand and Maharashtra	Digital Marketing Manager - (MES/Q0706)
4	Madhya Pradesh	Community Journalist - (MES/Q1904)
5	Madhya Pradesh, Maharashtra, Telangana, and Uttar Pradesh	Hairdresser - (MES/Q1802)
6	Madhya Pradesh, Maharashtra, Tamil Nadu, and Uttar Pradesh	Make-Up Artist - (MES/Q1801)
7	Madhya Pradesh, Maharashtra, and Uttar Pradesh	Sales Executive (Media Org) - (MES/Q0203)
8	Maharashtra and Telangana	Actor - (MES/Q0105)
9	Maharashtra	GRAPHIC DESIGNER - (MES/Q0601)
10	Uttar Pradesh	Sound Engineer - (MES/Q3402)

Source: Media and Entertainment Skills Council, RPL, Tracker, Excel File, August 2021

A total of 10,000 (Ten Thousand) RPL Certification for Media and Entertainment skilled persons were estimate by NSDC. Media and Entertainment Skills Council was given the project for RPL certification. The scheme covered states of Andhra Pradesh, Jharkhand, Telangana, Madhya Pradesh, Maharashtra, Uttar Pradesh, and Tamil Nadu. (Refer Table No 1)

### **Evaluation Study Scope Aims, Objectives and Limitations**

## **Study Scope**

The evaluation study covers NSDC's Recognition of Prior Learning (RPL) scheme for Media and Entertainment Skills Council conducted during 2019-2020. The programme has relied mainly on two strategic approaches. These include identification, mobilization, conducting of pre-screening test and induction of short-term orientation/ capacity building training, for preparing candidates for assessment of skill certification which confirms to NSQF norms. Second strategic approach was to conduct skill certification assessment with the support and help from independent and professional Assessment Agency staff for separate job roles under the Media and Entertainment skill sector. The evaluation covers a significant normative component based on documentation and understanding of policy programme, the evaluation study provides recommendations and practical suggestions from the perspective of future designing and implementing replicable models. The evaluation focuses on the work at the regional level as well as at the country level. The geographic coverage includes all seven states of India. For the evaluation a stratified representative random sample was chosen for fields visit as well as for electronic survey. The evaluation covered a wide range of stakeholders including Programme Implementing Agency (PIA)/ Sector Skill Councils (SSCs), Training Partners (TPs), Certification Assessing Agencies (AAs) and Candidate Beneficiaries (CBs).

## **Objectives**

Major objectives of the evaluation study are to:

- Examine the RPL systems and processes of programme implementation from mobilization till certification and identify gaps in the systems and processes implemented by the PIA/ SSC. Examine program's relevance that are being implemented.
- Assess the effectiveness of program processes like planning, design and identify success and challenges in the initiatives, including factors affecting quality of programs.
- Study Implementation of strategies planned activities, their achievements and effectiveness of the programme.
- Examine the geographical spread and coverage of RPL Scheme beneficiaries.
- Analyse demographic and social composition of RPL beneficiaries.
- Measure the effectiveness and outcomes of the RPL programme though both qualitative changes in skill competencies and quantitative changes in leveraging higher incomes after RPL certification.

## **Research Questions**

- What is the efficacy of skill development initiative under RPL Scheme?
- What is the impact created in terms of employment and increase of income of youth?
- Whether livelihood opportunities of targeted youth have improved by this intervention
- How do beneficiaries and key stakeholders perceive the quality of the intervention in terms of improving competency levels.
- What are the effective approaches of the programme implementation in terms of training aids, well equipped trainers, accessors, handholding support to achieve desired outcomes?
- Does training provider led RPL projects yield better results in terms of achievements, beneficiary satisfaction and ease of implementation of the scheme.
- Has employability of the beneficiary increased by the RPL certification?
- Is there premium in salaries earned by beneficiary and has income increased due to certification.
- Have competencies demanded at work improved due to certification and orientation / capacity building.

- Has working conditions and welfare services improved for the workers after certification.
- Are there any productivity improvements that can be associated with the intervention?

NSDC selected, Datamation Organization, (Registered ISO 9001:2008 ISO 27001) to conduct an evaluation study of the RPL Scheme implemented by Media and Entertainment Skills Council, covering project programmes and activities undertaken under the RPL1 from 2019-20 period. The evaluation is to provide insights on the outcomes of the programmes, to guide the NSDC for developing strategic plan for future activities. It is expected that this process will provide NSDC, deep insights into their strengths, weaknesses, and gaps at the strategy and at the organization level. It is hoped that the evaluation will provide direction for the future positioning and strategizing, managing organizational effectiveness and to undertake the process of consolidation for the realization of the mission they have set for themselves.

### **Evaluation Process, Framework and Methodology**

The evaluation process was evolved in close consultation with NSDC for identification of the research questions and their indicators for measurement. The independent evaluation team was provided with suggestions and comments on all deliverables. The research questions were further classified thematically covering every programme of RPL scheme implemented by its partners. At a macro level three themes were identified namely (i) Creating Necessary Conditions for the implementation of RPL (ii) Capacity Building Measures of PIAs/ SSCs and TPs (iii) Mobilization, Pre-screening and Orientation process for the beneficiary stakeholders (iv) Certification Assessment by independent professional. Care was taken to incorporate all aspects of direct and indirect interventions undertaken for the RPL scheme. These were further split up under micro level themes. The independent evaluation team initiated the data collection process in compliance to the ethical code of conduct as specified by the existing principles of following ethical code of conduct for data collection from the stakeholders. The process of evaluation aimed to imbibe the commitment of NSDC goal of empowering skilled workers with formal certification, to enhance their dreams of increasing skill knowledge, productivity, self-esteem, and livelihood opportunities.

The evaluation framework was based on the inputs derived initially from NSDC and subsequently, Datamation team developed detailed methodology for undertaking the evaluation study. The review team conducted team planning meetings, to develop a comprehensive understanding of the program and to evolve the evaluation methods and tools for the validation and authentication of the data and other information collected by the evaluation team. The external evaluators participated in briefings of NSDC - Implementing agency and stakeholder's meetings, to understand a thorough orientation to the RPL scheme, especially the intervention programs and other activities. These briefings provided needed clarifications and opportunities to discuss and finalize evaluation processes and support needs. After several rounds of consultation with the NSDC officials, a detailed methodology was chalked out for collecting quantitative and qualitative information from the stakeholders. After seeking relevant information from NSDC website, related to their geographical reach, coverage of stakeholders, appropriate sample design has been selected for detailed survey.

### **Data Sources**

The data sources employed both primary and secondary sources of information. The key informants of primary sources were PIA/SSCs, TPs, AAs, and CBs. In addition, discussions with NSDC officials, academicians and other civil society actors were undertaken to get a clearer perspective.

For primary data, several sets of questionnaire schedules were prepared in consultation with NSDC. The questionnaire schedule developed were pilot tested with sample selected PIA/SSCs, Assessment

Agency, Training partner Agency and RPL certified beneficiaries. After thorough discussion with the stakeholders the questionnaire schedules were fine-tuned, to incorporate all relevant aspects of RPL components and activities undertaken the stakeholders. A final questionnaire schedules was prepared based on inputs sought from NSDC. Separate questionnaire schedules were prepared for the following stakeholders.

1. Schedule for Programme Implementation Agency (PIA)/ SSCs – Refer (Research Tool -1)
2. Schedule for Training Partners (TPs) – Refer (Research Tool -2)
3. Schedule for Assessment Agency (AAs) – Refer (Research Tool -3)
4. Schedule for Beneficiary Candidate (BCs) – Refer (Research Tool K -4)

The questionnaire schedule developed was sent to all PIA/ SSCs, TPs, AAs, and BCs electronically as well as personal interview, for their inputs. Email and mobile details of TPs and AAs were ascertained from PIA/ SSC, while BCs details were ascertained from NSDC website portal – tracker of beneficiaries.

The evaluators conducted telephonic interviews in majority of cases in view of the COVID-19 Pandemic and obtained written feedbacks wherever necessary. Questionnaires were drafted and modified from time to time to incorporate all relevant information.

The secondary sources of information include all research studies, past evaluation reports, books, journals, case studies, newspaper clippings, articles, and other related published and unpublished materials. It also includes visiting NSDC website as well as PIA/ SSC websites.

The study employed formal and informal data collection methods for both quantitative and qualitative analysis. The formal methods included structured, open-ended, and semi-structured questionnaires with several rounds of feedback questionnaires to capture maximum information on the theme interventions, dimensions and gaps existing within them. The informal methods consisted of research questions and discussion guidelines, which were developed to collect information through informal individual and group interactions, discussions and interviews, telephonic interviews, discussions with key internal and external stakeholders. Interviews with independent skill development experts were carried out wherever necessary.

A sample of 4TPs, 7AAs and 1177BCs (942 through electronic/ telephonic survey and 235 through physical person to person survey) were selected for the electronic survey and personal physical survey. The beneficiary candidates surveyed were selected through random basis from the tracker data available from NSDC website. The beneficiary candidates selected for survey were spread from all 7 states covered for the RPL scheme. (Refer Table No 2) Stratified random sampling method was employed for selecting the TPs, AAs, and BCs. The indicators selected for the stratification were:

- States of India.
- Job description under the sector skills

In addition to the responses received to the questionnaire schedule from PIA/SSCs, TPs, AAs, and BCs a focussed group discussion was conducted (Video Conference) with PIA/SSC, carefully selected TPs, and AAs. Based on the responses received for the questionnaire schedules from the stakeholders, Focussed Group Discussion points were prepared to have a thorough understanding of the processes and activities undertaken by the stakeholders.

Participatory (qualitative research and data) during the FGDs conducted with PIA/SSCs, TPs and AAs was ascertained through specifically developed research tools to seek the following information.

- To get insights of the organizational structure and staffing pattern for undertaking the programs.
- Methods of decision-making processes especially policy decisions.

- Methodology adopted for mobilizing beneficiaries.
- Services provided to stakeholders in terms of management of programmes, capacity building and other services to make enabling conditions for reaching out the stakeholders.
- Training, monitoring, and evaluation methodology adopted to oversee the programmes fulfilling the basic mission and objectives of the project for RPL certification.

The methods of data collection were mainly structured questionnaire schedules, open-ended and semi-structured questionnaires with several rounds of feedback interview schedules, to capture maximum information on the interventions. The informal methods consisted of focused group discussions (FGDs) with all stakeholders. The survey utilized the techniques of focused group discussion, gap analysis and discussions held at the operational areas.

The survey was conducted to document and understand the relevance, effectiveness, efficiency, impact, and sustainability of all components of RPL- Scheme. The objective was to obtain a deeper insight into the types of changes in the attitude, awareness, skills, knowledge, and perception towards improving competencies in the skills and utilizing the formal skill certification for service and production mobility.

The independent evaluation team, initiated the data collection process and field observation in compliance, with the ethical code of conduct, by ensuring that the rights of the individuals and groups participating in the evaluation were neither violated nor trespassed upon.

The analysis of data was based on descriptive, explorative, and analytical designs consisting of compilation, computation, tabulation, and analysis of collected information. Data triangulation using a convergence of multiple data sources and validation of data authenticity was utilized in compliance with the standard evaluation practices. The data analysis was used to develop the findings and recommendations by the evaluation team.

### **Limitations and Mitigation Strategy**

One of the major limitations experienced by the Evaluation Team was the lack of information on baseline data, M&E framework, and project reports. Due to COVID-19 Pandemic, evaluation team could not meet with concerned project staff and officials and could not observe the processes undertaken by the PIA/SSCs and TPs. Lack of observational data and information was a major constraint in the evaluation. This made it difficult to produce the conclusive evidence of data in many cases.

Identifying an attributing causality for an outcome was difficult to measure due to pandemic effects on economic growth especially for manufacturing sector due to complete lockdowns. The outcome of an action could be because of a series of combined interventions by various stakeholders which were not possible to ascertain in view of complete lockdowns due to the pandemic. Moreover, the mobility of workers owing to RPL certification was not effective enough as many workers lost jobs and livelihood opportunities during this period. The exact quantum as to which stakeholder contributed how much is extremely hard to pinpoint under these situations and circumstances.

## FINDINGS

This section explores the extent to which the overall goal and intent of NSDC programme of RPL has been and remain relevant in terms of addressing existing and changing needs of non-formal skilled workers, providing opportunities to them

### **Organizational Strength, Mobilization, Screening Processes and Job Roles Identification**

#### **Findings -1**

**The strategic approach of RPL, identified by NSDC and implemented by Media and Entertainment Skills Council (MESC) towards empowering non-formal skilled workers with formal certification after assessing them with NSQF guidelines is relevant to support PMKVY goal and vision of addressing Skill, re-skill, and up-skill of workers engaged in non-formal Media and Entertainment Skill sector services.**

The Media and Entertainment Industry is growing at a fast pace and is an important industry in India. It contributes a lot to the country's economic growth and is gradually becoming a leading employer, creating job opportunities for millions of people. The reason for this exponential growth is rising consumerism, globalisation and changing lifestyles of Indian consumers. The rapid growth of the Media and Entertainment Industry, along with the entry of many small and large companies, has led to a huge demand for trained personnel. Though the Media and Entertainment Industry is not new in India, but off late there has been an increasing demand generated by huge viewership created by television and other mass media channels. The industry is booming, and it is mainly due to the growing desire among both men and women to participate in the industry for livelihood opportunities. There are many workers engaged in this sector, who do not possess formal certification but have enough skill competencies to undertake jobs in non-formal sectors/ in freelance activities, where they are not formally recognised, hence employers do not provide them with due recognition as well as income opportunities. The RPL, scheme certification for such workers is highly relevant and useful. The formal certification to these skilled workers under the RPL- scheme increases their prospects for inclusion in the huge labour market, which is a win-win situation for both the workers with certification of their skill competencies as well as for the employers, who can match their skill competencies with job requirements. This ensures social inclusion and equity among the workers who might have attained these skill competencies through formal or informal channels. NSDC's conceptualization of the issue of RPL has been accepted worldwide for empowering the skilled workers engaged in non-formal sector. International Labour Organization's help is being sort by many countries to implement and establish RPL systems.

A special focus under the PMKVY is Recognition of Prior Learning (RPL) to empower non-formal skilled workers engaged in Media and Entertainment Skills by providing formal certification to them to recognise their skill competencies. In the absence of recognized qualifications, a large proportion of people face severe disadvantages in getting decent jobs, and accessing further upward mobility, even though they have the necessary knowledge and skills. The Recognition of Prior Learning (RPL) process helps these individuals to acquire a formal skill competency certification that matches their knowledge and skills, and thereby contribute to improving their employability, mobility, lifelong learning, social inclusion, and self-esteem.

## Findings -2

**Media and Entertainment Skills Council's (MESC) organizational strength, managerial support, and coordination mechanism were effective in providing the necessary logistic support and monitoring of interventions at the training centres.**

Media and Entertainment Skills Council (MESC) is not for profit organization, registered under the Societies Registration Act of 1860, promoted by Confederation of Indian Industries (CII) with financial support from NSDC, under the aegis of Ministry of Skill Development and Entrepreneurship<sup>2</sup>. MESC has 150 plus Affiliated Training Partners, 933 Total Certified Trainers, 24 plus Empanelled Assessment Agencies, 5,64,195 Trainings conducted under MESC, and 64 QPs across 12 Sub-Sectors. The aim of MESC is to

- Conduct Skill Gap Study and Develop Occupational Standards.
- Initiate Skill Cataloguing for the Media and Entertainment Industry.
- Create a skill development plan with industry stakeholders, Government Agencies and NSDC to set up a Labour Market Information System (LMIS).
- Standardization of affiliation, accreditation, and assessment process aligned with NSQF guidelines.
- Identify and create a pool of certified trainers and assessors across the country.
- enhance employability of the Indian workforce nationally and internationally.

The Governing Board of MESC comprises of eminent industry leaders and professionals, responsible for driving forward the strategic direction of the organisation. Ensuring most ethical and wise practices for the betterment of entire M&E Ecosystem.

The organization felt that RPL certification was the need of the hour and the prior learning needed to be strengthened through RPL interventions as it is the way forward in skills development. PIA believes that RPL is excellent platform for income generation and income upgradation. The RPL programme by MESC took up the program as per NRPL (CAMPS) mandate.

The organization is in the forefront to realise the vision and goals of Pradhan Mantri Kaushal Vikas Yojana (PMKVY), a flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE), Government of India. MESC has certified many candidates under PMKVY, RPL- Scheme as PIA/ SSC and have covered different job roles under the RPL project in 7 states. The motivation of the organization is strong, which is reflected by their vision and multiple activities like RPL certification, taken long-term and short-term courses, bridge courses and developing curriculum in collaboration with international organizations. The organization is also engaged in conducting extensive research on content of different job roles. Each identified job role within this skill sector has been aligned with specific course and curriculum activities.

The organization has identified multiple Training Partners across major districts in many states of India. These Training Partners are highly acclaimed in their field of specialization. A continuous participatory activities are implemented by Training Partners with the PIA/SSC.

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<sup>2</sup>[Media & Entertainment Skills Council \(mescindia.org\)](http://mescindia.org) accessed on 24<sup>th</sup> August 2021.

### Findings -3

**RPL Process, implemented by MESCC for Mobilization, and enrolment of candidates for RPL certification was context specific and spread all covered seven states of India. However final tally for RPL certification process was not very successful as only 4348 (44%) of the targeted stakeholders (100,00) were assessed for RPL skill competency certification. This indicates mobilization process was not effective enough to cover all targeted stakeholders.**

MESCC has implemented RPL in the RPL Centres/ organised camps identified by their training partners in seven states of India. As envisaged by the RPL scheme, mobilization, and counselling of beneficiaries to participate in the RPL programme is the key to create mass awareness among the expected beneficiaries.

**Mobilizing Non-formal Skill Workers.** Programme Implementation Agencies / Sector Skill Council (SSC's) in collaboration with Skill Training Partners (TPs) across seven states in the country mobilized 4348 candidates for skill competency certification. According to the PIA/SSC and Training Partners non-formal skill workers were mobilized through mass media platforms – Newspaper advertisement- especially in local vernacular newspapers, local television channels, door to door campaign, interaction with local groups, and other awareness programmes.

However, the responses from the beneficiary candidates for mobilization process indicated information from friends (35%), newspaper advertisements (31%) and information from worksites as major source of mobilization (33%). Students enrolled for RPL- Scheme confirmed that major source of information for information for RPL mobilization was from friends and local newspaper advertisements. Some beneficiaries have also got the information from workplaces, where TPs had sent their personnel (Refer Table No 2).

Therefore, many candidates may not have got the information, hence must have lost the opportunity of getting certifies under the RPL Scheme. Some beneficiaries have also got the information from workplaces, where TPs had sent their personnel

**Table No 2**

Media and Entertainment Skills Council  
Beneficiary Candidates Surveyed- Information Source for RPL Certification (July- August 2021)

Sl. No.	Mobilisation Activities	% Candidates Response
1	Counselling	1.6
2	Friends	35
3	Newspaper / Advertisement	31
4	From Working site	33
5	Other	0.2
<b>Total</b>		<b>1177</b>

Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

The mobilization strategy adopted was relevant, context specific and integrated with a more holistic perspective. A total of 4348 candidates were enrolled after pre-screening tests. However, this falls much short from the targeted figure of 100,00 candidates (43.48%). Perhaps COVID-19 Pandemic seems to be a reason for such shortfall. (Refer Table No 3).

Out of a total of 100,00 targets fixed for RPL certification for Media and Entertainment sector Skill, a total of 4348 candidates from Andhra Pradesh, Telangana, Madhya Pradesh, Maharashtra, Tamil Nadu, Uttar Pradesh, and Jharkhand (43% of target candidates) were enrolled for RPL certification.

A total of 3720 candidates (86% of enrolled) candidates participated in the RPL certification assessment test as 14% candidates dropped out, for facing assessment test by the faculty of Assessing Agency, in view of the COVID-19 pandemic situation/ due to hesitancy of the candidates as they were not confident to face the assessment test. (Refer Table No 3)

**Table No 3.**

Media and Entertainment Skills Council

RPL Enrolments and Assessed for RPL Certification (Under RPL Scheme)- 2019-2020

S No	Name of State/ Union Territory	RPL Certification Enrolled Candidates	Actual Assessed for RPL Certification	% Assessed to Enrolled
1	Andhra Pradesh	60	60	100
2	Jharkhand	960	925	96
3	Madhya Pradesh	983	830	84
4	Maharashtra	1554	1128	73
5	Tamil Nadu	50	46	92
6	Telangana	241	238	99
7	Uttar Pradesh	500	493	99
	<b>TOTAL</b>	<b>4348</b>	<b>3720</b>	<b>86</b>

Source: Media and Entertainment Skills Council, New Delhi- 2021

#### **Findings -4**

**RPL Process, implemented by MESC for Pre-Screening Test, and identification of Role Jobs for the successful candidates in the Sector Skill, is context specific, spread all covered seven India and is integrated with a holistic approach suggested for RPL by NSDC. Proportion of Job roles selected by Training Partners were Make-up Artist (25%), Hairdresser (15%), Dancer (14%) and other.**

#### **Pre- Screening Test**

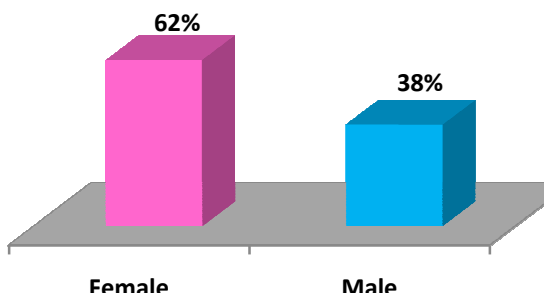
As envisaged in the RPL Scheme, all enrolled candidates for skill competency certification are required to be given pre- screening tests to identify their competency levels and determine whether they have the required skill competencies for preparing them, to face the assessment test after proper orientation, counselling, and capacity building. The pre-screening test was conducted by the Training Partners at the identified training campuses in the selected States. The candidates selected for pre-screening tests were informed about the course structure/ physical demonstration activities to be covered for the pre- screening testing, so that candidates prepare themselves appropriately for the pre-screening tests. This also helps in observing clear transparency and accountability for the pre-screening testing examination. Pre-screening guidance, counselling and support was provided to the candidates by the Training Partners (TP). PIA / SSCs established a pre-screening criterion for their sector and made it available online for the benefit of candidates.

Training Partners were selected after conducting extensive research on content for different job roles. Job roles and course structures were aligned after detailed discussion with TPs. MESCC, conducted written pre-testing tool (Question paper) having multiple-choice answers in local languages as stipulated in the RPL framework. Trainer Partners fixed minimum marks to be acquired in the pre-test for qualifying for enrolment in RPL certification process.

A total of 4348 candidates successfully passed the pre-screening test. Sixty two percent candidates were women and 38% were men. Thus, in case of Media and Entertainment skill industry women candidates outnumbered men, depicting demand for more women candidates in the Media and Entertainment skill sector. (Refer Table No 4)

Table No 4  
Media and Entertainment Skills Council  
Gender Groups of Candidates Qualified for RPL-! Training After Pre-Testing (2019-2020)

Gender	Total Enrolled Candidates	% Count
Female	2686	62
Male	1662	38
<b>Grand Total</b>	<b>4348</b>	<b>100</b>



Source: Media and Entertainment Skills Council, New Delhi- 2021

After the pre-test, qualified candidates were selected for ten types of job roles as per their competencies in the skills. The job role skill competency was identified in view of their current job roles practiced by the candidates as well as their practical demonstration of such job roles. Ten types of job roles were identified for counselling/ orientation and capacity building. A total of 1100 candidates were selected for Make-up Artist job role (25%), while 673 candidates were selected for Hairdresser job role (15%), 629 candidates (14%) were selected for Dancer job role. Other job roles selected were Sound Engineers (100), Graphic Designer (150), Actors (259), Sales Executive- Media (652), Digital Market Manager (650) and Community Journalists (32) (Refer Table No 5).

Table No 5  
Media and Entertainment Skills Council  
State Wise Job Roles Identified for the Successful Candidates

S. No	State	Job Roles Selected for RPL	Enrolled Candidates	Percent Enrolled
1	Andhra Pradesh	Assistant Cameraman - (MES/Q0903)	111	3
2	Jharkhand and Telangana	Dancer - (MES/Q1201)	629	14

3	Jharkhand and Maharashtra	Digital Marketing Manager - (MES/Q0706)	650	15
4	Madhya Pradesh	Community Journalist - (MES/Q1904)	32	1
5	Madhya Pradesh, Maharashtra, Telangana, and Uttar Pradesh	Hairdresser - (MES/Q1802)	673	15
6	Madhya Pradesh, Maharashtra, Tamil Nadu, and Uttar Pradesh	Make-Up Artist - (MES/Q1801)	1100	25
7	Madhya Pradesh, Maharashtra, and Uttar Pradesh	Sales Executive (Media Org) - (MES/Q0203)	644	15
8	Maharashtra and Telangana	Actor - (MES/Q0105)	259	6
9	Maharashtra	GRAPHIC DESIGNER - (MES/Q0601)	150	3
10	Uttar Pradesh	Sound Engineer - (MES/Q3402)	100	2
			4378	100%

Source: Media and Entertainment Skills Council, New Delhi- 2021

The Training Partners after conducting thorough examination both verbal examination and practical demonstration of their skill competencies, classified candidates in terms of their competency levels in their respective job roles.

## **Orientation, counselling, and Capacity Building by Training Partners**

### **Finding -5**

**RPL Process, implemented by MESC for Orientation, counselling and Capacity Building of skilled worker is relevant, context specific, and in sync with a holistic approach suggested by RPLScheme supported by NSDC.88 percent beneficiary candidates confirmed that RPLProgramme were Successfully conducted by the Training Partners.**

Preparing successful candidates for skill competency assessment by the independent, competent, and professional faculty of Assessment Agency is the key to successful implementation of RPL scheme of NSDC. Enrolled successful candidates (in their job roles for the sector skills) must be trained appropriately by the Training Partners to make them comfortable to face the final certificate assessment test.

MESC, training partners in their respective training camps in the respective Districts and States organised 2 days orientation/ counselling and refreshing training programme. (Refer Table No 6)

The components covered in the Orientation Programme were following

1. Collection of all supportive documents for the skill competency to determine their skill level
2. A Self- Assessment presentation by the candidate (in the identified job - verbal expression/ practical demonstration) to determine candidates competency levels vis- vis other candidates. This allows to determine whether refreshing training levels required for each candidate. 15 minutes are allotted to the candidates to complete this Self-Assessment. Efforts were made to identify the specific coaching required for lower level of competency candidates to refresh their understanding and practical demonstration levels. This helped preparing candidates for certification assessment test uniformly and inclusively.
3. A total of 12 Hours Counselling / Orientation training was conducted. The training module was categorised into domain knowledge, soft skills, digital and financial literacy, transaction of on-line financial aspects.
4. Domain Knowledge Training in the Job Roles were imparted to the candidates for a minimum of 3 Hours by experienced and trained professionals, deputed by Training Partners in the Training Camps.
5. Soft Skills and Entrepreneurship Tips Specific to Job Role were imparted for a Minimum 2 hours
6. Digital and Financial literacy skills were also taught for 2 Hours
7. Since the sector skill requires practice hand-on experience, 6 Hours were devoted for inculcating practical hands-on skills and knowledge, so that candidates face assessment test confidently.

**Table No 6**  
**Media and Entertainment Skills Council**  
**Beneficiary Candidates Surveyed- Counselling and Orientation Training Curriculum**  
**adopted by Training Partners (July- August 2021)**

Sl. No.	Duration	% Candidate Responses
1	At least 2 hours of training in familiarization to assessment process and terms.	88
2	At least 4 hours of training in soft skills and entrepreneurship	92
3	2 hours of Domain Training	84
<b>Total</b>		<b>1177</b>

Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

### **Finding -6**

**Training Partners Selected by MESC for the RPL for Orientation, counselling and Capacity Building of skilled worker have the requisite experience in the field and have technical competence. 83% beneficiary respondents stated that they received the information and other knowledge from the sessions as per their expectations. 92% respondents conveyed that the programme has been effective in providing them useful information as well as upscaling their skills. 94% respondents were satisfied with the course curriculum and other modules taught in the training period.**

A total of 4 Training partners were selected by MESC for mobilization, pre-screening test and Counselling and Orientation training programme. All selected Training Partners have the requisite training expertise and experience of working on the issues related to Media and Entertainment skill sector. The Training Partners have experience in the Sector Skill specific industry and have been associated with several well-known media brand names in this industry. Training Partners have significant presence in ToT certified trainers. The Training Partners have presence among several media houses with comfortable revenue and annual turnovers. Their placement proportions are decent with SIT programs They have been the recipients of support from branded media organizations in the Skill industry. The Training Partners are well known and have been providing training support for more than a decade. (Refer Table No 7)

The trainer's strong domain knowledge and pedagogical skills are two components more important to achieve success in training. Trainers at entry level were motivated by PIA/SSC to improve their teaching skills by providing necessary teaching-learning materials and practical demonstrations. Remuneration for trainers was sufficient to attract quality talent. The SSCs assures quality at entry and TPs were requested to comply to these norms which are often subjected to post-recruitment audits by the SSC. At present ToT assessments are being conducted by third-party assessment agencies. ToT assessments are being made an in-house responsibility of Training Partners in some cases. This has improved assessment quality. The study found examples of the practice of conducting ToT assessments by their own staff.

**Table No 7**  
Media and Entertainment Skills Council  
Training Partners for RPLScheme (2019-2020)

S. No	Training Partner Name
1	Mosaic
2	RPF Sakshi
3	Bhola Institutional Trust
4	Career Heights

Source: Media and Entertainment Skills Council, New Delhi- 2021

Beneficiary candidates were happy with the Counselling/ Orientation/ Capacity Build training organised by the training partners. 83% respondents felt they received the information and other knowledge from the sessions as per their expectations. Similarly, 92% respondents conveyed that the programme has been effective in providing them useful information as well as upscaling their skills. Ninety four percent of respondents were satisfied with the course curriculum and other modules taught in the training period. (Refer Table No 8)

**Table No 8**  
Media and Entertainment Skills Council  
Beneficiary Candidates Responses: RPL Training Expectation (2019-2020)

S. No	Particulars	% Responses
1	Counselling and Orientation Training as per expectation	83
2	Counselling and Orientation Training Effective and Useful for upscaling their skills.	92
3	Satisfied with the Course Curriculum and other modules taught in the Counselling and Orientation Training	94

Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

### **Finding -7**

**Training Partners selected by MESC havingspecific expertise in jobroles were selected for providing counselling / orientation and capacity building assignments, so that training is highly successful for motivating selected candidates to face the Assessment test confidently.**

The candidates selected were allotted to various Training Partners for counselling, orientation, and capacity building training to prepare them appropriately for certification assessment test. Training partners located in different states and Union Territories were allotted the candidates. Majority of job roles enrolled were Make-up artist (1100), followed by Hairdresser (673), Digital Marker Manager (650), Sales Executive (644), Dancer (629), Actor (259), Graph Designer (150), sound Engineer (100) and Community Journalist (32). However, women candidates were higher for the job role of Make-up artists, Hairdresser and Digital Market Manager. On the other hand, more men candidates were enrolled for role jobs of Assistant Cameraman, and Sales Executive. (Refer Table No 9)

**Table No 9**  
Media and Entertainment Skills Council  
Qualified Candidates allotted for Job Roles to Training Partners  
(2019-2020)

S. No	Job Role	Candidates Enrolled			% Women to Total
		T	M	F	
1	Assistant Camera Man	111	108	3	3
2	Dancer	629	375	254	40
3	Digital Market Manager	650	253	417	64
4	Community Journalist	32	32	0	0
5	Hairdresser	673	117	556	83
6	Make-up Artist	1100	83	1017	92
7	Sales Executive	644	414	230	36
8	Actor	259	139	120	46
9	Graph Designer	150	114	36	24
10	Sound Engineer	100	100	0	0
	ALL	4348	1695	2686	

Source: Media and Entertainment Skills Service, August 2021

### Finding -8

**Responses from beneficiary candidates were encouraging for providing RPL badges, skill cards and job role kits and other stationery in Orientation/ Counselling Training Sessions.**

Responses from the beneficiary candidates were encouraging for providing RPL Badges, skill cards, job role kits, training handbooks and other stationery, as 90% respondents indicated receiving PMKVY T-Shirt, and 85% respondents had received PMKVY Cap. Similarly, Jacket was received by 82% respondents. As an encouragement for the participating candidates PKMVY- T-shirt/ jacket and cap was distributed among the candidates. This was confirmed by the responses from the beneficiary candidates as majority of responses agreed with the assertions about receiving these items (Refer Table No 10)

**Table No10**  
Media and Entertainment Skills Council  
Beneficiary Candidates Surveyed- RPL Tool Kit Supplied (July- August 2021)

Sl. No.	List of Kit Items	% Of candidates
1	PKMVY T-shirt	89.5
2	Jacket	82.2
3	PKMVY Cap	85.3
4	Trainee Handbook, Pen & Notepad, and Bag	85.7
	<b>Total</b>	<b>1177</b>

Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

## Finding -9

**Effective monitoring was in place from Media and Entertainment Skills Council to oversee the successful completion of the RPL Processes of Mobilization, Pre-Screening Tests and Counselling/ orientation. Training Sessions given by Training Partners were appreciated by 92 % beneficiary candidates.**

Media and Entertainment Skills Council stated that to ensure efficient and effective implementation of the training programme, monthly progress report was mandatorily demanded from TPs. Training modules for specific job roles were prepared with a motive to ensure that the candidates' knowledge is enhanced. Virtual audits for the training programmes were conducted.

Candidates requiring special attention were provided support by using ToT certified trainers in training delivery systems, to ensure equity of skill knowledge dissemination among the candidates for the assessment test. The ToT certified trainers trained by in-house training team were used for conducting practical for candidates, to make them familiar with the assessment procedures.

Beneficiary candidates depicted comfortable satisfaction level with the Trainers knowledge and Training Transaction in the Counselling/ Orientation session. Candidates expressed satisfaction with the demonstration of practical and hands-on training in these sessions. 43 % of responses stated highly satisfied, while 51% stated satisfied with the training transaction. Infrastructure facilities available at the training centres were found satisfactory by majority of the beneficiary candidates. (Refer Table No 11 and 12)

**Table No 11**

Media and Entertainment Skills Council  
Beneficiary Candidates Surveyed- Satisfaction Level of Trainer Counselling / Orientation and Infrastructure, (July- August 2021)

Satisfaction Rating of Trainers Knowledge and Training Transaction	Percent Responses	Satisfaction Rating of Training Infrastructure in the Training Centre	Percent Response
Highly Satisfied	43	Highly Satisfied	44
Satisfied	51	Satisfied	52
Below Satisfaction	6	Below Satisfaction	4
Total Responses	1177	Total Responses	1177

Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

Table No 12  
 Media and Entertainment Skills Council  
 Beneficiary Candidates Surveyed- Satisfaction Level Ratings of Counselling / Orientation.  
 and Assessment Services and Infrastructure, (July- Assessment)

S No.	Parameters	Excellent %	Good %	Average %	Satisfactory %	Need Improvement %	Total
1	Training Aid	39.0	50.5	2.1	7.9	0.5	100.0
2	Well-equipped trainers	43.7	37.4	0.2	18.5	0.2	100.0
3	Assessors	38.6	39.7	0.2	21.5	0.0	100.0
4	Hand holding support	45.1	29.0	3.0	22.7	0.2	100.0
6	Others	56.1	23.1	2.8	17.1	0.9	100.0

Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

## Assessment and Distribution of RPL Certification

### Finding -10

Faculty from Assessment Agency selected by MESC for conducting Certification Assessment Tests, followed RPL Guidelines effectively and beneficiary candidates expressed level of satisfaction, indicating that the Certification Assessment test was conducted transparently without any prejudice.

Assessment Agencies with relevant sector experiences were selected for conducting certification assessment tests at the respective training centres in all states covered for the RPL-Scheme. Assessment Agencies were selected based on the available accessors pool for the job role(Refer Table No 13). Separate accessors were deputed to conduct the tests. Special efforts were made to ensure uniformity in the assessment process across all selected training centres. Accessors were asked to prepare question papers in local regional languages. PIA/ SSC ensured effective monitoring of the assessment process without involving Training Partners, to ensure neutrality and transparency in the assessment process. The following Assessment Agencies were selected for conducting the assessment of candidates. These agencies are independent and have been approved by MESC, after adopting the procedures and guidelines of NSDC. Assessment Agencies must apply through on-line process for approvals. Strict compliance procedures are adopted for giving such approvals.

**Table No 13**  
Media and Entertainment Skills Council  
Selected Assessment Agencies for RPL Scheme (2019-2020)

<b>AA Name with ID (Associated in RPL CAMPS)</b>
Eduvantage Pvt Ltd (AA_100100)
khwaspuria Advisory Pvt Ltd (AA_100188)
Knowledge Partner Technologies Pvt Ltd (AA_100189)
Integrated Learning Solution Pvt. Ltd. (Wheebox) (AA100526)
IAssess Consultants LLP (AA_100432)
Palmary Project Services Private Limited (AA_100261)
Gupteshwar Jan Kalyan Mahila Avam Baal Vikas Siksh - (AA_101129)
Premia Consultancy LLP - (AA_100447)
Demorgia Consulting Services Pvt Ltd (AA_100089)
Vista skills Pvt. Ltd (AA_100458)
Agam Skills Pvt Ltd - AA_100603
Asset Author Pvt Ltd (AA_100033)
Sai Skill Technology Pvt Ltd (AA_100315)

Source: Media and Entertainment Skills Council, New Delhi- 2021

## Finding -11

**14 % of enrolled candidates dropped out for RPL, assessment certification. However, results of assessed candidates were decent as 94% assessed candidates passed out and were provided with skill competency certifications for the specific job roles.**

One of the major outcomes of RPL, scheme is results derived from the Assessment tests. This indicates the efforts made by the TPs during counselling and orientation programmes. Out of 4348 enrolled candidates only 3720 candidates (86%) made themselves available for the skill competency assessment, thereby indicating that 14% candidates dropped before being assessed for the certification. This proportion is significant as it gives wrong signals for the future prospective candidates. Perhaps efforts should be made to reduce drop-out rates. Probably better orientation sessions are required to ensure all candidates provided orientation training face the assessment tests. Also, efforts should be made to provide refreshing courses to the enrolled candidates and make them confident during counselling and orientation courses to make themselves available for assessment during future assessment training camps.

Most satisfying was the result of assessed candidates as 3481 candidates (94% candidates) successfully passed out in the assessment tests conducted by the Assessment Agency and were awarded the skill competency certificates. However, 239 candidates could not qualify for the award of certificates as they got less than 70% marks. All these 239 candidates were given only marks certificates as per the RPL, guidelines.

Job role wise proportion of passed out candidates, who were given skill competency certificates was 97% each for Make-up Artist and Sound Engineer, 96% each for Assistant Cameraman and Actor, 94% for Community Journalist, 92 % each for Dancer and Digital Market Manager and 91% each for Hairdresser and Graph Designer. (Refer Table No 14).

**Table No 14**  
Media and Entertainment Skills Council  
Candidates Skill Competency Assessment Certification Results (2019-2020)

S. No	Job Role	Candidates Enrolled	Candidates Appeared for Assessment	Candidates Passed/ Certified	% Candidate Certified
1	Assistant Camera Man	111	108	104	96
2	Dancer	629	591	546	92
3	Digital Market Manager	650	586	541	92
4	Community Journalist	32	32	30	94
5	Hairdresser	673	538	490	91
6	Make-up Artist	1100	967	941	97
7	Sales Executive	644	529	479	91
8	Actor	259	173	166	96
9	Graph Designer	150	98	89	91
10	Sound Engineer	100	98	95	97
		<b>4348</b>	<b>3720</b>	<b>3481</b>	<b>94</b>

Source: MESC, August – 2021

## Finding -12

**Distribution of Skill competency certificates to the successful candidates were completed within the time schedule and candidates expressed satisfaction with the process of certificate distribution.**

MESC in collaboration with Training partners at the local levels distributed skill competency certificates to most of the successful candidates within the stipulated period of 5 days. The results were also made available on-line for the benefit of candidates. Marks cards were also given to the unqualifying candidates, who had got less than 70 % marks during the Assessment tests conducted by the faculty of Assessment Agency. Distribution and receipt of skill competency certificates among the beneficiary candidates were confirmed by all beneficiaries. However, 85% beneficiaries stated that they got certificates within one week. (Refer Table No 15)

**Table No 15**  
Media and Entertainment Skills Council  
Beneficiary Candidates Surveyed- Received Skill Competency Certificates  
(July- August 2021)

S. No	Particular	Percent
1	Candidates received Skill Certificated with one week after RPL Assessment	85
2	Candidates received Skill Certificates after One week	15
3	Candidates received Marks card as they could not qualify successfully for certification	6

Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

## Finding -13

**MESC in partnership with their Training Partners had used all required norms while conducting the RPL Scheme and provided empowering service facilities for skill competency certification to the enrolled candidates.**

As stipulated by the RPL, scheme biometric devices were used for attendance of the candidates during the counselling/ orientation and capacity building sessions. Similarly, Aadhar cards / other recognised address proof documents were ascertained from the candidates at the time of their enrolments for the RPL, Scheme. Qualification pack utilised during the RPL training programme were approved by NSDC/ MSDC. As envisaged a specific training module during the counselling/ orientation training was devoted for entrepreneurship module, financial training module and digital training module to empower candidates for developing their own trade centres, which could provide job opportunities to other non-formal skilled workers.

Beneficiary candidates were asked to rate the RPL activities. Mobilization and Pre-assessment were rated as highly satisfied by 41% respondents, satisfied by 53% respondents. Thus, mobilization and pre assessment were found in order by significant proportion of respondents. Pre-testing and screening were also rated as highly satisfactory by 45% respondents, while 41% respondents felt satisfied with this activity. Candidates were also satisfied with the pre-test question papers. Final

assessment test conducted by Assessment Agencies were rated highly satisfied and satisfactory by 78% respondents. Certification distribution process was also rated highly satisfied and satisfied by 80% respondents. Provision of re-assessment facility was also appreciated by 79 respondents. (Refer Table No 16)

**Table No 16**  
Media and Entertainment Skills Council  
Beneficiary Candidates Surveyed- Rating of RPL Activities (July- August 2021)

Sl No.	Parameters	Highly Satisfied %	Satisfied %	Not too good %	Poor %
1	Mobilization & Pre-assessment	41.1	53.3	0.0	0.0
2	Screening & Counselling	45.6	40.7	0.2	0.0
4	Final Assessment	44.2	32.9	19.9	0.9
5	Certification	47.7	33.9	14.3	2.6
6	Reassessment	56.8	22.9	16.1	2.3

Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

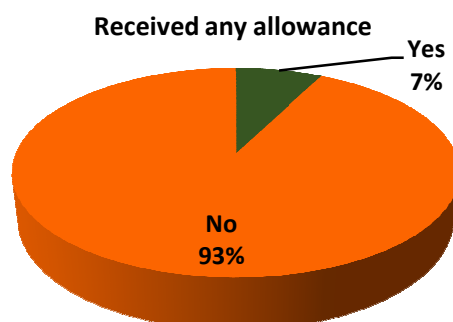
### Finding -14

**Disbursement of the stipend amount after the successful completion of the training was not provided to the candidates as per the RPL norms**

The Media and Entertainment project type is permitted to provide Rs 500 stipend after the successful completion of the certification. PIA / SSC stated that the stipend is directly paid by NSDC in the bank accounts of the successful candidates. However, responses from the candidates indicate that only 7.5 % candidates have received the stipend. This needs scrutiny from NSDC as PIA states that they are not involved in the disbursement of the stipend amount. (Refer Table No 17)

**Table No 17**  
Media and Entertainment Skills Council  
Beneficiary Candidates Surveyed- Received Stipend (July- August 2021)

Sl. No.	Received any allowance	% Of Candidates
1	Yes	7.5
2	No	92.5
	<b>Total</b>	<b>1177</b>

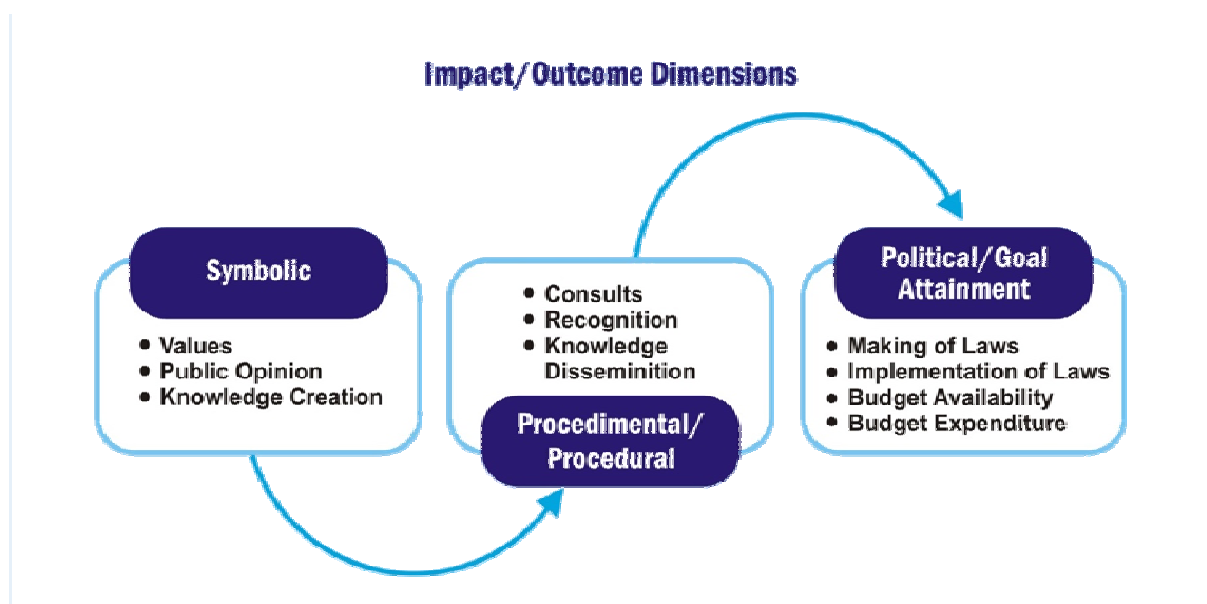


Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

## Outcome and Impact of RPL Certification

Developing programme framework is critical to understand the project design as to how inputs and activities will result in outputs to be delivered, and how the project designers believe these outputs will, in turn, result in desired outcomes and impacts. While monitoring, tracks change and evaluation focuses on the outcomes and impacts achieved, it is often seen that impacts take a long time, sometime beyond the project period and may not be easy to measure them effectively. Impact evaluations assess the net effect of a program by comparing program outcomes with baselines or in case of no baselines with an estimate of what would have happened in the absence of the program. Since the programme is still in the midway, hence expecting outcome and impact at this stage would be too much. However, some indicators do refer to the directions of the likely outcomes and impact.

The impacts could be symbolic, precedential/procedural and political/result oriented as depicted in the below model. Achieving political impact requires continuous perseverance. The present evaluation seeks to assess the outcomes and impact (symbolic, precedential and Outcome/ Impact) of the identified goals of RPL Scheme towards creating conditions for empowering the non-formal skilled workers

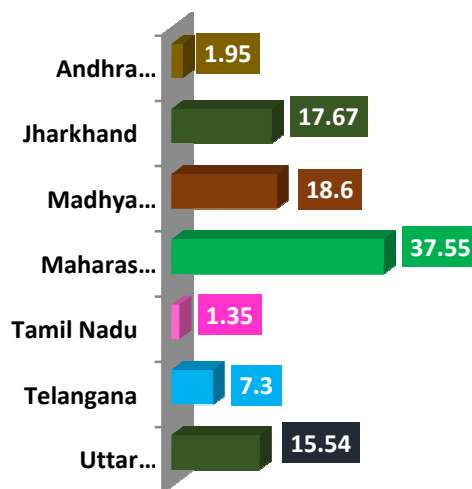


A survey of candidates (who have completed RPL Scheme Skill Competency certification for Media and Entertainment sector skill) was conducted. Email, Id's, and mobile numbers of all the candidates who had completed training were tracked from NSDC website. A questionnaire was prepared for the RPL beneficiaries 'candidates. (Refer Appendix No 1) The questionnaire was sent to all candidates for their responses. A total of 1177 responses was received by email/ telephonic survey/ personal physical interview. Responses from 942 beneficiary candidates were received through emails/ telephone survey, while 235 responses were covered physically. Spatial Distribution coverage of beneficiary candidates indicates wide coverage as 7 states namely Andhra Pradesh, Jharkhand, Telangana, Maharashtra, Madhya Pradesh, Tamil Nadu, and Uttar Pradesh were covered for the survey (Refer Table No 18)

**Table No 18**

Media and Entertainment Skills Council  
State Wise- Distribution of Beneficiary Candidates Selected for Survey

Sl No.	State	No. of Candidates	% Of Candidates
1	Andhra Pradesh	23	1.95
2	Jharkhand	208	17.67
3	Madhya Pradesh	219	18.60
4	Maharashtra	442	37.55
5	Tamil Nadu	16	1.35
6	Telangana	86	7.30
7	Uttar Pradesh	183	15.54
<b>Total</b>		<b>1177</b>	<b>100.0</b>



Source: Datamation Survey data August 2021

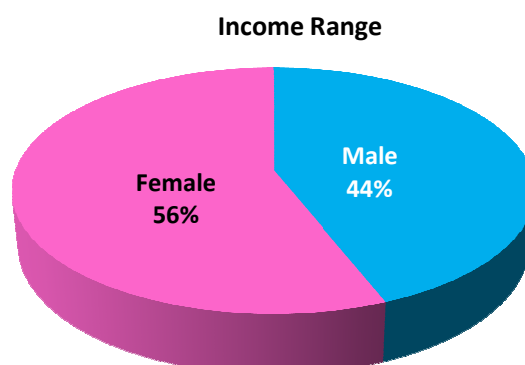
### Demographic & Social Composition of RPL, Scheme Beneficiaries for Media, and Entertainment Skills Council.

Out of 1177 beneficiary candidate responses 56% responses were women while 44 % responses were men. This is in conformity of the enrolled beneficiaries for the RPL scheme for Media and Entertainment Skills Council. (Refer Table No 19)

**Table No 19**

Media and Entertainment Skills Council  
Beneficiary Candidates Surveyed (July- August 2021)

Sl. No.	Gender	% Of Candidates
1	Male	44
2	Female	56
<b>Total</b>		<b>1177</b>



Source: Datamation Survey July-August 2021

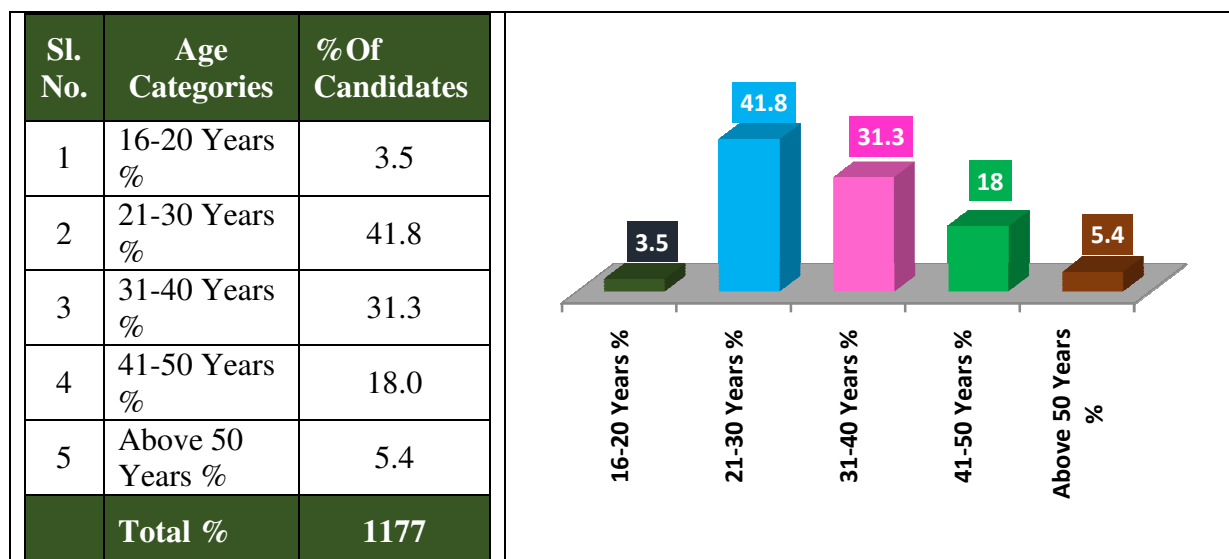
## Finding -15

Youth and other working age Groups of candidates were mobilized and motivated to get assessed for RPL certification. The mobilization was also successful in enrolling all sections of societies especially individuals from Other Backward Classes and Scheduled Castes. However Scheduled Tribes candidates were few, although few states selected have significant proportion of Scheduled Tribe population. A significant proportion of beneficiary candidates were married (81%) and having average family size of above 5 persons (80%).

Age composition of the beneficiaries depicts 3.5 % below 20 years, while 42% were in the age group of 21-30 Years and 31% were in the age group of 31-40 years. Twenty four percent beneficiary candidates were above 40 years of age. Thus, age composition of beneficiaries indicates all age groups were motivated to get assessed for skill competency certification, especially youth, who have many years to improve their skills and productivity. (Refer Table No 20)

The beneficiary candidates mobilized for RPL, scheme has been inclusive in nature especially for Media and Entertainment Skills sector, which has been more dominant among General class castes. Still a significant proportion of beneficiaries were from Other Backward classes (OBC- 31%). Even beneficiaries from Scheduled castes were 7%. This indicates that mobilization of RPL scheme has covered all nooks and corners of India and decent representation was given to marginalised communities especially OBCs and SCs, who require such support. (Refer Table No 21)

**Table No 20**  
Media and Entertainment Skills Council  
Beneficiary Candidates Surveyed- Age Composition (July- August 2021)

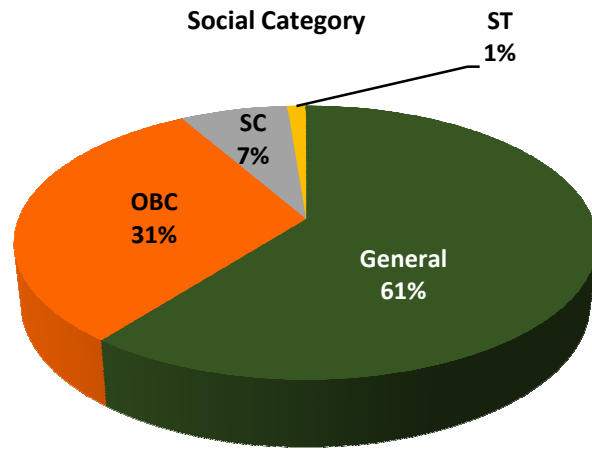


Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

**Table No 21**

Media and Entertainment Skills Council  
Beneficiary Candidates Surveyed- Social Groups (July- August 2021)

Sl. No.	Social Category	% Of Candidates
1	General	60.3
2	OBC	31.1
3	SC	7.0
4	ST	1.2
<b>Total</b>		<b>1177</b>



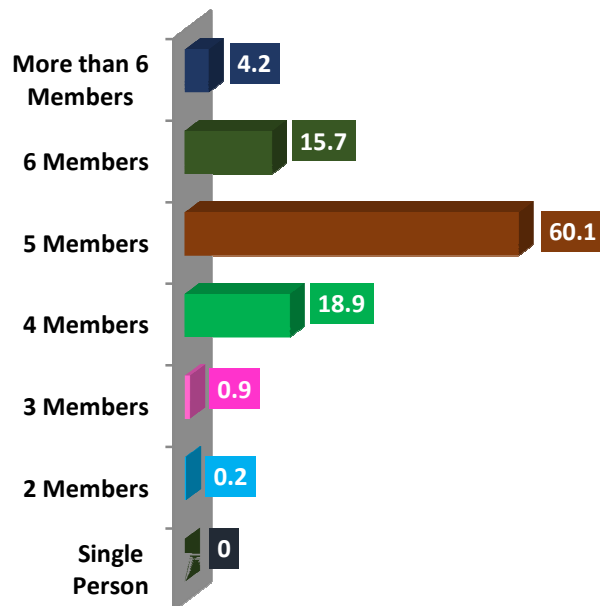
Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

Average Family size of the beneficiary candidates was 5 and more members (80%), while it was 4 members for 19% beneficiary candidates. A significant proportion of the beneficiary candidates were married (81%) indicating that the benefits of Skill competency certification will help large number of family members, who are married with children. This can have trickling down effects of improving quality of life for many married families. (Refer Table No 22 and 23)

**Table No 22**

Media and Entertainment Skills Council  
Beneficiary Candidates Surveyed- Average Family Size(July- August 2021)

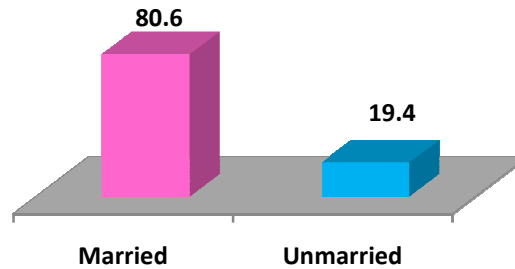
Sl. No.	No. of Members in Family	% Of Candidates
1	More than 6 Members	4.2
2	6 Members	15.7
3	5 Members	60.1
4	4 Members	18.9
5	3 Members	0.9
6	2 Members	0.2
7	Single Person	0.0
<b>Total</b>		<b>1177</b>



Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

**Table No 23**  
Media and Entertainment Skills Council  
Beneficiary Candidates Surveyed- Marital Status (July- August 2021)

Sl. No.	Marital Status	%Of Candidates
1	Married	80.6
2	Unmarried	19.4
<b>Total</b>		<b>1177</b>



Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

**Finding -16**

**Beneficiary candidates enrolled for Media and Entertainment Skill sector, RPL certification, were having good education levels with matric (12%), intermediate (33%), graduation 51%) and higher education's levels 94%).**

The education qualification of the beneficiary candidates again indicates that 55 % beneficiaries were graduates and above level. While 45% were having matriculation and intermediate level of education, which in the long run will benefit them after seeking Skill competency certification. Few candidates were education up to primary levels. (Refer Table No 24)

**Table No 24**  
Media and Entertainment Skills Council  
Beneficiary Candidates Surveyed- Education Level (July- August 2021)

Sl. No.	Educational Qualification	% Of Candidates
1	Literate up to Primary	0.5
2	High School / Matriculation	11.7
3	Intermediate	33.2
4	Graduate	51.2
5	Postgraduate	3.5
<b>Total</b>		<b>1177</b>

Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

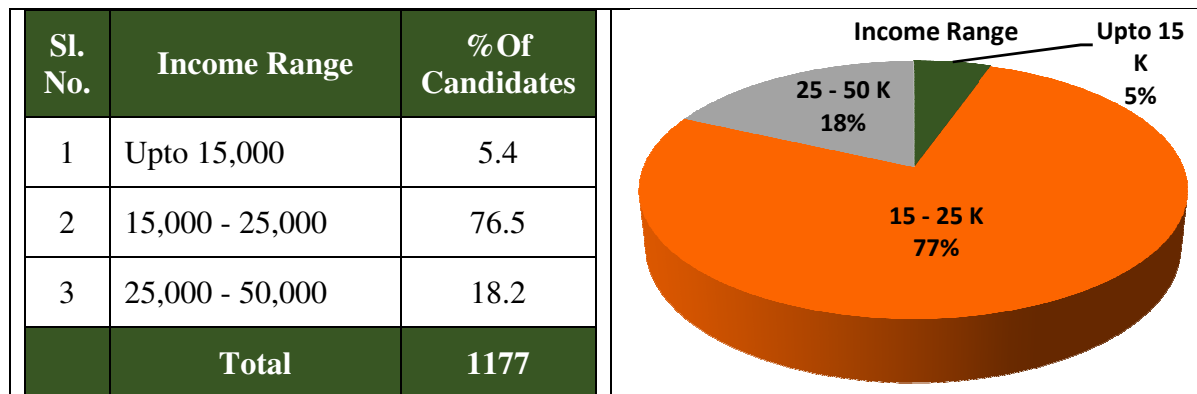
## Finding -17

Beneficiary candidates for Media and Entertainment Skill sector, seeking RPL certification were mostly lower-middle income groups (77% from Lower-Middle income Group having monthly income of Rs. 15000-25000). The beneficiaries were working in their job profiles for 2-5 years and were looking forward for seeking RPL certification for earning better earnings and their upward mobility.

### Family Income of Beneficiary Candidates

A significant proportion of beneficiary candidates (77%) were having monthly family income between Rs 15000- 25000, while 18% beneficiary candidates were having monthly family income of more than Rupees 25,000 thousand. Less than Rs 15000 monthly family income was among for 5% respondents. Thus, the RPL scheme of skill competency certification is likely to provide better livelihood opportunities and higher income support to families with lower- monthly incomes. Thus, the scheme is likely to have trickling down effects for increasing income of lower income groups. (Refer Table No 24). The beneficiaries were working in their job profiles for 2-5 years and were looking forward for seeking RPL certification for their upward mobility. (Refer Table no 25 and 26)

Table No 25  
Media and Entertainment Skills Council  
Beneficiary Candidates Surveyed- Monthly Family Income (July- August 2021)



Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

Table No 26  
Media and Entertainment Skills Council  
Beneficiary Candidates Surveyed- Professional Experience at the time of RPL Enrolment  
(July- August 2021)

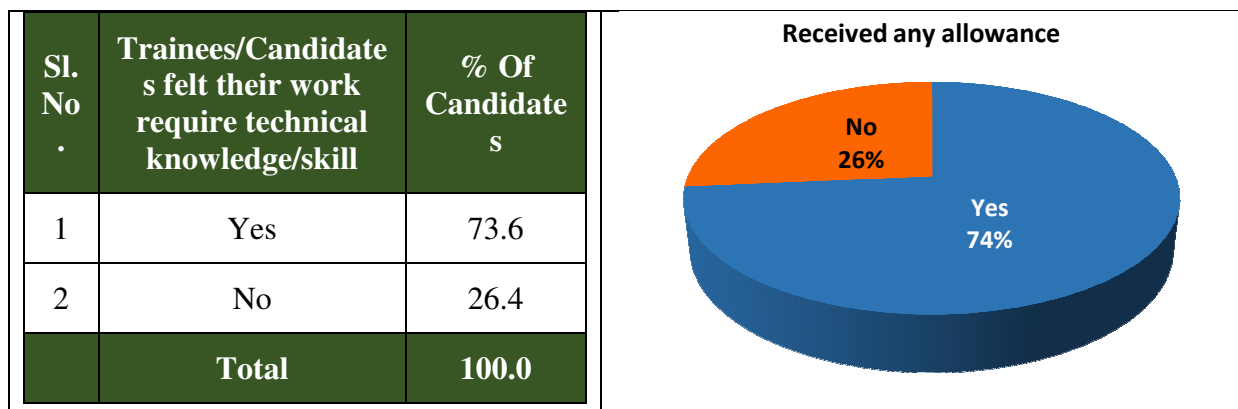
Sl. No.	Year of Experience	% Of Candidates
1	0-1 Years	21.3
2	2-5 Years	70.9
3	6-10 Years	2.3

4	Above 10 Years	5.4
<b>Total</b>		<b>1177</b>

Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

The beneficiary candidates were themselves feeling the need to upgrade their skills and get skill competency Certification. Many beneficiary candidates (74%) were wanting to upgrade their skill competencies and seek formal certification. The reasons stated for need of RPL certification was low salary (89% responses), lack of confidence due to non-availability of formal certification (59% responses) and less clients (30% responses). Candidates stated this scheme is beneficial for workers with non-formal skills in the long run for seeking mobility in their job profiles. They were appreciative of this scheme being implemented by Government of India. (Refer Table No 27 and 28)

**Table No 27**  
Media and Entertainment Skills Council  
Beneficiary Candidates Surveyed- Satisfaction with their Technical Know-how before RPL Training (July- August 2021)



Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

**Table No 28**  
Media and Entertainment Skills Council  
Beneficiary Candidates Surveyed- Reasons for preferring RPL Certification Training (July- August 2021)

Sl. No.	Challenges before Training	No of Trainees/Candidates
1	Low salary /Financial problems	88.8
2	Lack of knowledge & skills	58.9
3	Lack of recognition and respect at work	2.8

4	Few clients	30.4
5	Respect at home/family/Community	7.5

Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

### Finding -18

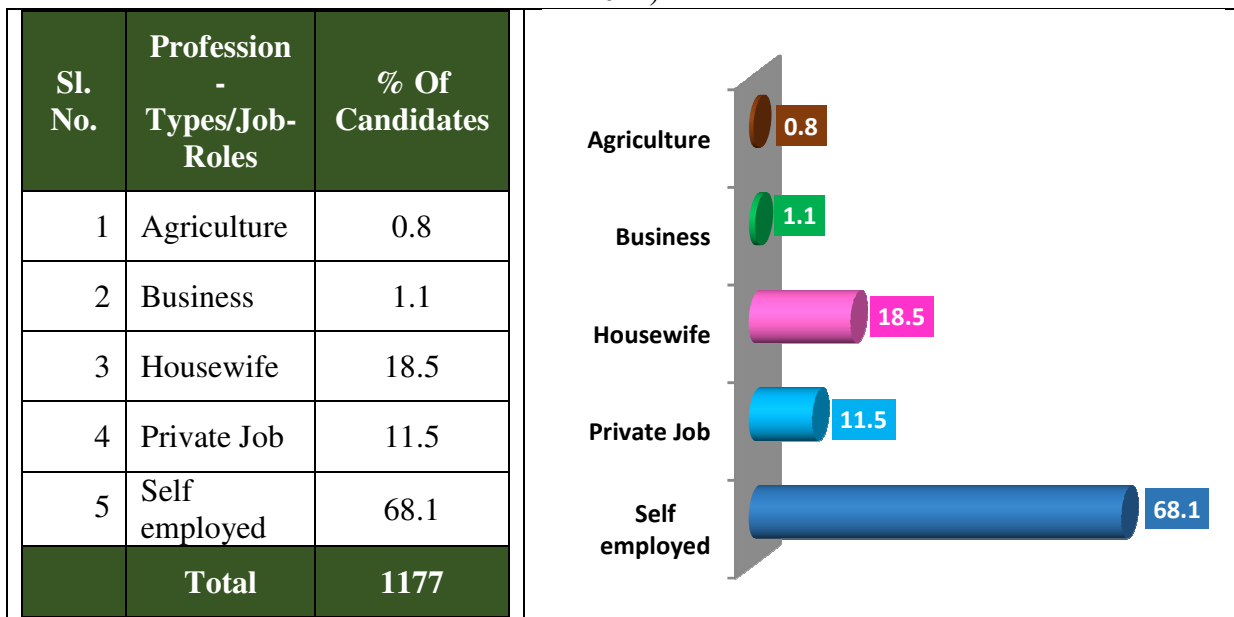
**Eighty percent of beneficiary candidates of Media and Entertainment Skill sector, seeking RPL certification were working (either self-employed or with employers) and the rest 20 percent were seeking employments for the skills they possessed. Sixty-five percent respondents were earning monthly income of less than Rs 15000 before enrolment for RPL, certification.**

Significantly only 80% of the beneficiary candidates were working in this trade/ skill at the time of RPL Scheme. Sixty-eight percent were self employed as a freelance worker, while 12% were working with employer. Twenty-five percent respondents were seeking employments for the skills they possessed. (Refer Table No 29 and 30).

**Table No 29**

Media and Entertainment Skills Council

Beneficiary Candidates Surveyed- Work Status at the time of RPL Enrolment (July- August 2021)



Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

The beneficiary candidates felt that despite their hard work and motivation, their income was much less than their expectations with the jobs undertaken before the RPL Scheme. These candidates stated non-availability of formal skill competency certificates was working as negative factors for them to make them confident and compete with other who had formal skill competency certificates. Monthly income earned by the beneficiary candidates was less than Rs 15000 for 65% beneficiaries, while it was between Rs. 15-20 thousand for 20% beneficiaries and more than Rs. 20000 for 13% beneficiaries. (Refer Table No 30)

**Table No 30**  
Media and Entertainment Skills Council  
Beneficiary Candidates Surveyed- Monthly Income before RPL Certification (July- August 2021)

Sl. No.	Income Range	Before PMKVY - RPL Training
1	Below 5 thousand	4.8
2	5.1 to 10 thousand	20.4
3	10.1 to 15 thousand	41.3
4	15.1 to 20 thousand	19.5
5	20.1 to 50 thousand	13.1
6	50.1 to 1 Lakh	0.7
7	Above 1 Lakh	0.2
	<b>Total</b>	<b>1177</b>

Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

### **Finding -19**

**A significant proportion of Beneficiary candidates felt that RPL has improved their employability skills and Professional growth due to better communication, establishing team work to solve their workplace problems. This has improved their professional mobility and growth.**

#### **Employability Skill after RPL, Certification.**

The beneficiary candidates were asked to reflect on the benefits after the counselling and orientation / capacity building training adopted by Trainer Partners. The results depicted that beneficiary had improved communication skills with employers and clients (81% responses). They were better equipped to resolve the problems with employers and clients (55% responses). Twenty five percent beneficiaries also felt that they learnt teamwork coordination. All these aspects have increased client numbers (57%). (Refer Table No 31)

**Table No 31**  
Media and Entertainment Skills Council  
Beneficiary Candidates Surveyed- Employability Skills learnt after RPL Certification  
(July- August 2021)

**A. Employability Skills**

SI No.	Employability Skills	% Of Respondents
1	Better communication with employer & clients	81.4
2	Ability to resolve problems for employer/client	54.4
3	Ability to work together with others	25.6
4	Increase number of clients	56.5

Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

The beneficiary candidates indicated that RPL, certification training has culminated into their overall professional growth like respect at workplace, high confidence level, owing to curriculum knowledge in sync with NSQF. This has helped to contribute more at workplace. Few respondents also stated they got promotion and change in job role. (Refer Table No 32)

**Table No 32**  
Media and Entertainment Skills Council  
Beneficiary Candidates Surveyed- Professional Growth Indicators after RPL Certification  
(July- August 2021)

**B. Responses for Profession growth Indicators**

SI No.	Received profession growth	% Of Respondents
1	Respected at my workplace	66.8
2	Confidence level to contribute more at job	58.6
3	Change in Job Role	50.8
4	Got a promotion	21.6
5	Some sorts of up skilling aligned with NSQF which helps them for career progression	39.8
6	Soft skill and personality development	24.5
7	Feel more confident	58.6

Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

## Finding -20

**A significant proportion of Beneficiary candidates (73%) were self-employed. There was 5% increase in the self-employed workers after RPL certification. Unemployed workers have decreased from 20% to 1% after RPL Skill Competency Certification.**

### Work Status: Pre and Post RPL Skill Competency Certification

One of the main objectives of RPL Scheme was to ensure empowerment of skilled workers to seek better avenues and increase incomes. It is satisfying to find out that 73% of the RPL skill certified candidates were working in their own trade/ business as compared to 68% before the RPL skill certification. This indicates that the RPL scheme has infused greater empowerment and self confidence among the beneficiary candidates to start their own trades and employ others in this skill activity. Wage earners working with employers have also increased from 12% to 26 %, thereby depicting opening of job opportunities and upward mobility for the beneficiaries. Beneficiaries not working before RPL certification decreased from 20% to 1 % after the RPL training and certification. After the RPL training 87% respondents stated that they were motivated to start their own entrepreneurial ventures and would encourage other skilled workers to join their entrepreneurial ventures. (Refer Table No 33)

**Table No 33**

Media and Entertainment Skills Council

Beneficiary Candidates Surveyed- Work Status before and after RPL Training (July- August 2021)

S. No	Work Status	Before RPL Certification Scheme (%)	After RPL Certification Scheme (%)
1	Self Employed with Others	68	73
2	Wage Earners working with Employer	12	26
3	Not Working	20	1
		1177	1177

Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

## Finding -21

**A significant proportion of Beneficiary candidates (98%) have indicated increase in their monthly incomes after the RPL Skill Certification. Self-employed beneficiaries, who have started their own trades and enterprises indicated higher increase in their monthly income.**

### Income Increase after RPL Scheme Certification.

As stated, one of the major aims of the RPL certification was to provide incentives for increase in their income levels. Most satisfying result of RPL, certification indicates that 1166 (99%) beneficiary candidates have increased their monthly income. Even not working beneficiary has also come down from 20% to 1 % after seeking RPL certification. Thus, RPL certification has increased job opportunities in case of Media and Entertainment skill sector. Sixty percent of the working beneficiaries have increased monthly income by less than Rs 2500, while 28% beneficiaries have increased monthly income by Rs. 2500-5000. Eight

percent RPL beneficiaries have increased monthly income by Rs 5000-10000, and 3% beneficiaries have increased monthly income by more than Rs 10000. (Refer Table No 34)

**Table No 34**  
Media and Entertainment Skills Council  
Beneficiary Candidates Surveyed- Monthly Income Increase of Earners after RPL Training  
(July- August 2021)

S. No	Work Status	Actual No.	After RPL Certification Scheme Increase in Monthly Income (Percent)				
			Less than 2500	2500-5000	5000-10000	10000-20000	Above 20000
1	Self -Employed (73%)	859	56	30	10	3	1
2	Wage with Employer (26%)	306	74	26			
3	Not working (1%)	12					
	ALL (Percent)		60	29	8	2	1
	All (Actual Numbers)	1177	705	337	87	27	10

Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

## **Finding -22**

**Greater appreciation of Skills and job role of skilled person at workplaces after RPL certification is linked to the higher likelihood of an increase in monthly income.**

### **Link between appreciation at workplace and income increase after RPL certification**

An association between appreciation at workplace by their employers/ customers with increase in income was found through the survey. Ninety four percent beneficiaries, who had received very high level of appreciation at workplace, had also increased monthly income by more than Rs 2500. While beneficiaries who had got low level of appreciation, their income did not increase by less than Rs 2500 per month. Beneficiaries who had got medium level of appreciation at workplace after RPL training and certification had increased monthly income by less than Rs 5000. (Refer Table No 35)

**Table No 35**  
Media and Entertainment Skills Council  
Beneficiary Candidates Surveyed- Link of Appreciation with Monthly Income Increase of Earners after RPL Training (July- August 2021)

S. No	Appreciation Level Received at Workplace after RPL Certification	Actual No.	After RPL Certification Scheme Increase in Monthly Income (Percent)				
			Less than 2500	2500-5000	5000-10000	10000-20000	Above 20000
1	High	235	6	43	38	12	1
2	Medium	388	39	61			
3	Low	554	100				
	ALL (Percent)		60	29	8	2	1
	All (Actual Numbers)	1177	705	337	87	27	10

Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

### Finding -23

**46% Beneficiary candidates were able to seek loans from banks for opening new ventures / increasing infrastructure in their own trades. 60% also benefited by getting higher tips and perks from clients.**

### Other Financial Benefits

Beneficiary Candidates were also asked what kind of other financial benefits were accrued after the RPL, Certification. It was satisfying to note that a significant proportion of beneficiaries had also received royalty benefits, higher tips, and perks from clients. Even 46% beneficiaries stated that with the help of formal certification they were able to seek bank loans for opening/ increasing infrastructure in their own trades. (Refer Table 36)

**Table No 36**  
Media and Entertainment Skills Council  
Beneficiary Candidates Surveyed- Financial Security after RPL Training (July- August 2021)

SI No.	Financial Security	% Of Respondents
1	Royalty Bonus	31
2	Perk received at my workplace	60
3	Government associated banks financial support	46

Source: Responses of the Survey from Beneficiary Candidates, July-August 2021

## References

1. Government of India (2014). Demand Responsive Vocational Training. New Delhi: Directorate General of Employment and Training, Ministry of Labour & Employment.
2. Government of India (2011). Second Annual Report to the People on Employment. New Delhi: Ministry of Labour & Employment.
3. The World Bank and International Labour Organisation (ILO) (2013). Possible Futures for the Indian Apprenticeship System, Options Paper for India.
4. National Skill Development Corporation. Human Resource and Skill Requirements in the Capital Goods Sector (2012-17, 2017-22).
5. Government of India- Ministry of Skill Development & Entrepreneurship, National Skill Development Corporation and KPMG. Human Resource and Skill Requirements in the Food Processing Sector (2013-17, 2017-22).
6. Government of India (2015). Draft National Policy for Skill Development and Entrepreneurship 2015. New Delhi: Ministry of Skill Development & Entrepreneurship
7. [Media and Entertainment Industry in India, Indian Media Industry \(ibef.org\)](#)
8. [Media & Entertainment Skills Council \(mescindia.org\)](#) accessed on 24<sup>th</sup> August 2021.

### Web Links:

1. <http://pib.nic.in/newsite/PrintRelease.aspx?relid=104812>
2. [http://www.ilo.org/wcmsp5/groups/public/---Asia/---or-Bangkok/---sronew\\_delhi/documents/publication/wcms\\_234727.pdf](http://www.ilo.org/wcmsp5/groups/public/---Asia/---or-Bangkok/---sronew_delhi/documents/publication/wcms_234727.pdf)
3. <http://indiabudget.nic.in/es2014-15/echapvol2-01.pdf>
4. [https://mygov.in/sites/default/files/master\\_image/Draft\\_National\\_Policy\\_for\\_Skill\\_Development\\_and\\_Entrepreneurship\\_2015.pdf](https://mygov.in/sites/default/files/master_image/Draft_National_Policy_for_Skill_Development_and_Entrepreneurship_2015.pdf) 5. [http://www.dget.nic.in/upload/uploadfiles/files/MX-M453N\\_20140829\\_190139.pd](http://www.dget.nic.in/upload/uploadfiles/files/MX-M453N_20140829_190139.pd)

## Annexure-1

SSC-wise target for RPL is given as under:

SSC	Final Target for RPL
Agriculture SSC	70,000
Apparel SSC	30,000
Automotive SSC	10,800
Beauty and Wellness SSC	25,000
BFSI SSC	12,500
Capital Goods SSC	4,200
Media SSC	30,800
Domestic Worker SSC	4,200
Earthmoving & Infrastructure SSC	4,200
Electronics SSC	25,000
Food Industry SSC	14,100
Furniture & Fitting	4,100
Gems & Jewellery SSC	25,000
Handicrafts SSC	4,200
Healthcare SSC	12,500
Indian Plumbing SSC	12,500
Iron & Steel SSC	4,100
IT-Items SSC	20,000
Leather SSC	20,000
Life Sciences SSC	12,500
Logistics SSC	20,800
Media & Entertainment SSC	5,200
Mining SSC	10,000
Power SSC	4,200
Retailers Association's SSC	30,000
Rubber SSC	4,200
Security SSC	20,800
Sports' SSC	4,100
Telecom SSC	25,000
Textiles & Handloom SSC	10,000

Source: PMKVY-RPL Guidelines, NSDC (2016-2020)

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## Research Tool-1

Programme Implementing Agency / Sector Skill Agency

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### **For Impact Evaluation Report – Tool 1**

Interviewer must ask the respondent and tick, write, or fill up the space for answer using the response given by the respondent.

### **Details of Respondent & Professional information**

1. Type of Survey [to be answered by interviewer]

- A. Telephonic Interview
- B. Physical Interview

2. Mention your PIA Credential

.....

3. What is your Name?

.....

4. Name of Respondent

.....

5. Designation/Role of the Respondent

.....

6. What is your E-mail Id?

.....

7. What is your mobile number?

.....

8. Legal Status of PIA.

- A. A Private Company
- B. A Non-Govt. Organisation - Charitable

- C. Industrial Association
- D. Co-operative
- E. Any Other Specify.....

9. Mention the Area in which your PIA is providing training/ education/Certification

- A. Media
- B. Driving
- C. Beauty & Wellness
- D. Media & Entertainment
- E. Sports, Physical Education, Fitness & Leisure
- F. Did not get any training

10. What is the project duration?

- A. 12 mths
- B. 10 mths
- C. 6 mths,
- D. 3 months
- E. Any Other mention.....

11. Course Duration

- A. 12 mths
- B. 10 mths
- C. 6 mths,
- D. 3 months
- E. Any Other mention.....

12. Training Duration

- A. 10 hours
- B. 4 hours
- C. 2 hours
- D. 1 hour
- E. Any Other mention.....

13. Tick the job roles identified by your PIA.

<b>1</b>	BWS/Q0101 - Assistant Beauty Therapist	<b>28</b>	MES/Q0902 - Camera Operator
<b>2</b>	BWS/Q0201 - Assistant Hair Stylist	<b>29</b>	MES/Q1201 - Dancer
<b>3</b>	BWS/Q0102 - Beauty Therapist	<b>30</b>	MES/Q0706 - Digital Marketing Manager
<b>4</b>	BWS/Q0301 - Bridal Fashion and Photographic Makeup Artist	<b>31</b>	MES/Q0901 - Director of Photography
<b>5</b>	BWS/Q0202 - Hair Stylist	<b>32</b>	MES/Q1401 - Editor
<b>6</b>	BWS/Q2303 - Master Wellness Neurotherapies	<b>33</b>	MES/Q0601 - GRAPHIC DESIGNER
<b>7</b>	BWS/Q0402 - Pedicurist and Manicurist	<b>34</b>	MES/Q1802 - Hairdresser
<b>8</b>	BWS/Q2302 - Senior Wellness Neurotherapies	<b>35</b>	MES/Q0504 - Lighting Artist
<b>9</b>	BWS/Q1002 - Spa Therapist	<b>36</b>	MES/Q2802 - Line Producer
<b>10</b>	BWS/Q2301 - Wellness Neurotherapies	<b>37</b>	MES/Q1301 - Live Action Director
<b>11</b>	BWS/Q2201 - Yoga Instructor	<b>38</b>	MES/Q1801 - Make-Up Artist
<b>12</b>	BWS/Q2203 - Yoga Trainer	<b>39</b>	MES/Q1503 - Music Programmer
<b>13</b>	CON/Q0602 - Assistant Electrician	<b>40</b>	MES/Q2805 - Production Assistant

14	CON/Q0102 - Assistant Mason	41	MES/Q3108 - Props Master
15	CON/Q0103 - Mason General	42	MES/Q0204 - Sales Coordinator (Media Org.)
16	DWC/Q0102 - General Housekeeper	43	MES/Q0203 - Sales Executive (Media Org)
17	DWC/Q0101 - Housekeeper cum Cook	44	MES/Q3103 - Set Carpenter
18	FIC/Q8501 - Traditional Snack and Savoury Maker	45	MES/Q3109 - Set Decorator
19	SPF/Q1102 - Fitness Trainer	46	MES/Q3104 - Set Painter
20	SPF/Q1104 - Lifeguard Pool and Beach	47	MES/Q3106 - Set Plasterer
21	SPF/Q1103 - Sports Masseur	48	MES/Q3403 - Sound Assistant
22	MES/Q0105 - Actor	49	MES/Q3401 - Sound Designer
23	MES/Q0206 - Advertising Operations Coordinator (Digital)	50	MES/Q3404 - Sound Editor
24	MES/Q0701 - Animator	51	MES/Q3402 - Sound Engineer
25	MES/Q3102 - Art Director	52	MES/Q0205 - Traffic Coordinator (Media Org.)
26	MES/Q0501 - Art Director (Animation and Gaming)	53	MES/Q0101 - Voice-Over Artist
27	MES/Q0903 - Assistant Cameraman	54	Other .....

14. How did you mobilise the participants/candidates for PMKVY-RPL programme?

- A. Advertisement
- B. Other (Please Mention) .....

### **Programme Impact**

15. What kind of RPL Training did you provide?

- A. Online RPL
- B. In Employer's Premises
- C. Organised Camps
- D. RPL by Demand
- E. No Training

16. How was the training received by beneficiaries?

- A. 5 – Highly Appreciated
- B. 4 – Well Appreciated
- C. 3 – Appreciated
- D. 2 – Found Satisfactory
- E. 1 – Not Appreciated

17. Mention the PMKVY Kit provided to beneficiaries during training.

- A. 01 PKMVY T-shirt/ Jacket

- B. 01 PMKVY Cap
- C. Trainee Handbook
- D. Pen & Notepad
- E. Bag

18. Mention the number of PMKVY Kit provided to beneficiaries during training.

.....

19. The Trainer engaged by you for training/guiding supporting the beneficiaries are:

- A. Trained
- B. Untrained

20. Name the agency that supplied expert for conducting training

.....  
..

21. Tick the activities completed by your agency

- A. Course Duration as per project completed
- B. Training Hours as per project completed
- C. Assessment by approved agencies completed
- D. Successful Completion of PMKVY-RPL Certificate issued

22. Mention the challenges faced by your agency during project implementation

- A. Process adopted for pre-screening
- B. Mobilization for RPL course
- C. Counselling of candidates
- D. Process adopted for training
- E. Process adopted for assessment

23. Provide the following information.

- A. No. of beneficiaries allotted to your PIA.....
- B. No of beneficiaries trained.....
- C. No of beneficiaries assessed.....
- D. No. of beneficiaries issued certificate.....
- E. No. of beneficiaries achieved minimum 25% hike in monthly earnings.....

24. Name of Assessment agency

.....

25. How are the beneficiaries placed post training?

- A. Got employed in a small enterprise
- B. Got employment in a large enterprise
- C. Has set up a small business

D. Self Employed

26. Rate the ease of implementation of key project activities

- |                    |               |               |
|--------------------|---------------|---------------|
| 5 – Very Effective | 4 – Effective | 3 – No Change |
| 2 – Not very good  | 1 – Poor      |               |

27. Rate how the beneficiaries responded to PMKVY-RPL Training and certification

- |                    |               |               |
|--------------------|---------------|---------------|
| 5 – Very Effective | 4 – Effective | 3 – No Change |
| 2 – Not very good  | 1 – Poor      |               |

28. Which of the following PMKVY Outcomes have you recorded for the beneficiaries allotted to your PIA?

- A. Better Employment
- B. Higher Salary

29. Mention how you assessed beneficiary satisfaction with date

- A. Survey [Dates]
- B. FGD [Dates]
- C. Any Other mention.....

30. Mention the amount of stipend given to each candidate for you project type.

.....

31. How many beneficiaries were given stipend?

.....

32. Mention the amount for each category

.....

33. Mention the mobilizing agency deployed by your PIA for bringing in trainees

.....

34. Mention the Assessment partner engaged by your PIA

.....

35. Did you use a pre=screening tool designed by an approved Assessment Part of SSC/NSDC

.....

36. Did you PIA use a Consequence Management Framework?

- |            |        |     |
|------------|--------|-----|
| 1. Yes     | 2 – No | 3 – |
| Other..... |        |     |

37. Did you engage a separate training partner? Mention name of NGO/Agency etc.

- |            |        |     |
|------------|--------|-----|
| 1. Yes     | 2 – No | 3 – |
| Other..... |        |     |

38. What is the required attendance % for candidate eligibility for assessment for your project type?

.....%

39. What is the pass% for getting a certificate for your project type – Level

.....%

40. How many students were certified?.....

.....

41. How many students got only marksheets .....

42. Name the approved RPL facilitators (NSDC Approved) engaged by your PIA.

.....

43. Mobilizing Agency/PIA used the following for mobilizing candidates

- A. Door-to-Door Campaign
- B. Mobile Van
- C. Interaction with Local Groups
- D. Through Local Leadership
- E. Other (Please Mention) .....

44. Mention the Centre Accreditation - Affiliation number/s of you training Centres of your PIA

.....

45. Tick the options applicable for your PIA

- |  |        |       |
|--|--------|-------|
| 1. Used Biometric Device for Attendance            | 1. Yes | 2. No |
| 2. Used Aadhar Validation for Candidates screening | 1. Yes | 2. No |
| 3. Qualification Pack approved by NSDC/MSDE        | 1. Yes | 2. No |
| 4. Training also given on Entrepreneurship Module  | 1. Yes | 2. No |
| 5. Training given on Financial Literacy Module     | 1. Yes | 2. No |
| 6. Training given on Digital Literacy Module       | 1. Yes | 2. No |
| 7. Our Trainers were Certified by SSC/NSDC         | 1. Yes | 2. No |
| 8. Organised Kaushal Mela                          | 1. Yes | 2. No |
| 9. Organised Rozgar Mela                           | 1. Yes | 2. No |

46. Mention post training financial support provided to candidates (amount) if any.

.....

47. How many candidates were provided post training financial support?

.....

Caller/ Surveyor Name

Caller/ Surveyor Mobile Number

.....

.....

## **Research Tool-2**

### **Training Partners**

#### **Demography and Personal Information of Respondent Training Partner**

1. Name of Respondent

Age

Gender

Address

Email:

Mobile

#### **PIA Details of the Trainer Partner**

2. Name of PIA with address details, which engaged you as Training Partner

3. Legal Status of PIA/ Organization with which you work:

4. Who mobilised trainers for the training: PIA/ Your organization/ Others Specify?

5. Who assessed these trainees that they require update or better training for the skill sets they already possess?

6. Do you agree with the conduction assessment of their assessment? Yes/No

7. If No give details

#### **Partner Trainees Credential for Imparting Training**

8. Designation / experiences in conduction of such Training

9. Name of the agency, wherefrom trainers were engaged

10. State Education level, Professional Degree of the trainer utilized related to training imparted/

11. Experience in Years for giving such training and Institute name where the training is imparted

12. Name and Type of main Skill Area in which training is imparted:

Media/ Driving/ Beauty and Wellness/ Media Sector/ Sports, Physical Education, Fitness, and leisure

Name the subset of the job identified for training from the main skill area

### **Training Curriculum and Methods Used**

13. Please state Training details for the current training programme for which evaluation is to be conducted

a. Level of Training Imparted

b. Period of course duration for each component of Training Imparted:

Number of Hours / Days / Months

c. Give details of Curriculum taught (Knowledge Domain and Practical Training) Level wise

d. Was the curriculum in sync with NSQF levels

e. How much was practical training given

f. What training was imparted for inculcating green skill components

14. Whether PMKVY kit distributed to Trainees. Also mention the components of the kit distributed.

15. Was the kit having all required tool, information, brochures related to the course imparted

### **Beneficiary Trainee Details**

16. Total trainees allotted to you for each subset of job from the main skill area

a. Male

b. Female

17. What was Age group wise number of trainees?

a. Less than 18

b. 19-25

c. 25-44

d. Above 44

18. Caste wise trainees

a. General Caste

b. OBC

c. SC

d. ST

19. Where was the training provided?

- a. Online
- b. Employer's place
- c. Specify Other

20. What steps were taken to impart training among trainee to reduce their initial inequalities or aptitudes towards the skill

21. How many completed full training and how many were dropouts (Gender wise and Caste wise)

22. Your Evaluation outcomes (Number of trainees who passed the training imparted)

- a. Highly Satisfactory
- b. Satisfactory
- c. Below satisfactory

23. Number of Trainees who were issued certificates

24. Do you keep contact with the trainees after training Yes/No?

25. How the beneficiaries are placed after the training

- a. Got Employment
- b. Got employment in large enterprise
- c. Have setup self-trade business

26. What was beneficiary satisfaction level after the training.

---

## Research Tool-3

### Assessment Agency

for 1:1 Interview / FGD of Assessment Agency

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#### **For Impact Evaluation Report – Tool 2**

Interviewer must ask the respondent and tick, write, or fill up the space for answer using the response given by the respondent.

#### **About Assessment Agency & Assessor**

1. Type of Survey [to be answered by interviewer]

F. Telephonic Interview

G. Physical Interview

2. Name of Assessment Agency

3. Mention accreditation number if any.

4. Name of Respondent

5. Designation/Role of the Respondent in the AA

6. What is your E-mail Id?

7. What is your mobile number?

#### **About SSC**

8. Name of SSC

9. Name of PIA

10. What is the project duration for which Assessment is being done by your agency?

- 12 mths B. 10 mths C. 6 mths, D. 3 months E. Any Other mention.....

11. What is the Course Duration for which Assessment is being done by your agency?

- 12 mths B. 10 mths C. 6 mths, D. 3 months E. Any Other mention.....

12. Mention the support you received from the PIA for carrying out assessment of candidates.

13. Was your agency engaged during the pre-screening stage? Yes/No

14. What was your agency required to do for pre-screening of candidates?

15. Was there a pay out to candidate for assessment? If yes mention the amount per candidate.

16. Provide the following information.
- No of beneficiaries assessed.....
  - No. of beneficiaries qualified for Skill Certificate, mark sheet and pay out (INR 500) (scoring 50% -Level 1,2,3, 70%- Level 4 and above) .....
  - How many candidates qualified for mark sheet and pay out (INR 500) (scoring 30% to level specific passing score) .....
  - No of Candidates that qualified for only the mark sheet.....
  - No. of beneficiaries qualified for mark sheet& pay out of Rs.500 A mobile app was used for tracking assessor (Yes/No) .....
17. What is mandatory for receiving the Rs.500 pay out?  
.....
18. Which job roles assessments did you carry out?  
.....
- 

### **About Assessment**

19. How many days were allocated for Assessment?  
.....
20. Did you conduct an orientation of candidates before the actual assessment?  
.....
21. What did you cover during the orientation?  
.....
22. In which language was the assessment carried out?  
.....
23. Mention the areas covered by your assessment.  
.....
24. What did you include in the Core Section of the Assessment tool/question paper?  
.....
25. What did you include in the Non - Core Section of the Assessment tool/question paper?  
.....
26. How would you rate the attendance of beneficiaries for assessment?  
5 – 80-100 Excellent | 4 – 60-79.9 Good | 3 – 40-59.9 Satisfactory | 2 – 20-3.9 Needs Improvement  
| 1 – Below 20 Poor
27. What are the key documents checked by you before allowing candidates into the assessment venue?  
.....
28. Who uploaded assessment data - scores etc.? Into the SDMS portal?  
.....
29. Did you use the standardized feedback form after assessment?  
.....
30. Mention the criteria for awarding ABC grade certificate to candidates  
.....
31. Mention two things that worked very well during the PMKVY-RPL Assessment.  
.....
32. What is your suggestion for improvement of the following?  
Course Materials.....  
Training & Guidance of candidates by PIA .....  
Assessment Process.....

## Research Tool-4

### Beneficiary Candidates

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#### For Impact Evaluation Report – Tool 1

Interviewer must ask the respondent and tick, write, or fill up the space for answer using the response given by the respondent.

#### Demographic & Personal Details of Respondent

1.Type of Survey [to be answered by interviewer]

- A. Telephonic Interview
  - B. Physical Interview
2. What is your Candidate ID.?

\_\_\_\_\_ 3. What is your Name?

\_\_\_\_\_

- 4. How did you come to know about the PMKVY RPL Initiative of Govt. of India? Mention A. from work- place B. Friends C. Newspaper / Advertisement D. Others specify
- 5. Your Age.....
- 6. Your Gender A. Female B. Male C. Others
- 7. Tick the village/ward/district etc. name of your residence
- 8. What is your E-mail Id?

\_\_\_\_\_ 9. What is your mobile number?

\_\_\_\_\_

10. What is your Marital Status?

- A. Married
- B. Unmarried
- C. Others.....(specify)

11. Tick the category respondent belongs to

- A. General
- B. OBC/MOBC
- C. SC D.ST
- E. Others specify.....

12. Tick the educational qualification that is correct for respondent.

- A. Postgraduate

- B. Graduate
- C. Intermediate
- D. High School/Matriculation
- E. Literate
- F. Illiterate

13. Mention here respondent's technical qualification here (if any)

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\_\_\_\_ 14. How many members are there in respondent's family including self?

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\_\_\_\_ 15. What was the total family/household income before PMKVY training & Certification?  
Up to 10k (1)/ 10k - 25k (2)/ 25k - 50k (3)/ 50+k (4) Any Other specify

16. What is the total family/household income after PMKVY training & Certification? Up to 10k  
(1)/ 10k - 25k (2)/ 25k - 50k (3)/ 50+k (4) Any Other specify

### **Information Related to Profession**

17. What did respondent do for a living/ what work did s/he do for earning money/salary/wage before s/he took up their present profession? Mention here.

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18. What is respondent's present profession? A.TSC, Q2208 – Power loom Operator  
B. AMH/Q1947 – Self Employed Tailor  
C. FIC/Q8501 – Traditional Snack & Savoury Maker  
D. General Housekeeper (DWC/Q0102) LEVEL 3 E. Housekeeper cum Cook (DWC/Q0101)  
LEVEL 3  
F. Others specify.....

19. Applicable Level  
A. Level 1 B. Level 2 C. Level 3 D. Level 4 E. Any Other mention

20. Tick the option that is applicable to respondent. Their present profession is a result of  
A. Parental Trade  
B. Self-Taught  
C. New Learning from PMKVY

21. Tick the category respondent belongs to  
A. Self Employed  
B. Employed in a small establishment  
C. Employed in a large establishment  
D. Unemployed  
E. Small Entrepreneur employing a few others  
F. Any other specify.....

22. What was the duration of respondent's PMKVY Course/training?  
A. Start Date.....  
B. End Date .....

23. When did respondent receive your certificate?

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24. Did the PIA help you get the following?

- A. Trade License
- B. Formalized Market Connect
- C. Bank Loans/ Financing
- D. Formation of Cooperative
- E. Course on Digital Transactions (E-Wallet)

25. How long has the respondent been in their current profession before and after PMKVY training & Certification?

- A. Before.....
- B. After.....

26. If respondent changed their profession, mention the reason here.

---

27. Tick the challenges respondent was facing before PMKVY Training.

- A. Financial problem – low salary
- B. Lack of knowledge and skills
- C. Lack of recognition & respect at work
- D. Few Clients
- E. Respect at home/family /community
- F. No job satisfaction

### **Programme Impact of respective SSC**

28. Project Type

- A. Type 1 B. Type 2
- C. Type 3

29. Name of SSC A. Textile SSC

- B. Apparel Mode – Ups & Home Furnishing SSC
- C. SSC for Food Processing Industries – Food Industry Capacity & Skill Initiative (FICSI)
- D. Domestic Workers SSC

30. Which of the following items has respondent received from the PIA?

- A. 01 PMKVY T-shirt/Jacket
- B. 01 PMKVY Cap
- C. Job Role Specific Guidebook/Work Instruction Manual
- D. Health & Safety Manual & Kit
- E. PMKVY Pen
- F. Notebook G. Student Booklet,
- H. Any Other mention

31. Did PIA arrange for the following facilities for respondent?

- A. Pick & Drop
- B. Bridge Course
- C. Training

32. Did PIA get a videography of the PMKVY Trainings/ project for respondent? A. Yes B. No. C. Mention how many.....
33. Tick the items that respondent has completed under PMKVY RPL programme. A. Domain Training of 6 hours  
 B. Health and Safety  
 C. Soft Skills, Entrepreneurship Tips specific to the Job Role & Financial and digital literacy – 4 hours  
 D. Familiarization to the Assessment Process and Terms – 2 hours  
 E. Digital transaction – 2 hours
34. Mention the activities respondent was engaged in as part of PMKVY – RPL
- 
35. Rate the PMKVY activities organised by PIA as described by respondent. Scale Very Effective -5, Effective -4, No Change - 3, Not too good - 2, Poor - 1)
36. Rate the quality of key project interventions and responsiveness to respondent needs Scale Very Effective -5, Effective -4, No Change - 3, Not too good - 2, Poor - 1)
37. Tick the kind of activities respondent participated in organised by SATSBPSPS and mention the number of times  
 A. Bridge Course Training.....  
 B. Seminars.....  
 C. Workshops.....  
 D. Any Other specify.....
38. Tick the items respondent is familiar with and has been using after the PMKVY Training.  
 A. Digital Transaction  
 B. Cashless Transaction  
 C. BHIM UPI App  
 D. Bharat QR Code  
 E. Basics of Entrepreneurship
39. Mention the agency name which assessed respondent's learning after the course.  
 A. ....  
 B. Respondent unable to name the agency.

### **Programme Impact on Beneficiaries**

40. Which of the following outcomes did the PMKVY Training and Certification achieve for respondent?  
 A. Start my own business  
 B. Get more job opportunities  
 C. Get recognition as a professional with quality services  
 D. Improve the quality of products I make as a professional  
 E. Increased my income
41. Rate the level of technical Skills of respondent before PMKVY Training.  
 5– Excellent 4 – Good 3 – Average 2 – Poor 1 – Not care taken

42. Rate the level of your technical Skills of respondent after PMKVY Training  
5– Excellent 4 – Good 3 – Average 2 – Poor 1 – Not care taken
43. How did the respondent describe the individual who trained him/her?  
A. Trained  
B. Untrained
44. How much money did respondent earn before PMKVY Training & Certification? Up to 10k (1)/ 10k - 25k (2)/ 25k - 50k (3)/ 50+k (4) Any Other specify 45. How much money is respondent earning now?  
Up to 10k (1)/ 10k - 25k (2)/ 25k - 50k (3)/ 50+k (4) Any Other specify
46. Which of the following are you familiar with now?  
A. Market Approach  
B. Decision making  
C. Inventory management  
D. use of technology  
E. work safety  
F. Soft skills  
G. Digital Interface
47. Tick the advantages that respondent has experienced since their training, certification

Employability Skills

- A.  Better communication with employer & clients  
B.  Ability to resolve problems for employer/client  
C.  Ability to work together with others  
D.  increase number of clients

Received profession growth

- A.  Respected at my workplace  
B.  Able to contribute more at job  
C.  Got a change in my role  
D.  Got a promotion  
E.  Some sorts of up skilling aligned with NSQF which helps them for career progression  
F.  soft skill and personality development  
G.  Feel more confident

Access to better job opportunities

- A.  Able to ask for higher salary  
B.  Get/have a say in terms and conditions for job

Financial Security

- A.  income increased by 10% or less  
B.  income increased by 11 to 20%  
C.  income increased by 21 to 30%  
D.  income increased by 31 to 40%  
E.  income increased by 41 to 50%  
F.  income increased by more than 50%  
G.  Perk received at my workplace

- H. \_Royalty Bonus
- I. \_government associated banks financial support

Entrepreneurial

- A. \_started my own business
- B. \_consulting/freelancing
- C. Any Other(mention)

\*\*\*\*\*End of Paper\*\*\*\*\*