

## **Important notice on benefits under PMKVY (2016-2020)**

It is brought to your notice that Skill India has introduced two new benefits for the certified candidates under Pradhan Mantri Kaushal Vikas Yojana (PMKVY 2016-2020); viz. **Personal Accident Insurance** (Kaushal Bima) and **Digital Locker** (DigiLocker) with an aim to empower and give them access to new age digital solutions.

- Kaushal Bima provisions Personal Accident Insurance of Rs 2 lakh for the duration of 3 years to all the certified candidates under PMKVY.
- The platform – DigiLocker eliminates the use of physical documents and supports issuance and verification of certificate digitally.

For more information, kindly visit FAQ at section <http://pmkvyofficial.org> and <https://digilocker.gov.in/> respectively.

It is request to publicize the initiatives amongst the Candidates for massive outreach at your training Centers. Following may be adhered:

1. Put standees and posters in your training centers. The link of the printable files is available at <http://texskill.in/branding-and-collateral>. Kindly download and print with your logo at the designated place.
2. Please Inform local media via press release and/ or interviews in the local media about the new benefits under PMKVY. A draft press release is available at <http://texskill.in/branding-and-collateral> for your reference and media dissemination. You may add your spokesperson's quote in the press release and publise.
3. To share the creatives (available at <http://texskill.in/branding-and-collateral>) on your social media platforms. While posting please tag @SkillIndiaOfficial @NSDCIndiaofficial on Facebook and @SkillIndia @NSDCINDIA on Twitter.
4. To conduct lectures and seminars in your center's vicinity to spread awareness about PMKVY scheme and its benefits and use the creatives during mobilization drive etc.