

# Impact of Pradhan Mantri Kaushal Vikas Yojana (PMKVY) on Rural Development: A Case Study of Bhandara District (2024–2026)

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**Abstract**—This paper investigates the socio-economic transformation of rural Bhandara, Maharashtra, through the lens of the Pradhan Mantri Kaushal Vikas Yojana (PMKVY). Traditionally dependent on paddy cultivation and a niche brass industry, the district has experienced a structural shift toward technical and service-oriented livelihoods. By analyzing enrollment trends, placement rates, and income growth among rural and tribal populations, this study concludes that vocational certification has significantly improved employability and financial inclusion, while identifying migration and infrastructure as persistent hurdles.

## I. INTRODUCTION

Bhandara, known as the "Rice Bowl" and "District of Lakes," remains a predominantly agrarian society. Despite its natural resources, the district

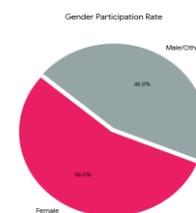
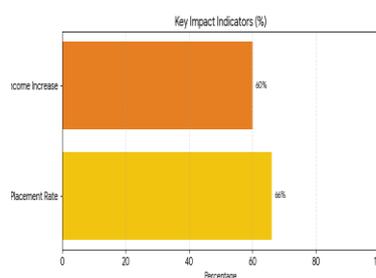
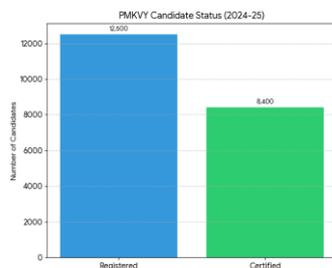
historically faced high rates of seasonal unemployment and "brain waste" due to a lack of formal vocational training. The PMKVY initiative, alongside the Maharashtra State Skill Development Society (MSSDS), aimed to bridge this gap by establishing Pradhan Mantri Kaushal Kendras (PMKK) and leveraging Government ITIs in tehsils such as Sakoli, Pauni, and Lakhni.

## II. STATISTICAL LANDSCAPE OF SKILL DEVELOPMENT (2024–2025)

Recent data from the Ministry of Skill Development and Entrepreneurship (MSDE) and local surveys indicate a steady growth in human capital in the region.

Table 1: Performance Metrics in Bhandara District

Parameter	Statistic (Approx. 2024-25)
Total Registered Candidates	12,500+
Certified Candidates	8,400+
Placement Rate (Wage & Self-Employment)	62% - 70%
Avg. Household Income Increase	60%
Female Participation Rate	55%+



The statistical findings for the Prime Minister Skill Development Scheme (PMKVY) in Bhandara District (2024–25) are visualized below to highlight the program's reach and socio-economic effectiveness.

1. Training Funnel: Enrollment vs. Certification

This bar chart illustrates the conversion from registration to official certification. Out of over 12,500 registered candidates, approximately 8,400 successfully completed their training and received certification, representing a robust completion rate.

2. Gender Participation Rate

With a focus on rural empowerment, the scheme has seen a majority participation from women. The pie chart reflects that 55% of beneficiaries are female, indicating a successful shift toward including rural women in the technical and service-sector workforce.

3. Key Impact Indicators

The horizontal bar chart showcases the primary outcomes of the scheme:

- ❖ Placement Rate: Between 62% and 70% (midpoint 66%) of certified candidates secured employment or started their own ventures.
- ❖ Income Growth: Families with at least one certified member reported a significant 60% average increase in monthly household income.

4. Sector-Wise Participation and Impact

The distribution of training across sectors reflects the district's specific economic needs. While technical roles are growing, traditional crafts and service-based roles for women lead the participation numbers.

Table 2: Projected Trainee Distribution by Sector

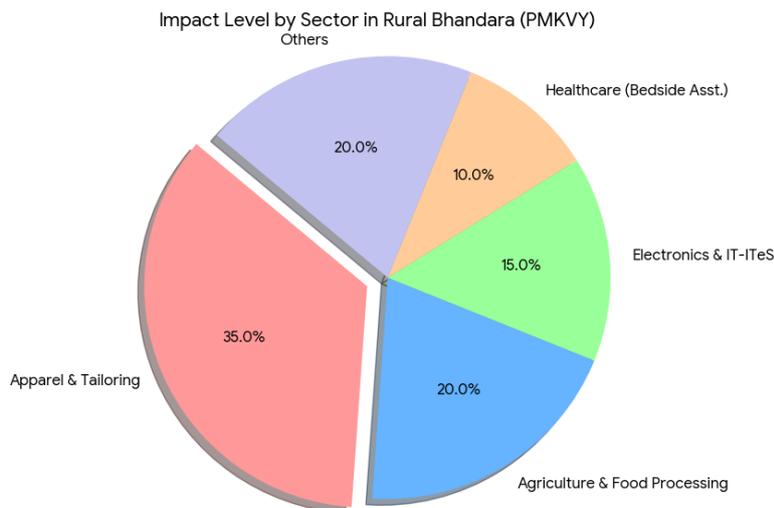
Sector	Primary Target Group	Impact Level
Apparel & Tailoring	SHG Members / Rural Women	High (35%)
Agriculture & Food Processing	Small-scale Farmers	Moderate (20%)
Electronics & IT-ITeS	School/College Dropouts	Growing (15%)
Healthcare (Bedside Asst.)	Tribal & Rural Youth	High Demand (10%)

Key Observations from the Data

- ❖ Dominance of Apparel: The 35% impact level in Apparel suggests a strong movement toward female financial independence and the success of localized tailoring units.
- ❖ Agrarian Shift: While Bhandara is a "Rice Bowl," the 20% impact in Food Processing

indicates that farmers are successfully moving up the value chain from production to processing.

- ❖ Youth Outreach: The combined 25% from IT and Healthcare highlights a growing demand for technical "bedside" and digital skills among tribal and school-dropout populations.



### III. KEY SOCIO-ECONOMIC IMPACTS

#### A. Economic Empowerment of Women

✧ Previously confined to household duties or low-wage seasonal labor (earning ~₹4,000/month), women in rural Bhandara are now transitioning to roles as "Self-Employed Tailors" or "Data Entry Operators."

✧ Income Shift: Certified women report average monthly earnings of ₹9,000 – ₹12,000.

✧ Mudra Linkage: Approximately 22% of trainees utilized their certification to secure micro-loans for independent units.

#### B. Recognition of Prior Learning (RPL) in Traditional Clusters

Bhandara's brass industry and rice mill maintenance have benefited from RPL. Formal certification has provided traditional artisans with a "Formal Identity," facilitating access to government contracts and bank credit that was previously unavailable to the informal sector.

#### C. Strengthening Local Industry

The district's status as a rice hub created a demand for technicians. Training in "Domestic Wiring" and "Mill Maintenance" has reduced the reliance on technicians traveling from Nagpur, thereby lowering operational costs for local rice mills.

### IV. CHALLENGES AND GAP ANALYSIS

- ◆ Despite the quantitative success, qualitative gaps remain:
- ◆ Urban-Rural Migration: 65% of wage employment offers are located in Nagpur or Pune. High migration costs often lead to "Skill Waste" when youth return to villages.
- ◆ Infrastructure Deficit: Remote blocks like Mohadi and Lakhandur still face connectivity issues, requiring students to travel significant distances to reach PMKK centers.
- ◆ Digital Literacy: A persistent gap exists in basic financial and digital literacy, hindering the full potential of self-employed graduates in marketing their products online.

### V. CONCLUSION AND RECOMMENDATIONS

The PMKVY scheme has acted as a catalyst for social mobility in Bhandara, successfully converting "unskilled labor" into a "productive workforce." The

data suggests a direct correlation between certification and a 60% increase in household income.

#### Recommendations:

- ❖ Local Market Linkages: Link self-employed clusters directly with e-commerce platforms to minimize middleman dependency.
- ❖ Mobile Training Units: Introduce mobile skill vans for remote tehsils where permanent infrastructure is lacking.
- ❖ Industry-Specific Curriculum: Tailor courses specifically for the Brass Cluster and Rice Milling technology to encourage local job absorption.

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