

Developing an Impact Evaluation Framework and Conducting an Impact Evaluation of PMKVY 2.0

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) by the Ministry of Skill Development & Entrepreneurship (MSDE) aimed to motivate the country's youth to take up industry-relevant skill training and certification. Sambodhi was assigned to design the impact assessment framework for programs under PMKVY.

The assignment's objectives were:

- to develop an impact evaluation framework and toolkit to facilitate future studies with a clear operational guide on methodology for evaluation, indicators to be evaluated, and choice of research tools, underlying Theory of Change and Logical Framework (log-frame) for PMKVY 1.0 and 2.0, and
- to implement impact evaluation for PMKVY 2.0 using the research tools and methodology identified during Phase 1.

Sambodhi undertook the following steps to fulfill the study's objectives:

- Reviewed existing studies on skill development and selected suitable methodologies for evaluating PMKVY through SWOT (strengths, weaknesses, opportunities, and threats) analysis
- Developed a results chain and theory of change through process mapping.
- Shortlisted impact indicators to measure the project's outputs and outcome level indicators
- Developed a comprehensive monitoring and evaluation framework to standardize and operationalize future studies of the PMKVY scheme
- Designed, validated, and finalized all data collection tools
- Evaluated short-term training programs and analyzed prior learning programs under PMKVY 2.0
- Undertook cost-benefit analysis to measure the program's ROI

The study covered 6000 beneficiaries. For the sampling methodology, the country was segregated into north, central, east, west, and south parts. One state was randomly selected from each, and four districts were included in the study. The snowball sampling technique was used for the selection of non-beneficiaries.

The study undertook cross-sectional estimates of crucial impact indicators. A group of beneficiaries and non-beneficiaries were administered with a structured tool to gain insights on some quantifiable indicators. In-depth interviews of key stakeholders such as trainers, employers, National Skill Development Corporation (NSDC) officials, and MSDE officials were also undertaken to understand the gaps addressed by PMKVY across the skill value chain. Key themes of gender, disability, etc., were also studied to contextualize the research findings further.