World Youth Skills Day: Namda Art, AI for India 2.0

For Prelims: [World Youth Skills Day](#), Namda Art, AI for India 2.0, [Pradhan Mantri Kaushal Vikas Yojana](#)

For Mains: Impacts of Skill Development in India.

[Source: PIB](#)

Why in News?

Recently, on the occasion of **[World Youth Skills Day](#) (15th July)**, the **[Skill India project](#)** achieved a remarkable feat by successfully reviving the dying **Namda Art of Jammu and Kashmir,** by flagging off the first batch of Namda Art products for export to the **UK.**

- On the same occasion, the **Union Minister of Education and Skill Development and Entrepreneurship,** launched **AI for India 2.0.**

What is World Youth Skills Day?

- **About:**
    - Every year, the **15th of July is observed as World Youth Skills Day.**
    - The day highlights the critical role of **skills development in preparing young people for the labor market** and fostering their active participation in society.
    - Celebrates the strategic importance of equipping young people with skills for **employment, decent work, and entrepreneurship.**
- **Background:**
    - Designated by the [United Nations General Assembly](#) **in 2014.**
- **World Youth Skills Day 2023 Theme:**
    - **Skilling Teachers, Trainers, and Youth for a Transformative Future.**

What is Namda Art?

- **Origin and Introduction:**
    - Namda Art began in the **16th century when Mughal Emperor Akbar** desired protective coverings for his horses.
    - It was introduced to Kashmir by **Sufi saint Shah-e-Hamdan.**
- **Creation and Materials:**
    - Namda is a type of traditional **Kashmiri felted carpet** made using **sheep wool.**
    - The wool is compressed and matted together; a process known as felting, giving it a distinct texture.
- **Manufacturing Process:**
    - Namda carpets are typically created by layering multiple wool layers on top of each other.
    - Each layer is sprinkled with water and pressed using a tool called a **'pinjra' (woven willow wicker).**

- - - The layers are compressed to create a solid and durable carpet.
  - **Decline and Revival:**
    - Due to **low availability of raw material, lack of skilled manpower** and marketing techniques, the export of this **craft has declined almost 100% between 1998 and 2008.**
      - Hence, the Skill India project under the **Pradhan Mantri Kaushal Vikas Yojana (PMKVY)** has designed a short-term training curriculum to preserve this endangered craft.
    - The training provided under this initiative has empowered local artisans and helped preserve this traditional craft for future generations.
    - Kashmir has also been seeking **GI registration** for various products, including **Kashmir Namda and Gabba (two types of Valley-specific woollen rugs)** (besides Wagguv (mat made of reed and paddy straw), Shikara and Kashmir Willow bat).

//

Craft	State
Aranmula Kannadi	Kerala
Bengal Patachitra	West Bengal
Bastar Dhokra	Chhattisgarh
Brass Broidered Coconut Shell Craft	Kerala
Chamba Rumal	Himachal Pradesh
Chanderi Fabric	Madhya Pradesh
Chhau Masks of Charida	West Bengal
Dokra	West Bengal
Kancheepuram Silk	Tamil Nadu
Kashmir Pashmina	Jammu and Kashmir
Kullu Shawl	Himachal Pradesh
Lucknow Chikan Craft	Uttar Pradesh
Madhubani Painting	Bihar
Madurkathi	West Bengal
Mysore Silk	Karnataka
Pochampally Ikat	Telangana
Rajasthani Kathputlis	Rajasthan
Salem Fabric	Tamil Nadu
Solapur Chaddar	Maharashtra
Terracotta of Panchmura	West Bengal
Thanjavur Painting	Tamil Nadu
Wooden Masks of Kushmandi	West Bengal

What is Pradhan Mantri Kaushal Vikas Yojana?

- **About:**
    - It is a flagship scheme under the **Skill India Mission** launched in 2015.
    - It aims to train over **40 crore people in India by 2022,** providing vocational training and certification for better livelihoods and societal respect.
- **PMKVY 1.0:**
    - **Launch:** Introduced on July 15, 2015, on World Youth Skills Day.
    - **Objective:** Encouraging skill development by offering free **short-term training and monetary rewards for skill certification.**
- **PMKVY 2.0 (2016-20):**
    - **Coverage:** Scaled up for greater alignment with missions like **Make in India**, **Digital India**, **Swachh Bharat**, etc.
    - **Funding and Targets: NSDC:State Governments** = 75:25.
    - **Outcome:** Over 1.2 Crore youth trained/oriented **under PMKVY 1.0 and 2.0.**
- **PMKVY 3.0 (2020-22):**
    - **Coverage:** Launched in 717 districts across 28 States and 8 UTs.
    - **Implementation:** Decentralized structure with increased involvement and support from **States/UTs and Districts.**
- **Features:**
    - Focus on new-age and **Industry 4.0 job** roles
    - Emphasis on **vocational education** and **early skill development**
    - **Bottom-up approach to identify local job opportunities**
- **PMKVY 4.0 (2023-26):**
    - **Coverage:**
        - Latest phase of the scheme announced in **Union Budget 2023-24.**
        - It will **emphasize On-job training, industry partnership, and alignment of courses with the needs of the industry.**
    - **Implementation:**
        - To be implemented by NSDC, will involve state govts, industry associations, and other stakeholders.
        - To be monitored by an empowered committee under the Minister of State for Skill Development and Entrepreneurship.
    - **Features:**
        - Offers skill training and certification in various fields ranging from **AI**, **blockchain**, **mobile repairing, vehicle maintenance, and management, etc.**
        - Align the training course of **National Skills Qualification Framework (NSQF)**.
        - Provide soft skills, entrepreneurship, financial and digital literacy training to the candidates.
- **Other Initiatives for Skill Development**:
    - **SANKALP.**
    - **STRIVE Project.**
    - **TEJAS Initiative for Skilling**
    - **Mandatory CSR Expenditure in Skilling:** Since the implementation of **mandatory CSR spending under the Companies Act, of 2013**, corporations in India have invested over Rs. 100,000 crores in diverse social projects.

What is AI for India 2.0?

- **About:**
    - AI for India 2.0 is a free online training program focused on **Artificial Intelligence.**. The program is a continuation of AI for India 1.0, which was launched on February 24, 2021. AI for India 1.0 was a one-day online event that provided a complimentary course on Python programming language, a widely used language in AI development.
    - It is a Joint Collaboration between **Skill India and GUVI, an IIT Madras incubated startup.**
    - Completion of the program results in recognition and certification of acquired AI skills.
- **Aim:**

- Aims to **future-proof India's youth by offering AI skill training.**
- Equipping **Indian youth with frontier AI skills.**
- Enhancing employability and fostering skill development.
  - **Accreditation:**
    - Accredited by **NCVET (National Council for Vocational Education and Training)** and IIT Madras.
  - **Salient Features:**
    - **Accessibility:**
      - Envisions easy accessibility of AI learning across the nation.
      - Empowering youth with cutting-edge technologies.
    - **Language Inclusivity:**
      - Focuses on providing AI skill training in Indian languages.
      - Addresses the language barrier in technology education.
    - **Technological Advancements:**
      - Contributes to India's position as a **technology-savvy country.**
      - Expanding training in **cutting-edge technologies.**

UPSC Civil Services Examination Previous Year Question (PYQ)

Prelims

Q. With reference to Pradhan Mantri Kaushal Vikas Yojana, consider the following statements: (2018)

1. It is the flagship scheme of the Ministry of Labour and Employment.
2. It, among other things, will also impart training in soft skills, entrepreneurship, and financial and digital literacy.
3. It aims to align the competencies of the unregulated workforce of the country to the National Skill Qualification Framework.

Which of the statements given above is/are correct?

(a) 1 and 3 only
(b) 2 only
(c) 2 and 3 only
(d) 1, 2 and 3

Ans: (c)

Exp:

- Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is a flagship scheme for skill training of youth implemented by the Ministry of Skill Development and Entrepreneurship through the National Skill Development Corporation (NSDC). **Hence, statement 1 is not correct.**
- The individuals with prior learning experience or skills shall be assessed and certified under the Recognition of Prior Learning (RPL) component of the Scheme. RPL aims to align the competencies of the unregulated workforce of the country to the NSQF.
- **Skill training would be based on the National Skill Qualification Framework (NSQF) and industry-led standards. Hence, statement 3 is correct.**
- Apart from providing training according to the NSQF, training centres shall also impart training in soft skills, entrepreneurship, and financial and digital literacy. **Hence, statement 2 is correct. Therefore, option (c) is the correct answer.**

Mains

Q. "Demographic Dividend in India will remain only theoretical unless our manpower becomes more educated, aware, skilled and creative." What measures have been taken by the government to enhance the capacity of our population to be more productive and employable? **(2016)**