Pradhan Mantri Kaushal Kendra

BRAND BOOK

Issued in December 2016 | Updated in February 2020
If we have to promote the development of our country then our mission has to be Skill Development and Skilled India.

— Shri Narendra Modi
Prime Minister
The youth of this country are its asset and Pradhan Mantri Kaushal Kendras (PMKKs) serve an important purpose towards realizing the potential of this asset. PMKKs are state of the art infrastructure for skill development which have been set up keeping in mind the local market demand and aspirations of today’s youth. These will not only develop the skills of our country, but would also help better their income and develop their overall personality.

Dr. Mahendra Nath Pandey
Minister for Skill Development & Entrepreneurship
PRADHAN MANTRI KAUSHAL KENDRA

Pradhan Mantri Kaushal Kendra
Pradhan Mantri Kaushal Kendra (PMKK) is an effort towards creation of state of the art infrastructure, for delivery of quality skill development training in every district / parliamentary constituency of India.

PMKK shall be a benchmark institution that demonstrates aspirational value for competency based skill development training. These centres will be exclusive, iconic and will be marketed as the best-in-class skill development centres.

Compliance to this document shall be mandatory for a centre to be defined as a PMKK. NSDC without liability or any obligation, reserves the right to amend, delete or add any information mentioned in this document at any stage.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptable Sites for PMKK</td>
<td>08</td>
</tr>
<tr>
<td>Infrastructure Norms for PMKK</td>
<td>09</td>
</tr>
<tr>
<td>Common Standards</td>
<td>12</td>
</tr>
<tr>
<td>Fire Safety Standards &amp; First Aid Kit</td>
<td>16</td>
</tr>
<tr>
<td>External Branding</td>
<td>17</td>
</tr>
<tr>
<td>Internal Branding</td>
<td>27</td>
</tr>
<tr>
<td>Training Provider Logo</td>
<td>59</td>
</tr>
<tr>
<td>Penal Clauses</td>
<td>60</td>
</tr>
</tbody>
</table>
ACCEPTABLE SITES FOR PMKK

Training Provider (TP) should set up PMKK in either of the below mentioned type of sites, or as otherwise approved by NSDC:

- A standalone building with all floors dedicated to PMKK
- A non-functional and vacant Private / Government educational institute, including ITI college, Polytechnic college, School or University campus dedicated to PMKK. The area for PMKK should be clearly demarcated inside the campus. It should face the front of the main road. PMKK branding is required at the main entrance of the campus and in the open area leading to the centre.*
- Visible and prominent sites in semi-urban areas that are closer to the highway
- Ground and / or first floor only in a multi-storey building

In cases where entry to PMKK is located above the first floor, TPs should ensure operation of lift / elevator in the building.

The TP should ensure requisite branding approvals from the owner of the property.

PMKK should be located near (at walking distance) a major approach and not more than 5 Km from the nearest public transport facility (Bus stand / Railway station / Metro station).

There should be no liquor shop within 100 meters of the proposed centre.

The TPs are requested to refer to the table on Infrastructure norms, on page number 9, for more details.

*If PMKK is setup inside an Education Institute / Campus, the centre should be located in entirety either on one floor or multiple floors clearly demarcated for PMKK. No other activity should take place in the area demarcated for PMKK.
## INFRASTRUCTURE NORMS FOR PMKK

<table>
<thead>
<tr>
<th>S.no</th>
<th>Attribute</th>
<th>Description</th>
<th>Conditionality***</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Size of Centre</td>
<td>Category A – Minimum: 8000 Sq.ft  Category B – Minimum: 5000 Sq.ft  Category C – Minimum: 3000 Sq.ft</td>
<td>Mandatory</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Ownership</td>
<td></td>
<td>Desired</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Lease / Rental Terms</td>
<td>Minimum 3 years</td>
<td>Mandatory</td>
<td>Applicable to all leased or rented centres</td>
</tr>
<tr>
<td>4</td>
<td>Approach to Centre</td>
<td>In cases where entry to PMKK is located above the first floor, TPs to ensure operation of lift/elevator in the building</td>
<td>Mandatory</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Open Area (Area other than built area within boundary wall)</td>
<td>Category A – Minimum: 800 Sq.ft  Category B – Minimum: 500 Sq.ft  Category C – Minimum: 300 Sq.ft</td>
<td>Desired</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Parking</td>
<td>There should be space for 10 two-wheelers. A shed for cycles should be available</td>
<td>Desired</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Approach Road</td>
<td>The approach road leading to the PMKK should preferably be a pucca main road with a minimum width of 12 ft. If the centre is on an arterial road at some distance from the main road, such distance should not be more than 500 meters and that arterial road should be at least 8 ft wide.</td>
<td>Desired</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Number of Classrooms</td>
<td>Category A – Minimum 5  Category B – Minimum 3  Category C – Minimum 2</td>
<td>Mandatory</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Class Room Area</td>
<td>Minimum space requirement for each classroom shall be 200 Sq.ft, ensuring 10 Sq.ft per trainee</td>
<td>Mandatory</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Number of Training Labs</td>
<td>Category A – Minimum 2  Category B – Minimum 2  Category C – Minimum 1</td>
<td>Mandatory</td>
<td>Labs as per machinery setup and SSC / MES standards.</td>
</tr>
<tr>
<td>S.no</td>
<td>Attribute</td>
<td>Description</td>
<td>Conditionality</td>
<td>Remarks</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------</td>
<td>----------------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>11</td>
<td>Computer Lab</td>
<td>The centre should have provision of a computer lab with 20-30 computers to impart life skills/soft skills training.</td>
<td>Mandatory</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Lab Area</td>
<td>As per SSC Guidelines</td>
<td>Mandatory</td>
<td>Actual area will be a factor of sector, type of machinery and no. of trainees to be trained (would be updated / modified / changed given the scope of the scheme implemented in PMKK)</td>
</tr>
</tbody>
</table>
| 13   | Number of Washrooms / Urinals | Category A - Minimum 3 For Males and 3 for Females  
Category B - Minimum 3 For Males and 3 for Females  
Category C - Minimum 2 For Males and 2 for Females | Mandatory      |                                                                                                                                                        |
| 14   | Number of Washbasins      | One per Urinal / Toilet + 3 common washbasins in the eating area                                                           | Desired        |                                                                                                                                                        |
| 15   | Eating Area / Canteen     | 200 Sq.ft                                                                                                                 | Desired        |                                                                                                                                                        |
| 16   | Reception Area            | 200 Sq.ft                                                                                                                 | Mandatory      |                                                                                                                                                        |
| 17   | Counselling Room          | 75 Sq.ft                                                                                                                  | Mandatory      |                                                                                                                                                        |
| 18   | Common Area (Area except lab area and classrooms) | Category A - Minimum. 1600 Sq.ft  
Category B - Minimum. 1000 Sq.ft  
Category C - Minimum. 600 Sq.ft | Desired        |                                                                                                                                                        |
<p>| 19   | Power Connection          | 3 Phase Connection                                                                                                         | Mandatory      |                                                                                                                                                        |
| 20   | Power Backup              | Adequate power backup should be available                                                                                   | Mandatory      | TP to ensure necessary arrangement for continuity of operations based on power situation in the geography concerned.                                                                                   |</p>
<table>
<thead>
<tr>
<th>S.no</th>
<th>Attribute</th>
<th>Description</th>
<th>Conditionality ***</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>Water Proofing of building</td>
<td>As per Building standards</td>
<td>Desired</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Electrical Wiring</td>
<td>Fully covered, secured and tapped</td>
<td>Desired</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Switch Boards and Panel Boards</td>
<td>Fully covered, secured and tapped</td>
<td>Mandatory</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Seating - waiting area</td>
<td>Seating minimum for 10 people</td>
<td>Mandatory</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Fire Safety Norms</td>
<td>Instructions to be displayed at key areas along with fire extinguishers</td>
<td>Desired</td>
<td>As per Government prescribed norms</td>
</tr>
<tr>
<td>26</td>
<td>White Board / Smart Board</td>
<td></td>
<td>Mandatory</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Classroom Projector / LCD panel with adequate AV facilities</td>
<td>Digital projector image size: 70-100 inches LCD panel minimum size: 60 inch screen with HDMI port and audio output for LCD panels</td>
<td>Mandatory</td>
<td>Required in every classroom</td>
</tr>
<tr>
<td>28</td>
<td>CCTV with recording facility</td>
<td></td>
<td>Mandatory</td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>Internet Connection</td>
<td>Minimum speed of 1 mbps and above</td>
<td>Mandatory</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>Classroom Chairs</td>
<td>All chairs to have attached writing desk</td>
<td>Mandatory</td>
<td>Chairs should be black / navy blue in colour All chairs in a particular PMKK should be of the same colour</td>
</tr>
<tr>
<td>31</td>
<td>Classroom / labs walls</td>
<td>Concrete, brick or prefabricated sheets of minimum width of 3 inch for sound absorption</td>
<td>Desired</td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>General Safety Instructions Board</td>
<td>Will be as per the trade requirements</td>
<td>Mandatory</td>
<td>All relevant safety instructions, Do's &amp; Don’ts to be listed</td>
</tr>
</tbody>
</table>

**Note:** A deviation of 5% shall be allowed while determining overall seating capacity of classrooms and areas for reception, counselling room and common areas

*** NSDC may recommend specific provisions on a case to case basis
## COMMON STANDARDS

<table>
<thead>
<tr>
<th>S.no</th>
<th>Common Standards</th>
</tr>
</thead>
</table>
| 1.   | **Exterior Paint** | The exterior of the PMKK should be painted in light yellow colour. Incase of a glass building, the above clause may not be applicable.  
**Colour specifications**: Building colour should be **Light Yellow**. Pantone Code 11-0623 TPG |
| 2.   | **Interior Paint** | All interior walls and separators in the PMKK shall be painted in egg white colour.  
**Colour specifications**: Wall colour should be **Egg White**. Pantone Code 11-0602 TPG |
| 3.   | **Flooring** | PMKK should have uniform flooring across the centre.  
**Preferred flooring specifications**: Glazed vitrified tiles; Colour Grey / White; Size 60cm × 60cm.  
The flooring specifications for the labs shall be as per SSC guidelines. |
| 4.   | **Hygiene** | It is mandatory that the PMKK should have a dedicated housekeeping staff. The housekeeping staff should maintain a daily checklist and inspection card. Dustbins should be placed in all classrooms / labs / common areas, etc. A water-cooler should be installed in the PMKK. |
| 5.   | **Biometric Attendance** | It is mandatory for all PMKKs to have an Adhaar Enabled Biometric System (AEBAS) machine to monitor attendance of all trainees and trainers. The biometric device should be placed either at the entrance or the reception. |
| 6.   | **Air Conditioning** | It is desired that PMKK should have an air-conditioner. However, it is mandatory to install one in the reception area and IT lab. The TP to ensure proper ventilation in rooms where there is no air-conditioner installed. |
| 7.   | **CCTV Camera** | PMKK should install CCTV cameras at: Reception Area, Waiting Area, Classroom, Lab, Counseling Room, etc. |
| 8.   | **Industry Connect** | The TP is required to arrange guest lectures (once a month) and industry visit (at least once during the course duration) for students undergoing training at PMKK. |
| 9.   | **Others** | It is desired that PMKK has adequate greenery outside / inside the campus, lockers for students, intercom facility and security guards. |

**Colour specifications:**  
- Wall colour should be **Egg White**. Pantone Code 11-0602 TPG  
- Building colour should be **Light Yellow**. Pantone Code 11-0623 TPG  
- Preferred flooring specifications: Glazed vitrified tiles; Colour Grey / White; Size 60cm × 60cm.
## COMMON STANDARDS

### Color Code

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK</th>
<th>RGB</th>
<th>PANTONE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C - 0</td>
<td>R - 247</td>
<td>137 C</td>
</tr>
<tr>
<td></td>
<td>M - 40</td>
<td>G - 167</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y - 100</td>
<td>B - 7</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K - 0</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>C - 40</td>
<td>R - 128</td>
<td>4705 C</td>
</tr>
<tr>
<td></td>
<td>M - 65</td>
<td>G - 83</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y - 90</td>
<td>B - 48</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K - 35</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>C - 98</td>
<td>R - 46</td>
<td>533 C</td>
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<tr>
<td></td>
<td>M - 90</td>
<td>G - 50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y - 27</td>
<td>B - 89</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K - 39</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>C - 0</td>
<td>R - 254</td>
<td>TRANS</td>
</tr>
<tr>
<td></td>
<td>M - 5</td>
<td>G - 244</td>
<td>WHITE</td>
</tr>
<tr>
<td></td>
<td>Y - 10</td>
<td>B - 232</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K - 0</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>C - 0</td>
<td>R - 227</td>
<td>RED</td>
</tr>
<tr>
<td></td>
<td>M - 100</td>
<td>G - 30</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y - 100</td>
<td>B - 36</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K - 0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
COMMON STANDARDS

**Name Boards**
The name boards should be used to label specific areas in the centre.

**Dimensions**
12 inches × 18 inches

**Material Specifications**
Digitally Printed Vinyl Sticker

Additional name boards can be created by TPs. In such a case the TP should follow the color scheme and typography as represented in the images.

**Language**
Region Specific
COMMON STANDARDS

Student Record Book
A Student Record Book should be maintained by TP for every student enrolled at the PMKK. It should contain the following documents but not limited to:

i. Trainee Registration Form  
ii. Parent Consent Form  
iii. Address Proof  
iv. Aadhar Copy  
v. Proof of Last Academic Qualification  
vi. Assessment Results  
vii. Placement Proof

Refer to the image for the design of the folder.

Dimensions
10 inches × 12.5 inches

Material Specifications
Digital printing on imported art paper (300 GSM) with inside pocket.

Language
Region Specific

PMKK Brand Book 15
Fire Safety Standards

To lower the risk of fire in the premises, the following measures should be undertaken:

- All PMKK’s shall be designed in accordance with the Fire Safety Standards (National Building Code of India) as well as all other statutory requirements.
- There shall be CO₂ type Extinguishers (minimum 4.5 kg) inside the premises along with posters explaining how to use them. Fire extinguishers in laboratories should be placed as per SSC requirements.

First Aid Kit

A well-stocked first aid kit should be readily available in the PMKK to deal with minor accidents and injuries.

First aid boxes should be wall mounted on each floor and placed near areas where any electrical, fire or sharp instrument related activities take place.

The items in the first aid box should be replenished at regular intervals.

Contact number for fire brigade, hospital, ambulance and other emergency numbers should be placed in classroom, labs, common area and waiting area.
EXTERNAL BRANDING
PMKK
1. EXTERNAL BRANDING PMKK

A. Directional Signage
B. Back Lit Banner
C. Back Lit Glow Sign
D. Drop Down Banner
E. Wall Painting / Poster
F. Flag Post
G. TP Banner
H. Skill India Logo
A. Directional Signage

The directional signage should help the visitors in locating the PMKK with ease. The roadside signage should be rectangular in shape and terminating in an arrow head as shown in the image. The directional signage can either be placed on a pole or in the form of a banner.

Positioning
The directional signage should be placed after every 1 km from the nearest public transport facility till the PMKK.

Dimensions
- Aspect ratio - 2:1
- Minimum size - 4ft × 2ft
This is the recommended minimum size. The TPs should use a size according to space available.

Material Specifications
The messages, borders and legends will be in retro reflective. The backgrounds can either be retro reflective or illuminated.

Language
Region Specific
B. Back Lit Banner

Positioning
Proper and consistent display of banner is required on top of the building.

Dimensions
• Aspect ratio - 1:2
• Minimum size - 3ft × 6ft
This is the recommended minimum size. The dimension may vary as per the building size. The TPs should maximise the size of Back lit banner according to the space available.

Language
Region Specific
C. Back Lit Glow Sign Board

Positioning
Along with the Back Lit Banner, the TP is suggested to use multiple Back Lit Glow Sign Boards. These should be centred on the header of all the floors of the PMKK.

Dimensions
• Aspect ratio - 1:4
• Minimum size - 2ft x 8ft
This is the recommended minimum size. The TPs should use a size according to space available.

Material Specifications
Star Flex (pasted on Iron Frame / Acrylic Box) and Back Lit

Language
Region Specific
D. Drop Down Banner

Positioning
The drop down banner should be placed on the front fascia of the building.

Dimensions
• Aspect ratio - 1:4
• Minimum size - 2ft × 8ft
This is the recommended minimum size. The TPs should use a size according to space available.

Material Specifications
Digital printing on Star Flex. Fold the edges of the top end of the banner over a rod. The rod should be fixed to a wall with help of studs.

Language
Region Specific
E. Wall Painting / Poster

As per the design specified, the TPs have the option of either painting the design on the wall or placing a poster.

Positioning
Front Wall of Centre

Dimensions
• Aspect ratio - 2:1
• Minimum size - 4ft × 2ft

Material Specifications
Paint on the wall or use star flex for poster

Language
Region Specific
F. Flag Post

The flagposts should be embedded in a steel frame as shown in the image. It is to be mounted on the boundary wall of the centre. It may also be mounted from poles in the open area within the premises.

Dimensions
• Aspect ratio - 1:2
• Minimum size - 1.5ft × 3ft

Material Specifications
Print star flex and place between L-shaped frames.

Language
Region Specific
G. Training Provider Banner

Positioning
The banner should be placed below the Back lit PMKK banner.

Dimensions
The size of the board / banner should not be more than half of the PMKK back lit banner.

Material Specifications
Star Flex (pasted on Iron Frame / Acrylic Box) and Back Lit

Language
Region Specific
INTERNAL BRANDING
PMKK
2. INTERNAL BRANDING

2.1 Reception Area

A. Banner Behind Reception Desk
B. Placement Poster
C. Tent Card
D. PMKK logo on Reception Desk
E. Newspaper Rack
F. CCTV Camera
G. Attendance Register
H. Centre Inspection Report
I. Aadhar Enabled Biometric System (AEBAS)
J. Laptop
K. Chair
L. TP Banner
M. Standee
2.1 Reception Area

**Branding Elements**

**Reception Desk**
The size of the desk should vary depending upon the shape and size of the reception area.

**Branding on Desk**
'PMKK' logo should be placed on an acrylic plate as shown in the image on page 28.

**Positioning**
Centrally aligned on the desk

**Material on Desk**
Tent card, a rack with list of Job Roles / Information Fliers / Newspaper.
A. Banner Behind Reception Desk

Positioning
Behind reception desk

Dimensions
• Aspect ratio - 2:3
• Minimum size - 2ft × 6ft
  Depending on the size of the wall

Material Specifications
Digital Print Pasted on 3mm Sun Board

Language
Region Specific
B. Placement Poster

The placement poster should contain details regarding the industry tie-ups of the TPs in different sectors. The TPs are required to insert the logos of these companies in the given template.

Positioning
Reception Area / Common Area / Waiting Area

Dimensions
Minimum size - A2 17" × 22".
This is the recommended minimum size. The TPs should use a size according to space available.

Material Specifications
**Acrylic Sandwich Frame / Digital Print Pasted on 3mm Sun Board

Typography
Logo size : W - 2" L - 1"
Aspect ratio - 2:1

Language
Region Specific
C. Tent Card

Positioning
On reception desk

Dimensions
Minimum size - 7" × 9"

Material Specifications
Digital printing on imported art paper (300 GSM) with inside spine for standing.

Language
Region Specific
D. PMKK Logo Signage

Positioning
The Skill India logo should be placed on an acrylic plate on the reception desk.

Dimensions
• Aspect ratio - 1:1.5
• Minimum size - 1ft × 1.5ft
The size of Skill India logo will vary according to the size of the reception desk.

Material Specifications
The PMKK logo is pasted on an acrylic background fixed with the help of metallic studs on the reception desk.
E. Holder for Information Fliers and Newspaper

Job Role and Information Fliers should be placed on the reception desk to provide important information to visitors. Newspaper and other relevant documents should also be placed inside the holder.

Positioning
On reception desk

Dimensions
Minimum size - 12” × 16”

Material Specifications
It should be wooden with an elevated back row and well proportioned to hold magazines, newspapers and fliers. It should have a clear acrylic front for the newspapers and fliers to be clearly visible.

F. CCTV Camera
PMKK should have CCTVs installed in key locations: Reception Area, Waiting Area, Classroom, Lab, Counseling Room, etc.
G. Attendance Register

Attendance Register should be placed at the reception desk for the trainees to mark their attendance on a daily basis, course wise.

H. Centre Inspection Report

Centre Inspection form should be made available at the reception desk for any official from NSDC / MSDE to verify the parameters given in the form.
2.2 Waiting Area
2.2 Waiting Area

A. Standee
B. Testimonial Poster
C. Placement Poster
D. Suggestion Box
E. Notice Board
F. PMKVY Scheme Poster
G. CCTV Camera
2.2 Waiting Area

Seating area should be provided for visitors. This area should be at or near the reception area. The seating should be such that it does not hinder movement of visitors to and from the reception desk.

The waiting area should have Testimonial Poster and Placement Poster

Minimum Seating
Capacity should be for at least 10 or more people.

Type of Chairs
Metal frame black/navy blue chair with comfortable seating.
A. Standee

Positioning
Around / adjacent to Reception Desk, Waiting Area, Stair Case.

Dimensions
Aspect ratio - 1:2
Minimum size - 3ft × 6ft (w × l)

Material Specifications
Star Flex

Language
Region Specific
B. Testimonial Posters

The TPs are required to insert relevant success stories and testimonies of previously trained students in the template shown below. The testimonies should include the student’s achievement in terms of their current job and designation. The TPs should also include relevant details of the student including his batch number, the year of passing out from centre etc.

Positioning
Reception Area / Common Area / Waiting Area

Dimensions
Minimum size - A2 17” x 22”.
This is the recommended minimum size. The TPs should use a size according to space available.

Material Specifications
**Acrylic Sandwich Frame / Digital Print Pasted on 3mm Sun Board / Standees on stair case

Language
Region Specific

Typography

**Template Poster 1**
Content Font : Gill Sans MT Size : 35pt Normal
Name Font : Gill Sans MT Size : 20pt Bold
Designation : Gill Sans MT Size : 20pt Italic
Image size : W - 4” L - 4.4”

**Template Poster 2**
Content Font : Gill Sans MT Size : 30pt Normal
Name Font : Gill Sans MT Size : 20pt Bold
Designation : Gill Sans MT Size : 20pt Italic
Image size : W - 3” L - 2.5”

The above content is representative. The TP is advised to add content specific to their PMKK in operation.
C. Placement Poster

The placement poster should contain details regarding the industry tie-ups of the TPs in different sectors. The TPs are required to insert the logos of these companies in the given template.

Positioning
Reception Area / Common Area / Waiting Area

Dimensions
Minimum size - A2 17" x 22".
This is the recommended minimum size. The TPs should use a size according to space available.

Material Specifications
**Acrylic Sandwich Frame / Digital Print Pasted on 3mm Sun Board

Language
Region Specific

Typography
Logo size : W - 2" L - 1"
Aspect ratio - 2:1
D. Suggestion Box

A Suggestion Box should be placed in or around the reception desk to collect feedback, suggestions and to facilitate better communication.

Material Type
Acrylic Box / Wooden Box

Suggestion Slip
Printed copies of the blank suggestion slip along with a pen should be placed next to the suggestion box.

Language
Region Specific
E. Notice Boards / Display Boards

Framed pin-up display boards should display up-to-date information on training schedules, trainer profiles. Certification specimen of relevant Sector Skill Councils, photographs of training and student activities, important notices, holiday lists, etc.

Positioning
It should be mounted on a wall in the Reception Area / Waiting Area.

Dimensions
Minimum size - 2ft × 3ft.
This is the recommended minimum size. The TPs should use a size according to space available.

Material Specifications
Fabric mounted on soft board
F. PMKVY Scheme Poster

Positioning
It should be placed on the walls of waiting area, counselling room and placement room.

Dimensions
Minimum size - 17” × 22”.
This is the recommended minimum size. The TPs should use a size according to space available.

Material Specifications
Digital Print Pasted on 3mm Sun Board / Sandwich frame

Language
Region Specific
2.3 Classroom / Lab
2.3 Classroom / Lab

A. Job Role Specific Poster (3)
B. Safety Instructions Poster
C. Chairs
D. White Board
E. Marker
F. Laptop
G. Projector
H. Speaker
I. CCTV Camera
2.3 Classroom / Lab

Required Elements

- Safety Instructions Poster
- Job Role Specific Poster
- Chairs in black/navy blue colour
- White Board
- Marker
- Laptop
- Classroom Projector
- Speaker
- CCTV Camera
A. Job Role Specific Poster

This poster should contain specific training content imparted in the classroom / lab of the respective sector. They should explain important concepts and key learnings of the course / trade taught in the lab to aid students in understanding the concepts. For example in a sewing lab - the poster can contain a labeled diagram of the sewing machine etc. A minimum of three concepts should be displayed.

Positioning
On the walls of classrooms / labs

Dimensions
Minimum size - 17” × 22”.
This is the recommended minimum size. The TPs should use a size according to space available.

Material Specifications
Digital Print Pasted on 3mm Sun Board

Language
Region Specific
B. Safety Instructions Poster
This poster should contain the job role specific safety instructions for labs.

Positioning
On the walls in the labs

Dimensions
Minimum size - 17" × 22".
This is the recommended minimum size. The TPs should use a size according to space available.

Material Specifications
Digital Print Pasted on 3mm Sun Board

Language
Region Specific

Typography
Details Font : Gill Sans MT Size : 15pt Bold
C. Classroom Chairs

The classroom chairs should be comfortable with deep foam cushioning and should have a writing desk attached to it.

Material Specifications
It is mandatory for all chairs to be either black or navy blue in colour.

D. & E. White Board & Marker

All classrooms and labs should be equipped with a white board and marker.
F. Laptop

G. Classroom Projector

H. Speaker
Smart Classrooms

Every PMKK is required to have at least one classroom equipped with audio-visual facilities to conduct virtual trainings, interactive sessions and industry seminars / webinars.

Smart Classroom Specifications

PC (Desktop / Laptop)

Digital Projector and Projection Screen or LCD Panels
2400 Lumens or higher required with ceiling mount kit. Resolution : 1024x768, Contract ratio : 8000 : 1, Short throw distance : 2 feet to 3 feet, Image size : 70 to 100 inches, Compatibility : HDTV formats, Digital Inputs, Personal Computer, Standard Video, Component Video, minimum 60 inch screen with HDMI port and audio output for LCD panels.

Speaker
5.1 speakers with required cables

Internet Connectivity
1 Mbps minimum internet connectivity
2.4 Counselling Cell
2.4 Counselling Cell

A. PMKVY Scheme Poster
B. Placement Poster
A. PMKVY Scheme Poster

Positioning
It should be placed on the walls of waiting area, counselling room and placement room.

Dimensions
Minimum size - 17” × 22”
This is the recommended minimum size. The TPs should use a size according to space available.

Material Specifications
Digital Print Pasted on 3mm Sun Board.

Language
Region Specific
B. Placement Poster
The placement poster should contain details regarding the industry tie-ups of the TPs in different sectors. The TPs are required to insert the logos of these companies in the given template.

Positioning
Reception Area / Common Area / Waiting Area.

Dimensions
Minimum size - A2 17" × 22".
This is the recommended minimum size. The TPs should use a size according to space available.

Material Specifications
**Acrylic Sandwich Frame / Digital Print Pasted on 3mm Sun Board

Language
Region Specific

Typography
Logo size : W - 2" L - 1"
Aspect ratio - 2:1
The TPs can place their own logo / banner at the following mentioned places:

- External branding - below the Back Lit Banner
- Reception area - below the main Reception Banner
- TP logo should not be more than 50% of the PMKK logo

However, the training partner's logo should not overshadow and replace the main banners and posters.
Penal Clauses for Non-Adherence to Branding Guidelines

The Training Provider shall at all times strictly adhere to the PMKK Branding Guidelines. In case of any non-adherence, NSDC shall give a written notice to Training Provider to ensure adherence within a definitive period of up to 45 days. In case the Training Provider fails to adhere to the PMKK Branding Guidelines as per the notice, then NSDC shall have the right, by a notice in writing to Training Provider, without prejudice to the rights and claims under the Training Provider Agreement / Loan Agreement/ Facility Agreement to de-allocate the cluster / district. It can terminate such an Agreement and / or declare the principal of and all interest at the rate of 12% on and all other amounts in respect of the Assistance to become due and payable forthwith and/or the security created in terms of such Agreement and / or the other Facility Agreements to become enforceable.