

## Pradhan Mantri Kaushal Vikas Yojna (PMKVY) – Social Media Initiatives

### Twitter

All the PMKVY partners are required to have a twitter account and follow the twitter handle of Mr. Rajiv Pratap Rudy, Minister of State for Skill Development & Entrepreneurship and National Skill Development Corporation (NSDC). Also use the **#PMKVY2015** for your tweets

Mr. Rudy: <https://twitter.com/RajivPratapRudy> || NSDC: <https://twitter.com/NSDCINDIA>

While posting centre pictures on twitter, please tag Mr. Rudy (**@RajivPratapRudy**) and NSDC (**@NSDCINDIA**) twitter handles.

### Facebook

We are pleased to announce the launch of official 'Pradhan Mantri Kaushal Vikas Yojna' Facebook Page and we would like you to get associated with us on Facebook.

- Please go to our official Facebook page - <https://www.facebook.com/PMKVYOfficial> from your profile/organisation page and **LIKE US**.
- Please message us/ Post on our page/ Tag us by using **@PMKVYOfficial**
- Please upload all the images regarding mobilization camps, batch of candidates undergoing training, registration etc. under PMKVY on the facebook page

If you are our **training partner**, please mentioned the following details while upload/tagging pictures on the PMKVY facebook page:

- a) Name of the Organisation:
- b) Size of the batch registered for PMKVY:
- c) Location and date:
- d) Sector specification:

OR

If you are our **candidate enrolled under PMKVY**, please mentioned the following details while upload/tagging pictures on the PMKVY facebook page:

- a) Name
- b) Age
- c) Location & Date:
- d) Training Partner:
- e) Sector specification

We would feature your registration submission on our official PMKVY facebook page after reviewing the content. Please follow the following guidelines, while posting/tagging PMKVY official facebook page:

- 1) Please submit a high-resolution image – (not-blurred or shakey)
- 2) Please don't use offensive language while posting the content
- 3) Please mention all information mentioned above
- 4) Please be patient after you have submitted your details. We would take some time to publish the same on the official page

## Videos/AV content

- Please upload all the AV/Video content directly on Facebook and share the same with PMKVY Official page
- You may also upload the content on YouTube and share the link with us, which we could include in our YouTube playlist: [www.youtube.com/user/NSDCIndiaOfficial](http://www.youtube.com/user/NSDCIndiaOfficial)
- Please **avoid posting YouTube links on Facebook**. As a process, Facebook does not want to divert it's traffic to other portals, hence the reach of links from other portal have lower reach compared to the same content uploaded directly on facebook