

Dear Training Partners,

"Pariksha Pe Charcha" is an innovative initiative started by our Hon'ble Prime Minister Shri Narendra Modi which provides guidance to not only youth of India but to anyone and everyone. It is an interactive program with students, teachers and parents which will be held through a virtual mode on April 1, 2022 at 11 am.

We are keen that all our Skill India students become a part of this much awaited event. Please ensure the LIVE PM webcast is played across all centres with regards to PMKK, COVID crash course and fee- based schemes and students are requested to watch the session.

Enclosing herewith the link for your ready reference: <https://pmindiawebcast.nic.in/>

Below deliverables are required to be fulfilled from the centres:

Web banners across all institute and centre websites (attached)- url to be embedded in the banner

Invitation to all partners to attend to ensure students attend the session LIVE

Regular creatives (attached) on social media (static and videos of students attending sessions) – 12 creatives across all social handles of Skill India/ NSDC/ IndiaSkills and shared with SSC partners

Retweets of posts done from Skill India, Ministry of Education, My Gov and Narendra Modi handle

Pictures of students watching the session in classrooms with center names can be shared through email to communication@nsdcindia.org after the programme is over.

Also attaching herewith the website banner that can be adapted and uploaded on your website. Please do ensure. The link to the webcast can be embedded on the banner. The attached creatives with the session link can also be shared across various WhatsApp groups to ensure maximum attendance.

Regards,

Team NSDC