

# Role Of PM-Daksh Skill Development Scheme in Enhancing Employability Through Social Media Promotion with Special Reference to Coimbatore

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## ABSTRACT

The present study examines the role of the PM-DAKSH Skill Development Scheme in enhancing employability through social media promotion, with special reference to Coimbatore. In the context of rapid technological advancement and increasing skill gaps, employability among socially and economically disadvantaged groups has become a critical concern. The PM-DAKSH scheme aims to address this issue by providing skill-based training and promoting self-employment opportunities. However, the effectiveness of such initiatives largely depends on awareness and participation among beneficiaries. This study explores how social media platforms such as Instagram, WhatsApp, and YouTube contribute to improving awareness, motivation, and enrolment in skill development programs. Using primary data collected from 120 respondents and applying statistical tools such as frequency analysis, chi-square test, Likert scale, and t-test, the study finds that social media significantly influences motivation to enrol and enhances understanding of training and employment opportunities. The results also reveal that social media reduces hesitation, simplifies registration processes, and improves confidence in job applications. Overall, the study concludes that effective social media promotion strengthens the impact of the PM-DAKSH scheme in improving employability and recommends enhanced digital outreach strategies for better outcomes.

**Keywords:** PM-DAKSH, Employability, Social Media Promotion, Skill Development, Awareness

## INTRODUCTION

In today's fast-changing economic, employability has become a major concern, especially among economically and social disadvantaged group. Rapid technological growth, automation, and changing industry needs have created a gap between educational qualifications and job-ready skills. As a result, many individuals find it difficult to secure stable employment. Skill development has therefore become an essential tool for improving employability and ensuring inclusive economic growth. To address this issue, the government of India introduced several skill development initiatives. One such important initiative is the Pradhan Mantri DAKSH (PM-DAKSH) Skill Development Scheme. The scheme is designed to provide need-based training, vocational skills, and entrepreneurial support to marginalized

sections of society. Its primary objective is to enhance employability, promote self-employment, and improve income-earning opportunities among beneficiaries.

While the availability of skill development programs is important, their success largely depends on effective communication and awareness among the target population. In the digital age, social media has emerged as powerful platform for promoting government schemes and engaging beneficiaries. Social media platforms such as Facebook, Instagram, YouTube, WhatsApp, and Twitter allow information to be shared quickly and widely. These platforms help government agencies reach beneficiaries directly and create awareness in a cost-effective and interactive manner. Social media promotion plays a key role in educating people about training opportunities, eligibility criteria, and benefits of schemes like PM-DAKSH. Through videos, posts, testimonials, and success stories, social media creates interest and trust among potential participants. When the individuals see real-life success stories shared online, they are more likely to feel motivated and confident about joining such programs. Social influence also plays a significant role in participation decisions. Peer recommendations community discussions, and shared experiences on social media platforms encourage individuals to enroll in skill development training. This digital world-of-mouth increases the credibility of the PM-DAKSH scheme and positively influences perceptions regarding employment and self-employment opportunities. Moreover, social media helps in continuous engagement with beneficiaries by providing updates, training schedules, and employment-related information. This ongoing interaction strengthens the connections between the scheme and its beneficiaries, thereby improving participation levels and employment outcomes. Effective social media promotion not only increases awareness but also enhances the overall impact of the skill development program.

Despite the availability of such initiatives, limited awareness and lack of digital outreach remain challenges in achieving maximum impact. Therefore, it is important to study how social media promotion contributes to the success of the PM-DAKSH skill development scheme in enhancing employability. The present study focuses on understanding the role of PM-DAKSH skill development scheme in enhancing employability through social media promotion. It examines how social media influences awareness, participation, skill development and employment opportunities among beneficiaries. The study aims to provide useful insights for policymakers and administrators to improve digital promotion strategies and strengthen the effectiveness of government skill development programs.

## REVIEW OF LITERATURE

**R. Kannan and S. Vaishnavi (2025)** ‘PM-DAKSH Skill Development Programme and Employability Enhancement’ examined the effectiveness of PM-DAKSH skill development programmes in improving employability among socially disadvantaged groups. The study found that beneficiaries gained vocational skills and employment-oriented knowledge through structured training. However, awareness about the scheme was limited among eligible participants. Social media platforms were identified as an effective medium for information dissemination. Digital promotion helped beneficiaries understand training and career benefits clearly. The study concluded that social media promotion strengthens the employability impact of PM-DAKSH.

**P. Lokesh and M. Swetha (2024)** ‘Social Media Promotion and Employability Outcomes of Skill Schemes’ studied the influence of social media promotion on employability outcomes of skill development schemes. The research found that online promotion improved awareness and engagement. Youth preferred schemes promoted through digital platforms. Social media helped clarify eligibility and training details.

The study observed improved job placement outcomes. The authors concluded that social media promotion plays a vital role in PM-DAKSH success.

**R. Subramaniam and M. Yazhini (2024)** ‘Digital Promotion and Employability Enhancement’ studied the role of digital promotion in enhancing employability through skill development schemes. The research found that social media increased awareness and enrolment levels. Youth showed greater interest in schemes promoted online. Digital platforms improved interaction between authorities and beneficiaries. The study highlighted better employment outcomes among trained participants. The authors concluded that social media promotion plays a vital role in PM-DAKSH success.

**P. Elango and S. Deepika (2023)** ‘Social Media Promotion and Beneficiary Perception of Skill Schemes’ examined beneficiary perceptions of government skill development schemes promoted through social media. The study revealed that online information increased trust and transparency. Success stories shared on social platforms motivated youth participation. Beneficiaries felt more confident in enrolling after receiving digital information. The research highlighted social media as a low-cost and effective tool. The study concluded that social media promotion improves the effectiveness of PM-DAKSH.

**K. Senthil and R. Pavithra (2022)** ‘Employability Skills through Government Skill Training’ analyzed the employability skills gained through government-sponsored skill training programmes. The study found improvements in technical skills and work readiness. Beneficiaries who learned about schemes through social media showed higher enrolment. Digital promotion reduced information gaps among rural youth. The research highlighted better employment outcomes. The study concluded that social media promotion supports employability enhancement.

**S. Anbarasi and K. Gokulraj (2021)** ‘Role of Social media in Promoting Government Skill Initiatives’ studied the role of social media in promoting government employment and skill initiatives. The research revealed that youth rely heavily on social media for career-related information. Visual posts and short videos increased awareness and engagement. The study highlighted that digital promotion improves understanding of scheme benefits. Increased enrolment was observed due to online campaigns. The authors concluded that social media is an effective promotional tool for schemes like PM-DAKSH.

**S. Meenakshi and K. Arunmozhi (2021)** ‘Social Media Promotion of Government Skill Programmes’ studied the effectiveness of social media campaigns in promoting government skill development programmes. The research revealed that online promotion increased scheme visibility among rural and urban youth. Visual content improved understanding of scheme benefits. Social media helped clarify eligibility and training details. The study observed increased enrolment due to digital promotion. The authors concluded that social media strengthens outreach of PM-DAKSH.

**R. Sundaram and P. Mahalakshmi (2020)** ‘Skill Development Schemes and Employability Outcomes in India’ examined the impact of government skill development schemes on employability among economically weaker sections. The study found that structured skill training improves job readiness and confidence among beneficiaries. However, limited awareness reduced participation levels. The authors emphasized that digital communication plays a key role in reaching target groups. Social media platforms were found effective in spreading scheme-related information. The study concluded that online promotion enhances the employability impact of skill development schemes such as PM-DAKSH.

## STATEMENT OF THE PROBLEM

Skill development plays a crucial role in improving employability especially among economically and socially disadvantaged groups. The government of India has introduced several skill development

schemes, including the Pradhan Mantri DAKSH Skill Development Scheme, to enhance job readiness self-employment, and income-generating opportunities. However, despite the availability of such schemes, many eligible beneficiaries are not fully aware of the training opportunities, benefits, and employment prospects offered under PM-DAKSH.

In recent years, social media has become an important platform for spreading information and influencing people's decisions. Platforms such as Facebook, Instagram, YouTube, WhatsApp, and Twitter provide a fast and cost-effective way to promote government schemes. Even though social media has strong potential to increase awareness and participation, its actual effectiveness in promoting the PM-DAKSH Skill Development Scheme and improving employability has been clearly studied. Lack of proper digital outreach, limited engagement with beneficiaries, and insufficient promotional strategies may reduce the impact of the scheme. Therefore, it becomes necessary to examine how social media promotion influences awareness, participation, and employability outcomes under the PM-DAKSH Skill Development Scheme. This study attempts to address this gap by analyzing the role of the social media promotion in enhancing the effectiveness of the scheme.

### **SCOPE OF THE STUDY**

The scope of the present study is limited to analyzing the role of social media promotion in enhancing employability through the PM-DAKSH Skill Development Scheme. The study focuses on understanding how social media platform contribute to creating awareness, encouraging participation, and improving skill development opportunities among beneficiaries.

The study examines the influence of social media contents such as posts, videos, success stories, and online interaction on beneficiaries' perceptions and decision related to skill training and employment. It also evaluates the effectiveness of digital communication in reaching the target population. The research is confined to a selected geographical area and a specific group of respondents. The finding of the study aims to provide insights into improving social media strategies for promoting government skill development programs.

### **OBJECTIVES OF THE STUDY**

The following are the main objectives of the study:

- To study the level of awareness about the PM-DAKSH Skill Development Scheme among beneficiaries.
- To analyze the role of social media in promoting the PM-DAKSH Skill Development Scheme.
- To examine the influence of social media promotion on participate in skill development programs.
- To assess the impact of social media promotion on employability opportunities.
- To provide suggestions for improving social media promotion strategies for government skill development schemes.

### **RESEARCH METHODOLOGY**

Research methodology refers to the systematic plan adopted to conduct the research study. It explains how the data is collected, measured, and analyzed to achieve the research objectives. A clear research methodology helps ensure that the study is reliable, valid, and meaningful. This methodology provides a structured approach to understand the effectiveness of the PM DAKSH Skill Development Scheme and the role of social media in promoting employability.

## RESEARCH DESIGN

**Sampling size:** The study was conducted with a sample size of 120 respondents.

**Sampling technique:** The convenience sampling method was used to select the respondents based on their availability and willingness to participate.

**Sampling unit:** The respondents include beneficiaries of the PM DAKSH SKILL DEVELOPMENT SCHEME, job seekers, and individuals who are aware of skill development programs promoted through social media platforms.

**Primary data:** Primary data was collected using a structured questionnaire. The questionnaire was designed to gather information regarding awareness of the PM DAKSH scheme, role of social media promotion, skill development outcomes, and employability improvement.

**Secondary data:** Secondary data was collected from research articles, journals, government reports, official website, newspaper, and online publications related to skill development schemes and social media marketing.

### Tools for Analysis:

The collected data was analyzed using the following statistical tools:

- Frequency Analysis
- Likert scale analysis
- Chi-square test
- Independent sample T-Test

These tools helped in understanding respondents' opinions and examining relationships between variables related to skill development, social media promotion, and employability.

## LIMITATIONS OF THE STUDY

- The study is limited to a specific geographical area, and therefore the findings may not be applicable to other regions.
- The sample size of 120 respondents may not fully represent the entire population of PM DAKSH scheme beneficiaries.
- The study is based on respondent collected during a particular period, and perceptions may change over time due to policy updates or improvements in social media strategies.
- The accuracy of the study depends on the honesty and awareness level of the respondents.

## FINDINGS

### FREQUENCY ANALYSIS

#### Demographic Profile of Respondents

- The majority of the respondents (74.2%) are female, while 25.8% are male. This indicates that female participation is higher among the study respondents.
- Most of the respondents (84.2%) belong to the 18–25 years age group. A smaller proportion (13.3%) fall under 26–35 years, and only 2.5% belong to 36–45 years. This shows that the scheme mainly reaches younger individuals.
- A large share of respondents (45.8%) are postgraduates, followed by 32.5% with HSC education. Graduates account for 15%, and 6.7% have completed SSLC. This indicates that most respondents

have a higher educational background.

- The majority of respondents (58.3%) belong to rural areas. Urban respondents account for 31.7%, and 10% are from semi-urban areas. This suggests strong participation from rural populations.

### **Awareness and Information Sources**

- A large majority of respondents (89.2%) are aware of the PM-DAKSH Skill Development Scheme, while only 10.8% are not aware. This indicates a high level of awareness among participants.
- Most respondents (86.7%) know that the PM-DAKSH scheme provides free skill training, while 13.3% are unaware of this benefit. This shows good awareness about the training opportunities.
- The majority of respondents (52.5%) came to know about the scheme through friends or relatives. Social media is the second major source (27.5%), followed by government officials (18.3%). Very few respondents (1.7%) learned about the scheme through training institutes.

### **Social Media Usage and Influence**

- Most respondents (90%) reported that they use social media regularly, while only 10% do not use social media. This indicates widespread digital engagement among participants.
- Instagram influenced the highest number of respondents (39.2%), followed by WhatsApp (29.2%) and YouTube (25%). Facebook influenced the smallest number of respondents (6.7%). This suggests that Instagram is the most effective platform for promoting the PM-DAKSH scheme.

## **CHI-SQUARE TEST**

### **Gender and Awareness of PM-DAKSH Skill Development Scheme:**

- A chi-square test was conducted to examine the relationship between gender and awareness of the PM-DAKSH Skill Development Scheme.
- The Pearson chi-square value is 0.058 with a p-value of 0.810.
- Since the p-value is greater than 0.05, the result is not statistically significant.
- This shows that gender does not have a significant influence on awareness of the PM-DAKSH scheme among respondents.

### **Education Qualification and Overall Awareness of PM-DAKSH Scheme:**

- A chi-square test was used to determine whether education level is associated with overall awareness of the PM-DAKSH scheme.
- The Pearson chi-square value is 3.178 with a p-value of 0.786.
- As the p-value is higher than 0.05, the result is not statistically significant.
- This indicates that educational qualification does not significantly affect awareness levels of the scheme.

### **Area of Residence and Regular Use of Social Media:**

- A chi-square test was performed to examine the relationship between area of residence and regular use of social media.
- The Pearson chi-square value is 2.155 with a p-value of 0.340.
- Since the p-value exceeds 0.05, the result is not statistically significant.
- This means that place of residence does not significantly influence regular social media usage among respondents.

**Social Media Platform Influence and Motivation to Enroll in PM-DAKSH Training:**

- A chi-square test was conducted to examine whether the most influential social media platform is related to motivation to enroll in PM-DAKSH training.
- The Pearson chi-square value is 23.328 with a p-value of 0.005.
- As the p-value is less than 0.05, the result is statistically significant.
- This indicates that the social media platform influencing respondents is significantly related to their motivation to enroll in PM-DAKSH training.

**Awareness of PM-DAKSH Scheme and Employability Opportunities:**

- A chi-square test was conducted to examine the relationship between awareness of the PM-DAKSH scheme and perceived improvement in employability opportunities.
- The Pearson chi-square value is 7.020 with a p-value of 0.071.
- Since the p-value is greater than 0.05, the result is not statistically significant.
- This shows that awareness of the scheme does not have a significant statistical relationship with perceived employability improvement.

**INDEPENDENT SAMPLE T-TEST ANALYSIS****Awareness of PM-DAKSH Scheme and Employability Increased:**

- An independent sample t-test was conducted to examine whether awareness of the PM-DAKSH scheme is associated with increased employability.
- Levene's Test shows a significance value of 0.820, which is greater than 0.05. Therefore, equal variances are assumed.
- The t-test result shows a p-value of 0.028, which is less than 0.05.
- This indicates a statistically significant difference between the groups.
- Hence, awareness of the PM-DAKSH scheme has a meaningful impact on respondents' perception of improved employability opportunities.

**LIKERT SCALE ANALYSIS****Social media reduced hesitation in joining skill training program:**

- The mean score is 2.02, indicating general agreement among respondents.
- This shows that social media promotion helps reduce fear or hesitation about joining training program.

**Without social media promotion, respondents may not have joined the PM-DAKSH scheme**

- The mean score is 2.03, reflecting agreement from respondents.
- This indicates that social media plays an important role in attracting participants to the scheme.

**Social media made the registration process easier to understand**

- The mean score is 1.95, showing overall agreement.
- This suggests that social media helps explain the registration process clearly to beneficiaries.

**Social media motivated respondents to enroll in PM-DAKSH training**

- The mean score is 1.98, indicating agreement.
- This shows that social media encourages individuals to take part in the training program.

**PM-DAKSH training improved respondents' skill level**

- The mean score is 1.85, which reflects agreement among participants.
- This indicates that respondents believe the training program enhances their skills.

**Respondents feel more confident to apply for jobs after training**

- The mean score is 1.91, showing agreement.
- This suggests that the training helps improve confidence in job applications.

**Social media helped respondents understand job opportunities after training**

- The mean score is 1.85, indicating agreement.
- This shows that social media supports awareness of employment opportunities after completing training.

**SUGGESTIONS**

- Government agencies should run well-planned and regular awareness campaigns on platforms like Instagram, WhatsApp, and YouTube. Sharing scheme details, success stories, and training updates can help attract more beneficiaries.
- Easy-to-follow instructions, step-by-step guides, and short videos should be shared on social media. This will help users understand the registration process and scheme benefits without confusion.
- Special efforts should be made to reach people in rural and underserved areas. Using local languages, conducting community programs, and improving digital literacy can increase participation.
- Authorities should actively respond to questions on social media. Live sessions, webinars, and online support can help build trust and encourage more people to join the scheme.
- Social media should also be used to provide career advice, job updates, and placement support. This will help beneficiaries make better use of the training they receive.
- Information about the scheme should be shared through different channels such as social media, training centres, and community outreach programs to reach a wider audience.
- Regular evaluation of social media campaigns is important. Collecting feedback from beneficiaries can help improve communication methods and make future promotions more effective.

**CONCLUSION**

The present study titled “Role of PM DAKSH Skill Development Scheme in Enhancing Employability through Social Media Promotion” examined how social media promotion influences awareness, participation, and employability among beneficiaries. The findings reveal that social media plays a major role in spreading information about the PM-DAKSH scheme and motivating individuals to enroll in training programs. Respondents generally have a positive perception of social media promotion, as it reduces hesitation, simplifies the registration process, and encourages participation. The training program is also found to improve skill development, increase confidence in applying for jobs, and enhance awareness of employment opportunities.

Statistical analysis shows that social media platforms significantly influence motivation to enroll in training, and exposure to program information strongly increases job-related confidence. However, some factors such as gender, education level, and place of residence do not significantly affect awareness or participation levels, indicating that the scheme benefits individuals across different backgrounds. Overall, the study concludes that social media promotion is an effective tool for increasing awareness and participation in the PM-DAKSH Skill Development Scheme. The program contributes positively to skill development and employability among beneficiaries. With stronger digital outreach, improved communication strategies, and continued engagement with participants, the effectiveness of the scheme

can be further enhanced. Thus, social media promotion combined with structured skill training plays an important role in improving employment opportunities and supporting inclusive development.

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