



Evaluating the Effectiveness of Social Media Campaigns in Driving Awareness and Enrolment in PMKVY: Insights from a Pilot Study

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ABSTRACT

India's flagship skill development initiative, the Pradhan Mantri Kaushal Vikas Yojana (PMKVY), aims to equip youth with skills that enhance their employment opportunities and reduce unemployment. This study examines the comparative effectiveness of social media platforms (WhatsApp, Instagram, Facebook) and traditional media channels (television, radio, newspapers) in raising awareness and facilitating enrolment among youth beneficiaries. Data were collected from 350 respondents across five states using a structured questionnaire and were supplemented with focus group discussions. Key indicators assessed include exposure, awareness, credibility, message recall, and intention to enrol. The findings indicate that social media has surpassed traditional media in reach and engagement, particularly among urban and semi-urban youth. WhatsApp and Instagram emerged as the strongest drivers of awareness. However, traditional media—especially television—continues to rank highest in credibility. Regression analysis demonstrates that frequent social media exposure, combined with credible reinforcement through traditional channels, significantly predicts enrolment intention. The study highlights the need for integrated communication strategies that blend the wide reach of social media with the trustworthiness of traditional media. The findings provide actionable recommendations for policymakers, PMKVY officials, and development communicators on how to optimize multi-channel outreach for skill development initiatives.

Keywords: Social media, traditional media, PMKVY, youth awareness, skill development, communication effectiveness

1. INTRODUCTION

India has the world's second-youngest population, with more than 65 per cent of its populace under the age of 35 (IAMAI, 2023). This demographic advantage can support economic growth if young people are equipped with employable skills. To prepare youth for industry-relevant jobs, the Government of India launched the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) through the Ministry of Skill Development and Entrepreneurship (MSDE) in 2015. Although the initiative is well-intentioned, challenges persist in generating awareness and ensuring enrolment. Many eligible beneficiaries in rural and semi-urban regions remain uninformed about available opportunities. Effective communication campaigns can play a crucial role in bridging this information gap.

Rise of Digital & Social Media

India has witnessed a dramatic surge in internet usage, with projections indicating over 759 million users by 2023 (TRAI, 2023). This rapid expansion in digital access has transformed social media platforms—such as WhatsApp, Instagram, and Facebook—into vital communication tools for the country's youth. These platforms offer the government an efficient and interactive means to share information in real time. Although digital media has demonstrated strong potential in engaging younger audiences (Chadha & Bhandari, 2021), traditional media outlets—such as television, radio, and newspapers—continue to serve as trusted sources of information, particularly among older adults and rural populations (Reddy & Sinha, 2021).

Rationale of the Study

While PMKVY campaigns incorporate both digital and traditional media strategies, limited research compares their effectiveness in promoting awareness and driving enrolment. Government outreach efforts often prioritise metrics such as reach, views, and impressions, rather than evaluating behavioural outcomes such as actual enrolment or completion of training programmes. This study aims to bridge that gap by assessing the comparative impact of social and traditional media on youth engagement with PMKVY. Building on exploratory research conducted in 2024, this study expands the scope to include a diverse, multi-state sample to generate more comprehensive insights.

2. LITERATURE REVIEW

2.1 *Communication for Development and Government Schemes*

Effective communication strategies for development can help raise awareness, increase participation, and change behaviour (Servaes, 2020). Government schemes such as PMKVY in India are highly dependent on effective use of communication campaigns, which have evolved from one-way dissemination through traditional media like radio and television to two-way interactive approaches enabled by digital media. Information gaps remain a major barrier to programme participation, particularly when social inequalities limit access to information among intended beneficiaries (Nair & White, 2021).

2.2 *Traditional Media and Its Role in Awareness Campaigns*

Traditional media—including television, radio, and newspapers—have long been the backbone of mass communication in India. According to Balaram and Singh (2019), television remains the most trusted medium, particularly in rural India, given its visual format, reach, and adaptability across languages for large-scale campaigns. Newspaper readership in India remains strong, with approximately 407 million readers in 2023 (Indian Readership Survey, 2023). However, literacy levels and publication frequency limit its ability to effectively target youth.

Although radio was once a major medium, its popularity has declined due to the

proliferation of digital options. However, community radio provides a way to conduct localized campaigns and deliver culturally relevant content that can reach marginalized groups (Kumar, 2021).

2.3 *Digital and Social Media Penetration in India*

India's digital footprint has grown substantially, with recent estimates suggesting that over 759 million individuals actively use the internet (IAMAI, 2023). A large share of this online activity is concentrated on social media, which accounts for more than four-fifths of total internet usage. Young adults between 18-30 years old form the most engaged segment, typically spending several hours daily on platforms like WhatsApp, Instagram, Facebook, and YouTube. Research highlights that messages shared within peer networks tend to be more memorable and perceived as more trustworthy. Consequently, social media has evolved into a primary channel for distributing public information, including government updates, local news, and job-related announcements.

2.4 *Social Media for Government Campaigns*

Social media for civic engagement has been recognized by governments worldwide, with digital campaigns in India showing cost effectiveness and scalability on issues such as Swachh Bharat Abhiyan, Digital India, and PMKVY (Kapoor & Dwivedi 2020).

The key affordances of social media include:

- targeted advertising based on demographics,
- viral amplification through shares, likes, and comments, and
- two-way engagement through Q&A and feedback loops.

However, significant challenges remain, including low trust in forwarded content and the rapid spread of misinformation as evidenced by Sharma & Verma (2022), who reported that 63 percent of youth doubted WhatsApp forwards even if they pertained to government schemes.

2.5 *Comparative Effectiveness of Media Channels*

Although social media offers greater reach and immediacy, traditional media are perceived as more trustworthy survey revealed that 78 per cent of respondents have confidence in TV news compared with only 54 per cent for

social media (Reddy & Sinha 2021). The credibility gap is especially prominent in rural communities where traditional media may be viewed as an authoritative source. The best results are achieved through integrated campaigns that utilize both types of media, such as the example cited by Mehta (2021), who showed that television ads reinforced with WhatsApp reminders resulted in a 35 per cent increase in participation in government welfare schemes.

2.6 Media Influence on Youth Behaviour

Theories such as Uses and Gratifications (Blumler & Katz, 1974) explain why individuals actively select media channels that satisfy their information needs. For example, for PMKVY, youth may rely on WhatsApp for updates but trust TV or newspapers for programme legitimacy. Similarly, Diffusion of Innovations Theory (Rogers, 2003) emphasizes how new ideas are spread by opinion leaders, such as influencers and alumni testimonials on Instagram that encourage other youth to join PMKVY courses.

2.7 Media Credibility, Digital Misinformation, and Public Trust

In the digital age, the credibility of online information has become a pivotal concern in shaping public perceptions of government-led programs. Studies highlight that while social media facilitates rapid dissemination of awareness campaigns, it also increases exposure to misinformation and reduces trust in official sources (Tandoc, Lim, & Ling, 2020; Mehta & Kulkarni, 2023). Public trust in online government communication depends largely on message authenticity, source transparency, and the perceived integrity of media institutions (Westerman, Spence, & Van Der Heide, 2014). According to Tandoc et al. (2018), misinformation in digital ecosystems can distort citizens' understanding of development initiatives, thereby affecting participation. Therefore, assessing the effectiveness of social media campaigns, such as those promoting PMKVY, requires consideration of audience trust and the credibility of digital information environments.

2.8 Evidence from PMKVY and Other Skill Development Schemes

Only a limited number of studies have assessed PMKVY communication strategies.

According to Singh (2021), information asymmetry is still a bottleneck especially in rural areas. A content analysis of PMKVY's official Facebook and Instagram pages revealed that many of the posts consisted of infographics on these social media channels, while Gupta & Sharma (2022) reported that video testimonials or interactive polls may have been more engaging for viewers. Mobile-based campaigns to improve enrolment have increased attendance and decreased dropout rates in similar skill development programs implemented in Bangladesh and Kenya (World Bank, 2020).

2.9 Gaps Identified in Existing Literature

1. Few studies compare the effectiveness of social media and traditional media for PMKVY.
2. Few studies link exposure metrics with behavioral outcomes such as enrolment intention.
3. There is little evidence on how media credibility mediates the impact of messages in the context of skill development.

3. OBJECTIVES & RESEARCH QUESTIONS

3.1 Objectives

This study was designed with the following objectives:

1. To assess the reach and awareness levels generated by social media and traditional media for PMKVY.
2. To examine credibility perceptions associated with each media channel.
3. To evaluate the relationship between exposure frequency and enrolment intention.
4. To compare the relative effectiveness of social and traditional media in influencing youth enrolment behaviour.
5. To provide recommendations for integrated communication strategies for PMKVY and similar government-led skill development initiatives.

3.2 Research Questions

Based on the objectives and the gaps identified in the literature review, the study sought to answer the following research questions (RQs):

- RQ1: Which media channels (social or traditional) generate the highest levels of awareness about PMKVY?

- RQ2: How do youth perceive the credibility of information disseminated through social media versus traditional media?
- RQ3: Is there a relationship between exposure frequency and enrolment intention?
- RQ4: Does media credibility mediate the impact of exposure on enrolment intention?
- RQ5: How do urban and rural respondents differ in their media preferences and trust levels?

4. METHODOLOGY

4.1 Research Design

This study adopts a descriptive research design to examine the effectiveness of social media campaigns in promoting awareness and enrolment in PMKVY. The research aims to examine the communication strategies used in digital campaigns and their perceived impact on target audiences. Both primary and secondary data sources were used to achieve the objectives. Primary data were gathered through structured questionnaires, while secondary data were collected from government reports, official PMKVY websites, press releases, and social media analytics. The study employed both descriptive and inferential statistical methods to interpret the findings.

4.2 Sampling and Data Collection

The sampling process employed purposive and convenience sampling techniques, targeting individuals who are active social media users and likely to have encountered PMKVY promotional content online. Data were collected through an online survey distributed via digital channels such as Facebook, WhatsApp, LinkedIn, and email groups associated with vocational training institutions. The choice of an online data collection method was motivated by its accessibility, cost-effectiveness, and ability to reach a geographically diverse population within a limited timeframe. The survey included a mix of closed-ended and Likert-scale questions to capture respondents' awareness levels, perceptions of credibility, and engagement with PMKVY campaigns.

4.3 Sampling Rationale and Limitations

The study adopted a purposive sampling approach to ensure that the selected

participants were directly relevant to the research objectives. This method allowed for the deliberate inclusion of respondent's familiar with government skill development programs such as PMKVY and those actively engaged with social media awareness campaigns. The purposive sampling technique was chosen for its suitability in exploratory research, where the goal is to obtain in-depth insights rather than statistical generalization (Etikan, Musa, & Alkassim, 2016).

However, this sampling strategy carries certain limitations. Because data collection occurred primarily through online platforms, there is potential for urban and digital bias, as individuals with greater internet access and digital literacy are more likely to participate. Consequently, the perspectives of rural or digitally marginalized populations may be underrepresented. This limitation suggests that future research could adopt mixed-methods or stratified sampling designs to incorporate a more diverse demographic representation. Additionally, the reliance on self-reported responses may introduce social desirability bias, where participants provide responses perceived as favorable toward government initiatives. Despite these limitations, purposive sampling remains appropriate for identifying informed respondents who can offer meaningful insights into the effectiveness of PMKVY's digital communication efforts.

4.4 Data Collection

Data were collected between January and March 2025. The survey was administered both online (via Google Forms) and offline at PMKVY centres, colleges, and youth clubs. Focus group discussions were conducted in community halls and PMKVY centres.

4.5 Reliability and Validity

Reliability and validity were established across multiple stages. Cronbach's alpha values for the media exposure, credibility, and enrolment intention scales exceeded 0.80, confirming reliability. Content validity was ensured through expert review by three academics and a representative from the National Skill Development Corporation (NSDC); construct validity was established through factor analysis that confirmed the items loaded appropriately onto their intended constructs.

4.6 Data Analysis

The collected data were analysed using SPSS for statistical analysis and Excel for visualization. Descriptive statistics such as frequencies, percentages, and mean scores were used to interpret respondent demographics and awareness levels. Inferential statistical tools, including ANOVA and correlation analysis, were applied to test the relationship between demographic variables (such as age, education, and occupation) and awareness or enrolment levels. Charts and tables were prepared to present the findings clearly, ensuring consistency and readability for academic publication.

5.RESULTS

This section presents the findings from the quantitative survey (n = 350) and focus group discussions (8 groups, n = 72). Results are organised into demographics, awareness levels, media exposure, credibility perceptions, enrolment intention, and comparative analysis.

5.1 Respondent Demographics

The survey sample included 182 males (52%) and 168 females (48%). A large proportion were aged 18–22 years (40.8%), followed by 23–26 years (35.7%), and 27–30 years (23.5%). In terms of geography, 54.9% were from urban/semi-urban locations and 45.1% from rural areas. In terms of education, 60% had secondary education and 40% were pursuing tertiary or college-level studies.

Table 1. Demographic Profile of Respondents (n = 350)

Variable	Category	Frequency	Percentage (%)
Gender	Male	182	52.0
	Female	168	48.0
Age Group	18–22 years	143	40.8
	23–26 years	125	35.7
	27–30 years	82	23.5
Location	Urban/Semi-urban	192	54.9
	Rural	158	45.1
Education	Secondary	210	60.0
	Tertiary (College)	140	40.0

Source: Author's field survey (2025)

5.2 Awareness Levels by Media Channel

Findings revealed that 76% of respondents were aware of PMKVY initiatives. Social

media accounted for most of the awareness (61%), particularly through WhatsApp (28%) and Instagram (19%). Television (22%) also remained significant, especially in rural areas.

Table 2: Awareness Levels by Primary Source

Media Channel	Awareness Contribution (%)
WhatsApp	28
Instagram	19
Facebook	14
Television	22
Radio	8
Newspapers	9

Source: Author's field survey (2025)

5.3 Media Exposure Frequency

Respondents rated how frequently they encountered PMKVY-related information across media channels on a 5-point Likert scale (1 = Never, 5 = Daily). As shown in Table 3, WhatsApp had the highest mean exposure score (M = 4.2), reflecting its widespread use. Instagram (M = 3.9) and television (M = 3.6) also ranked relatively high, while radio was the least influential (M = 2.8).

Table 3. Mean Exposure Scores (1–5 scale)

Media Channel	Mean Exposure Score
WhatsApp	4.2
Instagram	3.9
Facebook	3.4
Television	3.6
Radio	2.8
Newspapers	3.0

Source: Author's field survey (2025)

Focus group discussions supported these findings. One urban respondent (male, 21 years) remarked:

“We check WhatsApp every hour; TV is on at home, but we don't pay as much attention.”

5.4 Credibility Perceptions

Although social media dominated in terms of exposure, traditional media channels were perceived as more credible. As shown in Table 4, television had the highest credibility score (M = 4.2), followed by newspapers (M = 4.0). Among social platforms, Instagram (M = 3.5) fared better than WhatsApp (M = 3.4) and Facebook (M = 3.2).

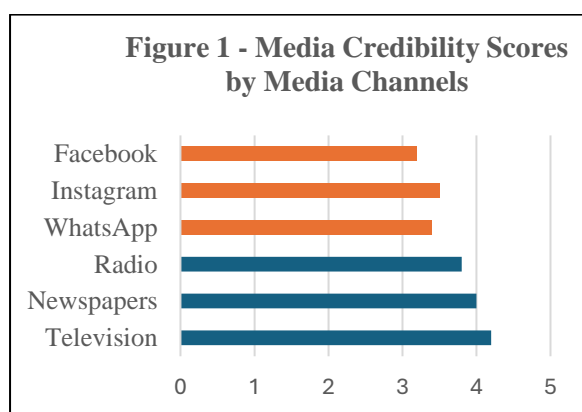
Table 4: Mean Credibility Scores

Media Channel	Credibility Score (Mean)
Television	4.2
Newspapers	4.0
Radio	3.8
WhatsApp	3.4
Instagram	3.5
Facebook	3.2

Source: Author's field survey (2025)

- Traditional media channels were perceived as more credible overall, particularly television (4.2).
- Social media credibility was lower, with Facebook scoring the lowest (3.2).

Figure 1. Credibility scores by media channel - Traditional media outperform social media.



Source: Author's field survey (2025)

5.5 Enrolment Intention

Respondents were asked about their likelihood of enrolling in PMKVY training in the next six months. A total of 41 per cent reported a high intention (score ≥ 4), while 35 per cent showed moderate intention, and 24 per cent expressed low likelihood. Importantly, individuals exposed to both social and traditional media had significantly higher enrolment intention ($M = 4.1$) compared to those exposed to only one channel ($M = 3.3$).

5.6 Correlation and Regression Analysis

Correlation analysis revealed significant positive associations between exposure and awareness ($r = 0.56$, $p < 0.001$) as well as credibility and enrolment intention ($r = 0.48$, $p < 0.001$). Regression results (see Table 5) demonstrated that both exposure frequency ($\beta = 0.38$, $p < 0.001$) and credibility ($\beta = 0.42$, $p < 0.001$) significantly predicted enrolment intention.

Regression Analysis:

Table 5: Predictors of Enrolment Intention

Predictor	Beta (β)	p-value
Exposure frequency	0.38	<0.001
Credibility	0.42	<0.001

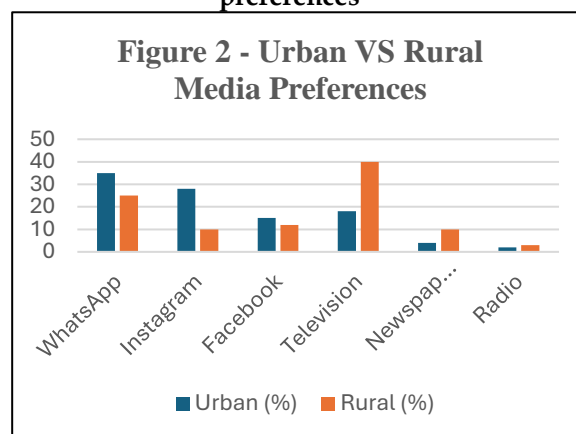
Source: Author's field survey (2025)

The adjusted R^2 value of 0.45 indicates that these two predictors explained 45 per cent of the variance in enrolment intention. Mediation analysis further confirmed that credibility partially mediated the relationship between exposure and enrolment intention.

5.7 Urban vs Rural Comparative Analysis

Media preferences varied considerably across geographic areas. Urban respondents relied heavily on WhatsApp and Instagram, whereas rural respondents demonstrated stronger attachment to television and newspapers. However, WhatsApp emerged as a common platform used by both groups.

Figure 2. Urban versus rural media preferences



Source: Author's field survey (2025)

5.8 Qualitative Insights (Focus Groups)

Themes from FGDs reinforced survey findings:

- Social media is immediate: "We get messages about PMKVY directly from friends or training centres on WhatsApp." - Urban female, 22 years
- Credibility gap: "We believe television more because it's official; WhatsApp forwards could be fake." - Rural male, 25 years
- Integrated campaigns work: "When we see the ad on TV and then our trainer

messages us on WhatsApp, we are sure it's real." – Urban female, 24 years.

6. DISCUSSION

The findings of this study highlight important dynamics in how social and traditional media influence awareness and enrolment in the Pradhan Mantri Kaushal Vikas Yojana (PMKVY). Results demonstrated that social media, particularly WhatsApp and Instagram, have emerged as dominant channels for reach and frequency. However, traditional media such as television and newspapers remain critical for establishing credibility.

6.1 Social Media as a Driver of Reach and Engagement

Quantitative findings showed that 61% of respondents said that they got their information about PMKVY from social media, mostly WhatsApp (28%) and Instagram (19%), which are widely used by urban youth, who are known to check these platforms multiple times per day (IAMAI 2023). The interactive nature of social media enables peer-to-peer sharing, thus increasing reach at low cost, as focus group participants reported that they frequently received PMKVY updates through WhatsApp groups from peers or trainers. This supports Kshetri (2020) who found that social proof in the form of peer sharing increases message recall.

6.2 Traditional Media as a Source of Credibility

Even though television and newspapers have lower exposure frequency than social media, they had the highest credibility scores; respondents consistently viewed television campaigns as "official" and "trustworthy," like the finding in Reddy and Sinha (2021) that 78% of Indian youth trust television news more than digital news. This credibility gap between traditional and social media continues to pose a challenge. In fact, Facebook was rated the least credible medium (3.2 out of 5), whereas Sharma and Verma (2022) report that 63% of youth doubt the validity of WhatsApp forwards.

6.3 Media Credibility and Public Trust in Digital Campaigns

The findings demonstrate that while digital platforms are effective in enhancing awareness of PMKVY, their impact is strongly dependent on the perceived credibility of the information

shared. Existing research indicates that the rise of digital misinformation and unverified content can significantly weaken public trust in government communication, thereby limiting the effectiveness of official campaigns (Tandoc et al., 2020; Mehta & Kulkarni, 2023). Within the context of PMKVY's online outreach, factors such as the authenticity of content, clarity of messaging, and visible government endorsement play a decisive role in shaping user trust and engagement.

Westerman, Spence, and Van Der Heide (2014) note that online credibility is influenced not only by message accuracy but also by the perceived reliability and intent of the source. This is particularly relevant for government social media campaigns, where audiences often evaluate credibility based on transparency, responsiveness, and proactive fact-checking measures. Strengthening these elements can help counter misinformation, enhance message legitimacy, and foster greater confidence in digital communication from public institutions.

Overall, the analysis suggests that credibility management must be integrated as a core communication strategy in PMKVY's digital outreach—equally important as reach, impressions, and engagement metrics—if the campaign is to maintain long-term trust and impact.

6.4 Importance of Integrated Campaigns

The most compelling insight is that youth exposed to both social and traditional media reported the highest enrolment intention ($M = 4.1$). Regression analysis confirmed that exposure and credibility together explained 45% of the variance in enrolment intention, with credibility emerging as the strongest predictor.

This suggests that an integrated strategy that leverages the strengths of both media types is essential. Social media can generate awareness and prompt interest, but traditional media provides the necessary legitimacy that converts interest into action. This echoes Mehta's (2021) findings that television ads reinforced by WhatsApp reminders increased participation by 35% in welfare schemes.

6.5 Urban vs Rural Divide

Urban respondents showed higher reliance on digital channels, while rural respondents

continued to depend on television and newspapers. However, WhatsApp usage in rural areas is growing rapidly, indicating a convergence in media consumption patterns. This finding has practical implications: campaigns must be localised to match the media preferences of different demographics.

6.6 Role of Media Credibility

The mediation analysis highlighted the critical role of credibility in shaping enrolment intention. Merely increasing message frequency on social media will not guarantee enrolment; messages must be perceived as trustworthy.

Credibility can be enhanced through strategies such as:

- Featuring government logos and official verification marks on social media pages.
- Using trusted spokespersons such as PMKVY alumni and community leaders.
- Synchronising social media content with television announcements to reinforce legitimacy.

6.7 Qualitative Insights

Focus group discussions underscored that youth are overwhelmed by the volume of information online. Participants expressed scepticism about the authenticity of forwarded messages, particularly in rural areas. At the same time, they appreciated the immediacy of social media and its ability to provide real-time updates on enrolment deadlines and training schedules.

This duality suggests that government campaigns must balance speed with trust. Digital campaigns can be made more credible by aligning them with traditional media broadcasts and community-level outreach.

6.8 Contribution to Literature

This study contributes to existing literature by providing comparative evidence of media effectiveness in a large-scale government skill development programme. It validates theories such as Uses and Gratifications, which posit that audiences actively select media that meet their needs. Urban youth gravitate towards social media for immediacy, while rural youth prefer television for reliability.

The study also extends Diffusion of Innovations Theory (Rogers, 2003) by demonstrating the role of digital opinion

leaders (e.g., Instagram influencers, PMKVY alumni) in accelerating enrolment decisions.

7. CONCLUSION & RECOMMENDATIONS

7.1 Conclusion

The study underscores that social media and traditional media play complementary roles in promoting awareness and enrolment in PMKVY. Social media offers unparalleled reach and frequency, making it a cost-effective channel for engaging urban and semi-urban youth. Traditional media, particularly television, provides the credibility necessary to convert awareness into enrolment.

An integrated media strategy is thus imperative. Over-reliance on any single channel may constrain campaign effectiveness. Policymakers and PMKVY communicators should design synergistic campaigns that leverage the strengths of each medium.

7.2 Recommendations

The study underscores the need for an integrated media approach to enhance awareness and participation in PMKVY. By combining the interactive and viral potential of social media platforms such as WhatsApp and Instagram with the credibility and established reach of traditional media like television and newspapers, campaigns can achieve both scale and trustworthiness (Flanagin & Metzger, 2021). Ensuring credibility on digital platforms is particularly critical, which can be achieved by official verification marks, consistent government branding, and the involvement of trusted figures including trainers, alumni, and local influencers.

Localisation of content is another significant recommendation, as findings revealed that rural respondents continue to rely heavily on traditional mass media. Campaigns designed in regional languages and endorsed by respected community leaders can effectively improve trust and relatability (Sharma & Verma, 2022). Additionally, leveraging peer networks has proven beneficial, with PMKVY alumni and trainers acting as brand ambassadors by disseminating accurate information through WhatsApp groups. This peer-to-peer communication strategy capitalises on trust within social circles.

The study also recommends the use of data analytics to continuously monitor media performance, identifying which channels generate higher enrolment conversions and thereby optimising resource allocation. In geographically remote or digitally underserved regions, community radio and face-to-face outreach programmes remain essential. These efforts, when integrated with mainstream campaigns, can address inclusivity and ensure equitable programme reach.

7.3 Implications for Policy and Practice

The findings carry several implications for both policy and practice. From a policy standpoint, the study provides a framework for developing comprehensive communication guidelines at the national level for PMKVY and similar skill development initiatives. Incorporating a multi-channel, data-driven communication model can ensure effective dissemination and higher levels of participation.

On the practical front, training centres and implementing partners should be capacitated to adopt multi-channel communication strategies that blend digital platforms, traditional broadcasts, and community-based outreach. This approach would allow for tailored communication to diverse demographic groups while enhancing message credibility and reach.

Finally, for future research, it is recommended that longitudinal studies examine the sustained impact of integrated campaigns, particularly their influence on programme completion rates and employability outcomes. Such research will provide a more holistic understanding of the relationship between media strategies and long-term programme success.

8. FUTURE RESEARCH DIRECTIONS

While this study contributes to understanding the role of social media in promoting awareness and enrolment in PMKVY, several avenues remain for future exploration. First, a longitudinal research design could provide deeper insights into the sustained impact of digital campaigns on awareness retention and behavioural change over time. Tracking participants before and after campaign exposure may reveal how long

communication effects persist and whether repeated engagement enhances enrolment outcomes.

Second, comparative cross-national studies could examine how other countries implement digital communication for vocational and skill development programs, offering valuable lessons for India's policy framework. Nations such as Singapore and Germany, for example, have integrated digital skill campaigns with industry partnerships that could serve as comparative models.

Third, future research could focus on regional and linguistic variations in PMKVY communication effectiveness, particularly in rural and semi-urban contexts where digital penetration remains uneven. Such investigations would help identify communication barriers, cultural sensitivities, and audience-specific strategies.

Finally, a mixed-method approach combining content analysis, surveys, and interviews could provide a holistic view of how media credibility, trust, and message framing influence citizens' perceptions of government-led skill initiatives. By addressing these dimensions, future studies can offer a more comprehensive understanding of how digital communication contributes to inclusive and effective skill development promotion in India.

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