



PM-SETU Rollout Gains Momentum as MSDE Holds Industry Consultation in Pune

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The Ministry of Skill Development and Entrepreneurship (MSDE) today convened a major industry consultation in Pune as part of the rollout of the PM-SETU (Pradhan Mantri Skilling and Employability Transformation through Upgraded ITIs) scheme. The programme, hosted at the Yashwantrao Chavan Academy of Development Administration (YASHADA), was led by Ms. Debashree Mukherjee, Secretary, MSDE, Government of India and Ms. Manisha Verma, Additional Chief Secretary, Skills, Employment, Entrepreneurship & Innovation Department, Government of Maharashtra.

More than 40 companies from sectors including automotive, construction, textiles, FMCG, electronics, oil and gas, and renewable energy participated in the consultation. Prominent industry partners such as Mahindra, Tata Group, Tata Motors, Bharat Electronics, Godrej and Fiat, among others, were present. Discussions focused on the hub-and-spoke ITI model, industry-led governance through Special Purpose Vehicles (SPVs), curriculum innovation, trainer upskilling, and strengthening employment outcomes.

Speaking on the occasion, Ms. Debashree Mukherjee, Secretary, MSDE emphasized the importance of industry coming forward under PM-SETU, noting that the scheme is anchored in the goal of making ITIs more industry-relevant, aspirational and outcome-driven—not only through better infrastructure, but through stronger focus on training quality, trainer performance, modern pedagogy and measurable placement outcomes.

She further highlighted that the scheme is designed to create a sustained partnership where industry plays a key role in governance, curriculum alignment and trainer upskilling, ensuring that training remains aligned with evolving technologies and real shopfloor requirements. She also underlined the key benefits for industry, including a reliable pipeline of job-ready trainees, reduced recruitment and onboarding costs and improved access to modern labs and advanced equipment.

Reiterating the State's commitment, Ms. Manisha Verma, Additional Chief Secretary, Government of Maharashtra, stated that Maharashtra will provide an enabling environment for industry to participate actively under the scheme. She noted that Maharashtra will facilitate implementation through close coordination with stakeholders, supportive state-level arrangements and active engagement with industry partners so that ITIs in the State emerge as high-quality skill institutions with strong industry linkages and improved employment outcomes.

The industry response to PM-SETU reflected strong interest in the collaborative framework envisioned under the scheme, with emphasis placed on the value of enhanced industry involvement in the skilling ecosystem. Inputs from representatives of the automotive and renewable energy sectors indicated that the initiative enables joint efforts to develop a future-ready talent pool, while also supporting the evolution of ITIs into centres for production-linked training and innovation.

The discussions also brought out the strategic benefits for industry, including greater participation in governance structures, scope to contribute to curriculum development and training delivery, strengthened employer visibility and closer alignment with CSR and ESG objectives, thereby keeping skilling responsive to evolving workforce requirements.

The engagement also included field visits to ITI Aundh Pune, ITI Girls Pune, ITI Pimpri Chinchwad and Fronius India Pvt. Ltd., Bhosari, offering participants first-hand exposure to institutional infrastructure, training ecosystems and industry-integrated skilling models.

PM-SETU, launched by Prime Minister Shri Narendra Modi in October 2025 with a ₹60,000 crore outlay over five years, aims to transform ITIs into government-owned but industry-managed institutions. By upgrading infrastructure, introducing new courses, and embedding industry-led governance, the scheme seeks to create a skilled and employable youth workforce aligned with India's growth sectors and the vision of Viksit Bharat 2047.







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(रिलीज़ आईडी: 2216231) आगंतुक पटल : 259
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