

# SKILL ENHANCEMENT THROUGH DEEN DAYAL UPADHYAYA GRAMEEN KAUSHALYA YOJANA

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According to census 2011, India has 55 million potential workers between the age group of 15 and 35 years in rural areas. At the same time, the world is expected to face a shortage of 57 million workers by 2020. This presents a historic opportunity for India to transform its demographic surplus into a demographic dividend. The Ministry of Rural Development implements Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDUGKY) for inclusive growth, by developing skills and productive capacity of the rural youth from poor families.

Deen Dayal Upadhyaya Grameen Kaushalya Yojana is a placement linked Skill Development scheme for rural poor youth. This initiative is part of the National Rural Livelihood Mission (NRLM). DDU-GKY has its origin in the wage employment linked "Special Projects" for skilling component of the Swarnajayanti Gram Swarajgar Yojana (SGSY), which was subsequently renamed as Aajeevika Skills when SGSY was converted as NRLM. The placement linked skills scheme, Aajeevika Skills, has recently been further revamped in terms of announcement of Antyodaya Divas on 25<sup>th</sup> September 2014 as Pandit Deen Dayal Upadhyaya Grammen Kaushalya Yojana (DDU-GKY). The skilling programme for rural youth has now been refocused and re-prioritised to build the capacity of rural poor youth to address the needs of global skill requirements.

About 69 per cent of the country lives in villages. Agriculture is the largest employer (about 48% of its 490 million strong workforces), but resulting in only 13 per cent share of the GDP of the country. Rural poverty is a reality and the Prime Minister's vision of 'Skill India' is a strategic initiative. In line with the PM's vision and the objectives of MoRD (poverty alleviation as well as economic empowerment) DDU-GKY, in partnership with private industry, is empowering this fraternity with skills and placing them in jobs.

DDU-GKY has pioneered the concept of placement linkage, job retention and career progression as part of its action and mandate, with clear goals as well as incentives associated with each, prescribing 75 per cent placements and a minimum wage of Rs 6,000 per month.

Of the 21 and more skill training programme employed by the Government of India, DDU-GKY is unique in its tight focus on rural poor youth, and its ownership of the entire Skilling Life-Cycle, from mobilisation to migration and career progression. This often involves appreciation of the inherent rural challenges like supporting the individual through his or her journey from an 'anganwadi' of just 10-12 households to a large city like New Delhi, with a population of over 15 million, a culture of consumption and literally, an out-of-this-world glitzy lifestyle.

## Implementation Model

In its design, DDU-GKY provides a central role to the states for implementation of the program. Accordingly, the program envisions a decentralized approach to implementation where states would have full power to assess, approve and guide the program in their states after they achieve Annual Action Plan (AAP) stats. Skilling projects for non AAP states are processed and appraised by MoRD, until project for these states. The transition to AAP status is dependent upon the state having dedicated HR structures at the state



and district level, having a project appraisal policy that is in sync with DDU-GKY and policy on case of government infrastructure. At present, a total of nine states are AAP states and include Andhra Pradesh, Bihar, Gujarat, Kerala, Odisha, Rajasthan, Tamil Nadu, Telengana and Uttar Pradesh.

DDU-GKY follows a 3-tier implementation model. The DDU-GKY National Unit MoRD functions as the policy-making, technical support and facilitations agency. Currently, few States and Annual Action Plan (AAP) states. They appraise and approve projects of PIAs independently, based on their Annual Action Plan approved by MoRD. Fund release is managed by the states. Other states implement projects through year programmes (YP) and are called YP states. Skilling project for these States are processed and appraised by MoRD, until their transition to AAP status. Similarly fund release for each project is managed by the MoRD.

### Project Funding Support

DDU-GKY provides funding support for placement linked skilling projects that address the market demand with funding support ranging from Rs. 25,696 to over Rs. one lakh per person, depending on the duration of the project and whether the project is residential or non-residential. DDU-GKY funds projects with training duration from 576 hours (3 months) to 2304 hours (12 months).

Funding components include support for training costs, boarding and lodging (residential programmes), transportation costs, post-placement support costs, career progression and retention support costs.

### Training Requirements

DDU-GKY funds a variety of skill training programs covering over 250 trades across a range of sectors such as retail, hospitality, health, construction, automotive, leather, electrical, plumbing, gems and jewellery to name a few. The only mandate is that skill training should be demand based and lead to placement of at least 75 per cent of the trainees.

The trade specific skills are required to follow the curriculum and norms prescribed by specified national agencies: the National Council for Vocational Training and Sector Skills Councils.



In addition to the trade specific skills, training must be provided in employability and soft skills, functional English and functional Informational technology literacy so that the training can build cross cutting essential skills.

### Training Quality Assurance

Through the National Policy on Skill Development, 2009, India recognized the need for the development of a national qualification framework that would transcend both general education and vocational education and training. Accordingly, GOI has notified the National Skills Qualification Framework (NSQF) in order to develop nationally standardized, and internationally comparable qualification mechanism for skill training programs which can also provide for interoperability with the mainstream education system.

In line with NSQF, DDU-GKY mandates independent third party assessment and certification by assessment bodies empanelled by the NCVT or SSCs.

### Scale and Impact

DDU-GKY is applicable to the entire country. The scheme is being implemented currently in 33 States/UTs across 610 districts partnering currently with over 202 PIAs covering more than 250 trades across 50+ sectors. So far, from the year 2004-05 till 30th November 2014, a total of 10.94 lakh candidates have been trained and a total of 8.51 lakh candidates have been given placement.

### Types of training under DDU-GKY

DDU-GKY mandates two types of training in every course, i.e. a Generic Training of Soft Skills, English and Information Technology and Trade

Specific Skills. Such training can be structured for different duration, i.e. for 3 month (576 hours), 6 month (1152 hours), 9 month (1578 hours), 12 months (2304 hours) and courses beyond 12 months. The training plan can also provide On-the-Job Training (OJT) as part of the training module, which cannot exceed 30 days for a 3 month course, 60 days for a 6 month course, 90 days for a 9 month course and 120 days for a one year course. The training content is currently required to be aligned with National Council for Vocational Training (NCVT) or Sector Skill Councils (SSC) standards. DDU-GKY mandates independent third party certification of every trainee to assess the skill, knowledge and attitude of each trainee. Such third part certification shall be undertaken by the PIAs only through those agencies empanelled by NCVT or Sector Skill Councils.

### Success rate of DDU-GKY

From April, 2012 till 31st March, 2015, DDU-GKY has trained over 5.08 lakh and placed over 3.65 lakh candidates. Currently, it has over 240 on-going projects, with over 350 training centers, developing skills among candidates in over 40 trades across the country which will impact over 7.9 lakh candidates in the next two years at an investment of over ₹2,660 crores.

But the real success of the programme lies in what has made these numbers possible. Some of them are:

DDU-GKY works in the Public-Private partnership mode, with over 1,200 registered training partners across the country and another 1,200 partners wanting affiliation and investments. This has allowed the division to access the best of the resources and deliver programmes of quality.

DDU-GKY works with a business-like 'Outcome Oriented Process', which is division agnostic and can be employed as a 'best practice' across many skilling programmes, through its guidelines, Standard Operating Processes (SOPs) and a self-learning system that can adapt to the real-world situation. What this has achieved is standardisation in process and delivery, development of world-class training infrastructure and an ability to build scale and capacity.

Another key factor is the ability of DDU-GKY to innovate. Innovation in using technology in very interesting ways. Like, a possibility of remote site management through CCTV image capture of its training infrastructure. Like, for instance, in introducing training modules in Life Skills, basic IT skills and Communication (English) in every skill programme. This makes candidates employable in a wide range of organisations, from MSMEs to MNCs.

Like for instance in introducing Geo-Tagged Bio-metric Attendance recording system, details of which can be accessed over the web. Also, in case of blended learning content (audio, video and online in addition to books and lectures) delivered through video infrastructure and a Tablet PC, dedicated for the use of each individual in training.

And innovations beyond technology include the facilitation of 'Migration Support Centres'. It's the place in a big city the candidate can call home and go to as frequently as needed. Counselling in Migration Support Centers is to help candidates adapt from village life to work life full of targets and demands. Like, for instance, its champion employer policy or Industry Internship Programme. Champion Employer is an engagement with employers who commit to training and employ 10,000 or more in 2 years. An industry internship is where the candidates get the opportunity to not only learn on the job but also a step into a permanent role after one year. Both have introduced newer training techniques, pedagogy and benchmarked infrastructure from world-class employers.

Last but not the least, is DDU-GKY's ability to soak in, learn from and develop 'best practices', and share the same in a constructive 'to-do' manner with its Project Implementing Agencies (PIAs). This has, in particular, aligned DDU-GKY as the implementing arm, for several of the initiatives of the Government, like Smart Cities, Digital India and Make in India. Smart cities can be smart only when its residents are e-savvy and can put the digital and active interfaces of government to good use. Digital India is not only about seeping in infrastructure, the hardware and the software, but the people ware. It is the smart 'digitally skilled' users who eventually will help realise the

dream of a 100 smart cities. Likewise, DDU-GKY is one of the primary assets in the 'Make in India' programme, wherein investors can be assured of large numbers of 'ready-to work' manpower from day one.

### Himayat-Special initiative in Jammu and Kashmir

Himayat is a special scheme for skilling under DDU-GKY, MoRD aimed at training and placement of 1,00,000 youth from J&K in organised sectors over a five year period (2011-12 to 2016-17). Priority will be given to youth who are school drop-outs, have studied up to 10<sup>th</sup> class or 12<sup>th</sup> class and those who are college drop-outs. The MoRD is investing Rs. 235.30 crore in this scheme.

#### Key features of the Himayat Scheme are as under :

- The scheme includes youth from both BPL as well as non-BPL categories and youth from urban as well as rural areas. In general, the target youth are to be in the age group of 18-35 years of age, except for a few special groups.
- This is a 100% centrally funded scheme.
- The scheme mandates at least 75% of placement of total sanctioned target candidates.
- The scheme provides for skilling and placement program ranging from three, six and nine months.

### Roshani-Special initiative in 27 most affected Left-Wing Extremist affected districts

Roshani is a special initiative under DDU-GKY launched on 7<sup>th</sup> June, 2013 for training and placement of youth from 27 most critical Left-Wing Extremist (LWE) affected districts. Key features of the Roshni initiative are as under :

- At least 40% of the candidates covered under the scheme shall be women. Special efforts will be made to proactively cover Particularly Vulnerable Tribal Groups (PVTGs) on a priority basis.
- Training will be imparted through public-private and public-public partnerships with registered PIAs.

- Four residential training models with duration ranging from 3 months to 1 year shall be taken up to meet the diverse needs of youth depending on their entry level qualifications.
- Placement-linked, market driven fully residential skill training will be provided.
- The projects shall be funded jointly by the central and state governments in the ratio of 75:25.
- National Institute of Rural Development (NIRD) has been designated to act as monitoring and coordinating agencies for Roshni.
- It is targeted to cover a minimum of 50,000 youth from 27 most critical left-wing extremist affected districts in three years. A total number of 23 project proposals have been approved covering 55460 beneficiaries with the total project cost of Rs. 24477.93 lakhs so far.

### Conclusion

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), the skill training and placement program of the Ministry of Rural Development (MoRD), occupies a unique position amongst other skill training programmes, due to its focus on the rural poor youth and its emphasis on sustainable employment through the prominence and incentives given to post-placement tracking, retention and career progression. Even as India moves towards becoming an international skills hub, there is a need to acknowledge the challenges preventing the rural poor from taking advantage of this momentous economic transition. Lack of formal education, marketable skills and other constraints imposed by poverty place significant entry barriers to today's job market. DDU-GKY is therefore designed to not only provide high quality skill training opportunities to the rural poor, but also to establish a larger ecosystem that supports trained candidates secure a better future. The design of DDU-GKY, as detailed below, represents the strategy of the programme aimed at making rural India a key partner to India's growth story.

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