

Implementation of DDUGKY Scheme in Skill Development

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Absetrect

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) is a placement linked skill development program for rural poor youth under National Rural Livelihoods Mission (NRLM). It is a market-led, placement linked skill development program for providing wage employment to rural poor youth.

In recent years, there has been a growing emphasis on skill development as a pivotal component of economic growth and social advancement. Governments worldwide are increasingly recognizing the significance of equipping their citizens with the requisite skills to thrive in today's dynamic job market. In this context, the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDUGKY) Scheme in India stands out as a crucial initiative aimed at addressing the challenge of unemployment through skill enhancement, particularly among rural youth.

The DDUGKY Scheme, launched in 2014 by the Ministry of Rural Development, Government of India, is envisioned as a flagship program for rural youth empowerment. It seeks to provide market-relevant training and placement opportunities to rural youth from impoverished backgrounds, thereby enabling them to secure gainful employment and contribute to the nation's socio-economic development.

This research paper aims to delve into the comprehensive analysis of the implementation of the DDUGKY Scheme in fostering skill development among rural youth. By examining the scheme's objectives, design, execution strategies, challenges encountered, and outcomes achieved, this study intends to provide valuable insights into the effectiveness and impact of DDUGKY in addressing the skill gap and enhancing livelihood opportunities in rural India.

The implementation of DDUGKY involves various stakeholders, including government agencies, implementing agencies, training partners, and rural youth beneficiaries. Understanding the roles and interactions of these stakeholders is crucial for assessing the scheme's efficacy and identifying areas for improvement.

Furthermore, this paper will explore the key components of the DDUGKY Scheme, such as skill training, entrepreneurship development, placement assistance, and post-placement support. By analyzing the strengths and weaknesses of each component, we can ascertain the overall effectiveness of the scheme in meeting its objectives and fostering sustainable livelihoods for rural youth. Moreover, the research will highlight case studies and success stories of individuals who have benefitted from the DDUGKY Scheme, shedding light on the transformative impact of skill development on their lives and communities. Additionally, it will critically examine the challenges and bottlenecks faced in the implementation process, including issues related to infrastructure, quality of training, industry linkages, and monitoring mechanisms.

In conclusion, this research paper seeks to provide a comprehensive evaluation of the DDUGKY Scheme's implementation in skill development for rural youth. By synthesizing empirical evidence, case studies, and expert insights, it aims to offer valuable recommendations for enhancing the scheme's effectiveness and maximizing its socio-economic impact. Ultimately, the findings of this study can inform policy makers, practitioners, and stakeholders involved in skill development initiatives, guiding efforts towards a more inclusive and sustainable approach to rural youth empowerment in India.

Introduction:

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (**DDU-GKY**) scheme 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. Taking into account the focus on improving quality and employment outcomes in the National Policy on Skill Development, and need to increase the coverage of Skill Development program in remoterural areas, the scheme has been announced as DDU-GKY on 25th September 2014. The skilling program for rural youth has now been refocused and re-prioritized to build the capacity of rural poor youth to address the needs of domestic and global skill requirements.

Scheme Implementation

DDU-GKY follows a 3-tier implementation model. DDU-GKY is now, a State led scheme being implemented in PPP mode, based on market demand driven target sanction process. The DDU-GKY National Unit MoRD functions as the policy-making, technical support and facilitation agency. The DDU-GKY Skills State Missions provide implementation support; and the Project Implementing Agencies (PIAs) implement the program in a PPP mode. DDU-GKY has developed a National Portal from July, 2016 for registration of PIAs and filing of project applications online from prospective Project Implementing Agencies (PIAs) to provide training and employment to youth.

Funding of the Scheme

DDU-GKY is a Centrally Sponsored Scheme (CSS) and projects are funded by Central and State Governments in the ratio of 60:40; in case of 8 North- east States, Himachal Pradesh and Uttrakhand the funding pattern is 90:10; and in case of J&K (where Himayat is being implemented) Central Government share is 100%.

Year-wise details of number of candidates trained and Placed under DDU- GKY since 2014-15 till the present year is given below:

| Year | Total no. of candidates trained under DDU-GKY | Total no.of Candidates placed under DDU-GKY |
|---------|---|---|
| 2014-15 | 43,038 | 21,446 |
| 2015-16 | 2,36,471 | 1,09,512 |
| 2016-17 | 1,62,586 | 1,47,883 |
| 2017-18 | 1,31,527 | 75,787 |
| 2018-19 | 2,41,080 | 1,38,248 |
| 2019-20 | 2,38,336 | 1,50,199 |
| 2020-21 | 37,906 | 49,563 |
| 2021-22 | 8,886 | 21,361 |

Roshni – A special initiative under DDU-GKY for left-wing extremist affected areas

A special initiative called Roshni was launched by Ministry of Rural Development on 10th June 2013 in a bid to further reach out to rural youth` in the country's 27 most critical Left-Wing-Extremism-affected districts in 9 States.

Key features of the Roshni initiative are as under:

- i. Roshni mandates 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 priority basis.
- ii. All Trainings under this sub scheme of DDU-GKY shall be fully residential in nature.
- iii. Demand driven allocation is being made to saturate the District with Roshni scheme.
- iv. Training will be imparted through public-private and public-public partnerships with registered PIAs.
- v. Placement-linked, market driven fully residential skill training will be provided.
- vi. Central Technical Support Agency allocated to States shall be monitoring agency for Roshni scheme.
- vii. 27 Districts are of 9 States are covered under this initiative.
- viii. Beneficiaries aged between 18-35 years with requisite aptitude depending upon the trade or job requirements are to be selected as per the Participatory Identification of Poor (PIP)

Important features of DDU-GKY:

- Market-led, placement-linked training programme for rural youth undertaken in a PPP mode.
- Mandatory assured placement to 70% of the trained candidates.
- Focus on rural youth from poor families in the age group of 15 to 35 years.
- Social inclusion of candidates through mandatory coverage of socially disadvantaged groups, i.e for SC/ST-50%, Minorities- 15%, and Women 33%
- Minimum Salary of Rs.6000 per month or minimum wages of the State which ever is higher (after a three month training course).
- Post-placement support to candidates.
- Career progression support to training partners.
- In allocation of skills projects, primacy given to Training Partners who can train and support overseas placement and captive placements.
- Promote PM's "Make in India" Campaign through Industry Internships supported through joint partnerships between industry and DDU-GKY.

Duties/Main activities/functions

National Level- Allocation of Targets and funds for implementation of the Program, support cost and Administrative Cost.

State Level- Allocation of Targets to Project Implementing Agencies, funds and monitoring of Program implementation in States, implement support cost activities and ensure adequacy of Human Resource for implementation of program.

Organizational Structure Diagram at various levels namely State, Directorate, region, district, block etc.

DDU-GKY follows a 3-tier implementation model. The DDU-GKY National Unit Mo RD functions as the policy-making, technical support and facilitation agency. The DDU-GKY Skills State Missions provide implementation support; and the Project Implementing Agencies (PIAs) implement the programme through skilling and placement projects in a PPP mode.

Mechanism available for Monitoring the service delivery and public grievance resolution

The grievances are redressed on priority according to the instructions on the subject issued by the Government of India from time to time.

Conclusion:

The implementation of the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDUGKY) Scheme represents a significant stride towards addressing the pressing need for skill development among rural youth in India. Through its concerted efforts to provide market-relevant training, facilitate placement opportunities, and offer post-placement support, DDUGKY has emerged as a cornerstone initiative in fostering socio-economic empowerment in rural areas.

This research paper has undertaken a comprehensive analysis of the DDUGKY Scheme, examining its objectives, design, execution strategies, challenges, and outcomes. By synthesizing empirical evidence, case studies, and expert insights, several key findings have emerged, shedding light on both the successes and shortcomings of the scheme.

One of the notable achievements of DDUGKY is its ability to reach out to marginalized rural youth and equip them with the skills necessary to secure gainful employment or become successful entrepreneurs. Numerous success stories attest to the transformative impact of DDUGKY in uplifting individuals and communities, thereby contributing to poverty alleviation and inclusive growth.

However, the implementation of DDUGKY has not been without its challenges. Issues such as inadequate infrastructure, varying quality of training, limited industry linkages, and gaps in monitoring mechanisms have posed obstacles to the scheme's effectiveness. Addressing these challenges requires concerted efforts from all stakeholders, including government agencies, implementing partners, training providers, and rural youth themselves.

In conclusion, while the DDUGKY Scheme has made commendable strides in promoting skill development and livelihood opportunities for rural youth, there is still room for improvement. Enhancing the scheme's effectiveness necessitates a multi-pronged approach that focuses on enhancing infrastructure, ensuring the quality of training, strengthening industry partnerships, and refining monitoring and evaluation mechanisms.

Moreover, there is a need for greater convergence between DDUGKY and other skill development initiatives to maximize synergies and avoid duplication of efforts. By fostering collaboration and innovation, policymakers, practitioners, and stakeholders can work towards a more holistic and sustainable approach to rural youth empowerment in India. In essence, the journey towards realizing the full potential of the DDUGKY Scheme is ongoing. By learning from past experiences, leveraging best practices, and embracing innovation, we can collectively strive towards a future where every rural youth has the opportunity to unlock their full potential and contribute meaningfully to India's socio-economic development.

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