

# Role of Deen Dayal Upadhayaya Grameen Kaushal Vikas Yojana (DDU-GKY) in Providing Skill Training Programme for Youth in Kerala

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**Abstract:** *The Government of India provides skill development programme for the youth of the nation by implementing Deen Dayal Upadhayaya Kaushalya Yojana (DDU-GKY). This vocational training and placement programme of Ministry of Rural Development (MoRD). Mainly focuses on rural youth between 15 – 35 years. The government of India targeting 500 million trained youth by 2022. According to 2011 census, India has 55 million potential workers (18– 35 years) in rural areas. Kudumbashree Mission in Kerala working as the Nodal agency in occupying a significant role in mobilizing students to the programme and conducting job fest with the help of Project Implementing Agency (PIA) in grass root operations. This paper critically analyses the role of DDU- GKY in promoting the skill enhancement training for the rural youth and targets and Achievement of the programme in the Kerala state.*

**Keywords:** Skill Development, DDU- GKY, Rural Development

## 1. Introduction

DDU-GKY focus skill training to rural youth who are poor and provide them carrier opportunities having monthly wages 6000 or above rupees that aims to promote rural livelihood.it is a part of National Rural Livelihood Mission (NRLM). The Ministry of Rural Development implemented DDU-GKY for comprehensive growth, by enhancing skills. Implementation of DDU-GKY includes State Governments, Kudumbasree, Technical Support Agencies, and various Project Implementing Agencies (PIAs).All project employees under DDU-GKY must trained, evaluated and qualified in the Standard Operating Procedures.

Over 180 million or 69% of the country's youth population between the ages of 18 and 35 years, live in its rural areas. Of these, the bottom of the pyramid youth from poor families with no or marginal employment number about 55 million. (Cities, 2019)

### Objective of the study

- Role of skill development training programme in youth,Kerala
- Find out employment achievement of through DDU-GKY in Kerala based on 2015 to 2018data

## 2. Methodology

The study is based on literature review and secondary data, which includes various articles, circulars and reports both from MoRD, State Poverty Eradication Mission Kerala and census reports

**Mission of DDU-GKY:** To reduce poverty by enabling poor for households to access gainful and sustainable employment through employment that provides regular wages. (MoRD, 2016)

**Implementation Model under DDU-GKY:** Each state have special role for implementing DDU-GKY programme .states

have full power to assess, approve and guide the program in their states after they achieve Annual Action Plan(AAP)status. At present, Total AAP states are Bihar, Gujarat, Kerala, Andhra Pradesh, Odisha, Rajasthan, Tamil Nadu, Telangana and Uttar Pradesh. The States manages fund releasing. DDU-GKY follows a 3-tier implementation model. The DDU-GKY National Unit at MoRD functions as the policy-making, technical support and facilitation agency. The DDU-GKY State Missions provide implementation support; and the Project Implementing Agencies implement the programme through skilling and placement projects.(MoRD,2016)

**Project Funding of DDU-GKY:** DDU-GKY provides funding support for placement linked skilling projects that address the market demand with funding support ranging fromRs.85,000 to over Rs.1 lakh per person, depending on the duration of the project and whether the project is residential or nonresidential. DDU-GKY funds projects with training duration from 576 hours (3 months) to 2304 hours (12 months).Funding components under DDU-GKY funds a variety of skill training programs covering over 250 trades sectors such as Retail, Hospitality, Health, Construction, Automotive, Leather, Electrical, Plumbing, Gems and Jewelry, etc. The only mandate is that skill training should be demand based and lead to placement of at least 75% of the trainees.(MoRD,2016)

### Courses offering under DDU-GKY

S.no	Course name	Duration (months)	Qualification
1	Basic car servicing	9	SSLC/ITI/Diploma
2	Hospitality Assistant	6	SSLC/ITI/Diploma
3	DTP & print publishing	6	SSLC/ITI/Diploma
4	Tourism hospitality, food & beverages service	3	SSLC
5	Retail sales person	3	SSLC
6	Automotive assistant	3	SSLC
7	Front office assistant	3	Plus two
8	Automotive customer relation assistant	3	Plus two
9	BPO computer hardware	6	Plus two

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	assistant		
10	Medical lab technician	9	Plus two
11	Operation theatre technician	8	Plus two
12	Accounting and tally	8	Plus two
13	Banking, finance ,Insurance service	6	Plus two
14	Guest relation manager	5	Plus two
15	Medical records and health information technician	7	Degree

**Specialties of DDU-GKY training programme**

- Awareness building within the community on the opportunities
- Identifying rural youth who are poor
- Mobilizing rural youth who are interested



Source: Fifth Annual Employment-Unemployment Survey 2015-16, Government of India

**Status of DDU-GKY kerala 2015 - 2018**

	2015-16	2016-17	2017-18	Cumulative
Training commenced	9,607	11246	25501	43654
Training completed	4,738	10722	20784	36244
Appointed	2,446	8,233	17305	27984
months job completed	681	5149	13245	19075

Source: [www.kubumbasree.org](http://www.kubumbasree.org)

The above table shows that 2015 to 2018 total 43654 commenced training ,in that 36244 trainees completed training (83.25 %). Total appointed persons were 27984(64.10%) and Placed for 3 months were 19075(43.70%).Then it portrays that interest of peoples towards DDU-GKY and placed trainees also increased.

**Drawbacks of DDU-GKY training programme**

- Problem immobilization
- Study gap of trainees after 10<sup>th</sup> or plus two
- Adjustmental problems of trainees
- Family issues
- Health issues
- Not willing to do job after free training period.
- Skill mismatch according to industry.
- Low salary

**4. Suggestions**

- Awareness creation about skill training programmes

- Training based on education qualification and aptitude
- Certified courses between 3 months to 12 months
- Eight hours class in a day
- Focus on SC/ST, minorities and women and special groups
- Free accommodation and food facilities
- Classes and labs with modern facilities
- Free personality development, computer and basic English classes
- At least 6000 rupees will be employed as monthly salary
- Daily T.A 125 rupees
- Post placement support, stipend up to 6 months

**3. Data Analysis and Interpretation**

- Aptitude test is needed before training
- Need based training programmes
- Counselling
- Conduct Recreation activities
- Increase training centers

**5. Conclusion**

The Government of India provides skill development programme for the youth of the nation by implementing Deen Dayal Upadhyaya Kaushalya Yojana (DDU-GKY). This vocational training and placement programme of Ministry of Rural Development (MoRD). Based on the secondary data reveals more people come forward to attend such training programmes but placed trainees for 3 months is very poor in number. So awareness programmes on various skill development programme is very essential in our society and salary after training must increase.

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