

An Overview on Deen Dayal Upadhyaya Grameen Kaushalya Yojana

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Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), the skill training and placement programme 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 the sustainable employment through the provision and incentives given to placement tracking, retention and career progression. The Government of India has set an ambitious target for providing skill training to 500 million of its youth by 2022, which is in line with the estimated demand for skilled manpower over the next decade. As per the 2011 census, India has the 55 million potential workers between the ages of 15 and 35 years in rural areas. At the same time, many industrialised nations are facing an ageing population problem. Some of these countries are expected to face a cumulative shortage of 57 million workers by 2020. These numbers represent a historic opportunity for India to transfer its demographic surplus into a demographic dividend. Several Ministries have been assigned targets for skilling India's youth to contribute to the Government's vision for making India the skill capital of the world.

Even as India moves towards becoming an international skills hub, there is need to

acknowledge the challenges prevailing 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.

Key Features of DDU-GKY

Outcome led design guaranteed placement for at least 75% trained candidates and moving towards minimum mandatory certification.

- Shift in emphasis from training to career progression. Incentives for job retention, career progression and foreign placement.
- Greater support to placed candidates, post-placement support, migration support and Alumni Network to enable farm to factory transition.

- Special Regional Focus Jammu & Kashmir (HIMAYAT), 27 Left Wing Extremist Districts (ROSHINI) North East states.
- SC/ST 50%, Ministry 15% women 33%
- Enable the poor and marginalized to access benefits demanded design through funding of skill training programme that are based on national and international market demands.
- Standards-led delivery pioneering standard operating procedures provide essential quality assurance framework for training infrastructure and service delivery.
- Inclusive program design mandatory coverage of socially disadvantaged groups.

DDU-GKY follows a 3 tier implementation model. The DDU-GKY National Unit at MoRD is the agency responsible for national policy-making, funding, technical support and facilitation. The DDU-GKY state skill mission embedded in general within the State Rural Livelihood Missions (SRLMs) are envisioned to play a central role in providing co-funding and implementation support to DDU-GKY in the state and the Project Implementation Agencies (PIAs) who implement the programme through skill training and placement projects.

This document is designed primarily to support the above stakeholders in implementation of the programme, by providing an outline of important administrative process. These guidelines apply to projects of DDU-GKY as well as Roshini except as modified by notifications issued from time to time, amending all or some aspects of the guidelines.

The guidelines provide a framework for major processes such as, who can be trained the essential eligibility norms for potential PIAs, projects and PIA appraisal norms, funding norms as well as the role and responsibilities of the stakeholders. Standard Operating Procedures (SOP), which will be notified from time to time. It is essential that the SOP and guidelines are read together, in order to understand the overall policy framework and institutional procedures for implementing DDU-GKY. The SOP and scheme guidelines are expected to serve as key reference documents for everyone involved in programme implementation. They would form a fundamental part of all training curriculum for the National Unit and State Skill Mission. This document is also meant to serve as a guide to current PIAs, and potential PIAs who will need to be clear about the processes detailed here in order to understand how they can partner effectively with DDU-GKY.

This document replaces the previously notified guidelines (Aajeevika Skills Guidelines September 2013) and replaces the same. The key changes in the updated scheme guidelines pertain to the following sections.

- (a) Prioritization of projects under appraisal process (5-12) : The criteria for prioritization applications during the appraisal process has been detailed.
- (b) PIA categories and criteria (4-7) : Eligibility criteria for PIAs has been streamlined and definition of PIA categories has been expanded to include training partners with experience in priority areas of DDU-GKY.
- (c) Expansion of beneficiary target group (3-11) : Definition of target group for DDU-GKY has been expanded to be made more inclusive. Youth from MGNREGA household with at least

15 days work in the previous financial year or from a household covered under auto inclusion parameters as per SECC, 2011 (when notified) or a household with a RSBY card or a Yojana/ BPL PDS card or a family member who is a member of an SHG under NRLM, and now all eligible for DDU-GKY. The minimum age for candidate has also been reduced to 15 years and the upper age limit for women and vulnerable populations has been revised to 45 years.

(d) Industrial Internship (3.2.2.13) : This section has been added to provide details on DDU-GKY support for industrial internships. Industrial Internships are a new intervention under

DDU-GKY where the programme provides funding support for 12 months internship programmes guaranteeing 75% placement.

Framing national policies is an iterative process that must be responsive to lessons from implementation efforts and the perspectives of all our key stakeholder. Consequently, this document continues to be a work in progress that will be improved upon in the future.

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Late Sarada Prasad Mishra

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Eminent fiction writer and Public Relations Officer Late Sarada Prasad Mishra was a good human being, successful both in personal and professional field. He was also associated with the editorial section of Utkal Prasanga. We pay our sincere obeisance on his sad demise.