



# Employment of Rural Youth Through Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY): A Study with Special Reference to Odisha

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## *ABSTRACT*

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) is the skill training and placement scheme launched by the Government of India which focuses on the development of the rural poor youth through need based training and sustainable employment. The special feature of this scheme is that it mandate for the placement of at least 75% of the trainees of different trades. On this backdrop, this study has undertaken on the basis of secondary data of last five years to examine the performance of DDU-GKY in the state of Odisha in term of training and placement of rural youth. The performance of the scheme implemented through Odisha Rural Development and Marketing Society (ORMAS) is found satisfactory as 75% of trainees have provided employment in 3 years out of 5 years under study. However, the identification of skill of youth in particular trade, lack of formal education, dropout from school and marketable skill are the major challenges for the effectiveness of this programme.

**Key words:** Sustainable development, ORMAS, need based, placement

## **1. Introduction**

India is called the youngest nation in the world as it has highest number of 10-24 year old with 35.6 crores followed by China which has 26.9 crores young people. Further, rural India is still the real India as according to census 2011, the rural population constitutes about 72.18% out of which 55 million are potential workers between the age group of 15 to 35 years. About 69% of the youth population of the country between the ages of 18 to 34 years lives in rural areas. The National Policy for Skill Development and Entrepreneurship 2015 has identified a skill gap of 109.73

million in 24 key sectors by the end of the year 2022. At the same time, many industrialized 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 transform its demographic surplus into a demographic dividend. It is in rural India a vast potential of talent and untapped creative and intellectual energy lies. Thus, the youths are the greatest wealth and strength of a nation and if this group of people will not be empowered, the nation as a whole cannot flourish and develop. The skill and knowledge are vital for the youth to channelize their potential in a positive way. Realizing the importance the government of India has implemented a number of skill development programme in the recent years. The major of them are Pradhan mantri Kaushal Vikas Yojana, National Apprenticeship Promotion Scheme, Craftsmen Training Scheme, Computer Siksha yojana. The DDU-GKY is one of the flagship programme of the central government launched on 25 September 2014 towards skill development and placement of rural youths.

## 2. Framework of DDU-GKY

Deen Dayal Upadhyaya Grameen Kaushalya Jojana is the demand-driven placement-linked skill training programme for rural youth. This initiative is a part of the National Rural Livelihood Mission (NRLM). DDU-GKY has its origin in the Aajeevika Skill Programme and the “Special Project” component of Swarnajayanti Gram Swarozgar Yojana (SGSY). The basic of this training programme would be to equip rural youth with manual skill to enhance their capacity to secure employment in the organized sector with adequate income generation. The trainings are being imparted on the basis of market demand and potential market opportunities in the field of construction, automobile, plumbing, gems and jewellery, retail, hospitality etc. This scheme promises for placement of at least 75% of the trainees with minimum wage of Rs.6000 per month.

DDU-GKY is uniquely focused on rural youth between the ages of 15 to 35 years from poor families having BPL card, PDS card, Rastriya Swatya Bima Jojana (RSBY), family members of SHS or a member of job card holder under MGNREGA who have worked at least 15 days in a year. Further, this scheme insists on mandatory coverage of socially disadvantage group such as SC/ST -50%, Minority -15%, women -33% and 3% for person with disability.

DDU-GKY follows a 3-tier implementation model. The Ministry of Rural Development is the apex agency responsible for national policy-making, funding, technical support and facilitation. The State Skill Missions (SSMs) or the State Rural Livelihood Missions (SRLMs) are the nodal agency to play a central role in providing co-funding and implementation support to DDU-GKY in the state and the external organization called Project Implementing Agencies (PIAs) implement the programme through skill training and placement projects. DDU-GKY provides funding support per person ranging from Rs.25, 696 to Rs.1 laksh depending upon the duration of the project. The duration of the training is generally for 3 months to 12 months.

As a part of the skill India campaign, it plays an instrumental role in supporting the social and economical programs of the government like the Make in India, Digital India, and Start up and Stand up India. DDU-GKY is operating in 28

states and union territories across 669 districts and over 7294 blocks of the country. At present, as much as 1242 projects are being implemented with more than 585 trades from 50 industrial sectors by over 557 partners. As on 11<sup>th</sup> July, 2019, training has been provided to over 7.9 lakhs candidates out of which 3.6 lakhs persons placed in different jobs.

### 3. Significance of the study

In Odisha, 83.3% of population resides in rural area and agriculture is still continuing as the main domain of employment as about more than 50% of rural workers engaged in this sector. Thus, DDU-GKY is the hope of ray of the rural youth for alternative source of employment opportunity. The state Odisha has shown an outstanding performance of the implementation of this skill development programme among the rural youth because it occupied first position in the country during the year 2018-19 towards training and placement in organized sector. Europe India Foundation for Excellence has also awarded Odisha as the Best state in Rural Skill Development on the occasion of Global Skill Development Meet organized at UNESCO headquarter in Paris in 23<sup>rd</sup> May ,2016. The state has also designated as National Resource Organisation in Deen Dayal Upadhyaya Grameen Kaushala Yojana for quality training and innovation. In this context this study possesses a greater significance to understand the implementation models and performance of DDU-GKY in Odisha.

### 4. Statement of the problems

A large number of welfare and poverty eradication programmes have been implemented earlier in the country since independence. The major of them are NREP, RLEGE, IRDE, JRY etc. but the performance of these programmes were not adequate to achieve its goal satisfactorily. Of course, the structure of DDU-GKY is unique in its place as it is a placement-linked skill training and demand driven programme. However, still questions rise on the effective implementation of the scheme as it needs a wider awareness among the rural youth, the quality of training provided by the PIA and the promise of sustainable employment. The dropout rate of students from school in rural area is also a matter of concern particularly in Odisha for successful skill training among the youth.

### 5. Review of literatures

**Thomas** (2018) in his study “Role of Employment Training Programme-Analysis of Performance of DDU GKY” concluded that the performance of the scheme in Kerala is not up to expectations and it needs further improvement.

**Naik** (2016) in his paper entitled “An overview on Deen Dayal Upadhyaya Grameen Kushalys Yojana” viewed that framing national policies is an iterative process and that must be responsive to lessons from implementation efforts and the perspective of all the key stakeholders.

**Saini** (2015) in his article “Skill development in India: Need, challenges and ways forward” suggested that in order to transform the demographic dividend of India an efficient skill development system is the need of the hour. Therefore,

to achieve its ambitious skilling target, it is imperative to have holistic solutions of the challenges instead of piecemeal interventions.

**Kumari** (2016) in his article “Skill enhancement through Deen Dayal Upadhyaya Grameen Kausal Yojana” has stated that DDU-GKY occupies a unique position amongst other skill training programme due to its focus on the rural poor youth and its emphasis on sustainable employment.

**Sanghi & Sensarma (2013)** suggested through their paper “Skill for all” that in order to achieve the desired goal of 50 million skilled workforces by end of the 12 plan skill gap analysis is essential both at the sectoral and regional level. Further they viewed that there is the need of setting up skill development centre and implementation of Kausal Vikas Yojana in uncovered blocks.

A number studies have been undertaken relating to the legal frame work of DDU-GKY and its implementation but no detailed investigation has made on the achievement of the scheme particularly in Odisha. Thus, the present study has undertaken on the topic “*Empowering Rural Youth through Deen Dayal Upadhyaya Grameen Kausalya Jojana (DDU-GKY): A study with special reference to Odisha*”.

## 6. Objectives of study

The specific objectives of this study are:

- a. To understand the model of implementation of the DDU-GKY in Odisha
- b. To evaluate the physical performance of the scheme in Odisha relating to training and placement.
- c. To study the training and placement of major trades under DDU—GKY in Odisha

## 7. Research methodology

This study is mainly based on secondary data collected from different journal, magazine, published report of government of India and Odisha.

## 8. Implementation model of DDU-GKY in Odisha

Odisha Rural Development and Marketing Society (ORMAS), an autonomous professional body under the agency of Panchayati Raj Department, Government of Odisha is implementing the DDU-GKY in the state. The innovative idea of ORMAS is that the Gram Rojgar Sevak (GRS) who are primarily employed for Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) works have been engaged under DDU-GKY with additional charge. The primary responsibility of GRS is to mobilize unemployed youth in rural area to take training under the scheme. The GRS are paid an additional incentive in phases from identification to till placement of the candidate. The MoRD, Government of India also approved an extra allowance for tracking the candidate after one year of placement. In appreciation of Odisha model of skill development under DDU-GKY, the Ministry of Rural Development,

Government of India has advised to all other states to adopt Odisha model. The states are advised to follow the example of ORMAS in hiring GRS or Community Resource Person (CRP) to mobilize unemployed rural youth for skill development and their placement. The states like Rajasthan and Bihar have already paid visit to study Odisha model of implementation. Thus, Odisha has recognized as the Best Skilling State by the Central Government due to commendable performance in skill development under DDU-GKY in Odisha during the year 2016-17 and 2017-18.

A three years action plan from 2019-20 to 2021-22 has been framed to train around 1.5 laksh rural youth of Odisha under placement linked programme of DDU-GKY with a financial outlay of Rs.1546 crores through 144 training centre. As on 27<sup>th</sup> September, 2019 about 20213 youth have already got training against the target of 50000 during the current year. ORMAS is focusing on individual candidate-wise tracking and follow up action from the level of household for training, placement and post-placement status for one year. Further, motivational activities are also intensified at the village level through contact with the potential household having dropout children. There are three Migration Support Centre (MSC) are operating at Tirupur, Bengluru and Bhiwadi in Rajasthan. These centers register the migrating skilled youth for job, organize health camp and provide them legal literacy and emergency support. There is also a proposal to set up another three migration support centre at Hyderabad, Pune and Bhubaneswar for facilitation and post-placement support.

### 9. Physical performance under DDU-GKY

The physical performance of skill training and placement under DDU-GKY in Odisha from the year 2014-15 to 2018-19 is shown in table 1.

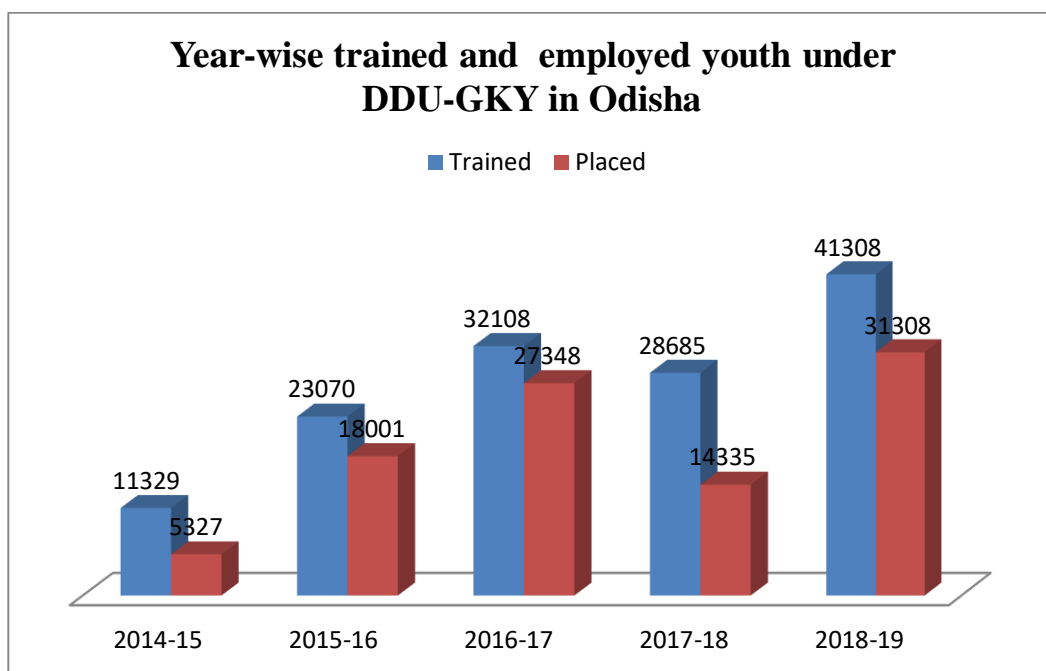
**Table 1: Year-wise physical achievement under DDU-GKY in Odisha**

Year	Trained	Placement	% of placement
2014-15	11329	5327	47.02
2015-16	23070	18001	78.03
2016-17	32108	27348	85.18
2017-18	28685	14335	49.97
2018-19	41308	31308	75.79
Total	136500	96319	70.56

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

It is evident from Table 1 that since the inception of the scheme in the state a total number of 136500 youth have been imparted training in different trades out of which 96319 consisting of 70.56% placed in various job. It is also remarkable that lowest 47.02% of trained youth have placed during the initial year 2014-15 and highest 85.18% have employed during the year 2016-17. As per the provision of the scheme the promise of 75% of placement is revealed in the state in three years out of five years under study.

Figure 1: Year-wise trained and placement of youth under DDU-GKY in Odisha



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

Data relating to training and placement under DDU-GKY depicted in Figure 1 clearly indicates that the numbers of youth participating under the training programme is continuously increasing about more than three and half time from 11329 to over 41308 during the five years under study from 2014-15 to 2018-19. On the other hand, the placement data show comparatively low during the year 2017-18

#### 10. Major trades under DDU-GKY in Odisha

The top ten trades in which training are being imparting to the rural youth under the scheme DDU-GKY in the state is shown in table 2.

**Table 2: Top ten trades of training and placement**

Sl.No	Training	Sl.No	Placement
1	Sewing Machine Operator	1	Swing Machine Operator
2	Sales Associates	2	Sales Associates
3	Hospitality Assistant	3	Hospitality Assistant
4.	Helper Electrician	4	F&B Service Steward
5.	F&B Service Steward	5	Electrician domestic
6.	Electrician domestic	6	Helper Electrician
7.	DTP and Print Publishing Asst.	7.	DTP and Print Publishing Asst.
8.	BPO Non Voice	8.	Health Care Multipurpose workers
9.	BPO Voice	9.	BPO Non Voice
10.	General Duty Asst.	10.	Security Guard

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



The table 2 shows that among top ten trades in which training are given under the scheme, in the first three traders like Sewing Machine operator, sales associates and hospitality assistant, employment has been given as per priority of training. Likewise, trained youth of DTP and Printing Publishing Assistant have placement as per the 7<sup>th</sup> top priority of training out of ten. In other trades, it reveal the mismatch of the training and placement as per priority under the scheme in Odisha.

## 11. Major findings

- a) Odisha Rural Development and Marketing Society (ORMAS) have played a pro-active role towards crating awareness among the rural youth about the scheme.
- b) The engagement of GRS is an innovative idea to stimulate the rural youth in the participation of training programme under DDU-GKY in Odisha.
- c) The numbers of participants under the scheme is continuously increasing and about more than three and half time from 11329 to over 41308 during the five years under study from 2014-15 to 2018-19
- d) The target of 75% of placement of trained youth as per the provision of DDU-GKY has been achieved during 3 years out of 5 years under study in Odisha.
- e) Out of 10 trades in which training is giving in priority basis, employment has also been provided in first top three trades such as Sewing Machine Operator, Sales Associates and Hospitality Assistant. In others trades except DTP and Print Publishing Asst, there is the mismatch between the priority of training and placement.

## 12. Conclusion

Rural unemployment and poverty are the major challenges for the all round development of our nation. As a major of improvement of employability and livelihood opportunity, Deen Dayal Upadhyaya Grameen Kaushalya Yojana occupies a unique position among other skill development programme. As it targets to the rural poor youth for sustainable employment through post placement tracking, retention and career progression. ORMAS plays a very pro-active role for creating awareness about skill development and placement among the rural youth through this scheme. The performance of DDU-GKY in Odisha towards training and placement is satisfactory but lack of formal education, dropout of students from school, selection of right person in right trade, standard and marketable skill are the major constraints for the effective implementation of the scheme in rural Odisha.

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