

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY)

Pandit Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) 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 been recently been further revamped in terms of announcement of Antoydaya Divas on 25th September 2014 as Pandit Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY). The skilling program for rural youth has now been refocused and reprioritized to build the capacity of rural poor youth to address the needs of global skill requirements.

2. Features of DDU-GKY

DDU-GKY is an important component of the National Skill Development Policy. As a poverty alleviation initiative, DDU-GKY proposes to make skill acquisition aspirational amongst the rural poor, thereby helping to create a highly skilled and productive workforce. Important features of DDU-GKY are as follows:

- Market-led, placement-linked training programme for rural youth undertaken in a PPP mode.
- Mandatory assured placement to 75% of the trained candidates.
- Focus on rural youth from poor families in the age group of 15 to 35 years belonging to:
 - MGNREGA worker household if any person from the household has completed 15 days of work,
 - RSBY household,
 - Antyodaya Anna Yojana card household,
 - BPL PDS card households,
 - NRLM-SHG household
 - households covered under auto inclusion parameters of SECC 2011.
- Social inclusion of candidates through mandatory coverage of socially disadvantaged groups, i.e for SC/ST-50%, Minorities- 15%, and Women 33%)
- Regional inclusion of candidates is enabled through:
 - A special sub-scheme for the youth of Jammu & Kashmir called Himayat
 - A special initiative for the rural youth of poor families in 27 most-affected Left-wing Extremist (LWE) districts across nine States called Roshni.
- Minimum Salary of Rs.6000 per month (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.
- Promotes PM's "Make in India" Campaign through Industry Internships supported through joint partnerships between industry and DDU-GKY.
- Rural India Skills Emblem (RISE) standard for rating rural skilled manpower for blue and rust collar jobs.

Implementation model

3. 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) status. Skilling projects for non AAP States are processed and appraised by MoRD, until their transition to AAP status. Similarly, MoRD manages fund release for each 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 9 states are AAP states and include Andhra Pradesh, Bihar, Gujarat, Kerala, Odisha, Rajasthan, Tamil Nadu, Telengana and Uttar Pradesh.
4. DDU-GKY follows a 3-tier implementation model. 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 programme through skilling and placement projects. Currently, a few States are 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 Programs (YP) and are called YP States. Skilling projects 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.

Eligibility for implementation of DDU-GKY projects

5. The Placement Linked Skill Development projects under DDU-GKY are implemented in PPP mode with Project Implementing Agency (PIA). At present, an organization that is a registered legal entity in India can partner with DDU-GKY as a Project Implementing Agency (PIA), subject to other essential conditions of eligibility. These include

(i) entities registered under the Companies Act of India 2013 (including Section 25 companies), the Indian Trusts Act, 1882, Societies Registration Act, 1860, the Cooperative Societies Act, 1912, State Cooperative Societies Acts, State Trust Acts, State Societies Acts, Multi-State Cooperatives Act 2002, Limited Liability Partnership Act 2008 and Government agencies.

(ii) Existence as an operational legal entity, in India, for more than three years at the time of application under DDU-GKY (this condition is not applicable to NSDC partners).

(iii) Positive net worth in at least two of the last three years (this condition is not applicable to NSDC Partners)

(iv) Average three years turnover that is at least 25% of the size of the project cost

(v) Consortium of two PIAs can apply subject to conditions

(vi) Franchisee/outsourcing is conditionally permitted

Programmatic Funding

6. DDU-GKY is a Centrally Sponsored Scheme (CSS) and follows the funding pattern as given below:

- (i) For all States (excluding North-east States)- 75% by Central Government
25% by State Government
- (ii) North-east States-90% by Central Government
10% by State Government

Funding for DDU-GKY projects

7. DDU-GKY provides funding support for placement linked skilling projects ranging from Rs. 25,696 per person to over Rs. 1 lakh, depending on the duration of the project and whether the project is residential or non-residential. DDU-GKY funds projects of different duration, from three months, to six, nine and twelve 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.

Types of training under DDU-GKY

8. DDU-GKY mandates two types of training in every course, i.e. a Generic Training on Soft Skills, English and Information Technology, and Trade Specific Skills. Such training can be structured for different duration, i.e. for 3 months (576 hours), 6 months (1152 hours), 9 months (1578), 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 Council (SSC) Standards. DDU-GKY mandates independent third party certification of every trainee to assess the skill, knowledge and attitude of each trainee. Such third party certification shall be undertaken by the PIAs only through those agencies empanelled by NCVT or Sector Skill Councils.

Achievement under DDU-GKY in 12th Plan period

9. Achievement in skilling and placement under DDU-GKY in the 12th Plan period is given below:

Year	Physical target (in no of candidates)	No of candidates trained	No of candidates placed
2012-13	2,12,000	2,17,997	1,62,552
2013-14	2,50,000	2,01,019	1,37,417
2014-15	2,10,000	86,120	52,286

Himayat- Special initiative in J&K

10. Himayat is a special scheme for skilling under DDU-GKY, M/o Rural Development 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 10th class or 12th class and those who are college drop-outs. The MoRD is investing Rs 235.30 crore in this scheme.

11. Key features of the Himayat Scheme are as under:

- (i) 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.
- (ii) This is a 100% centrally funded scheme.
- (iii) The scheme mandates at least 75 % of placement of total sanctioned target candidates
- (iv) The scheme provides for skilling and placement programs ranging from 3, 6, and 9 months.

Roshni- Special initiative in 27 most affected Left-Wing Extremist affected districts

12. Roshni is a special initiative under DDU-GKY launched on 7th June, 2013 for training and placement of youth from 27 most critical LWE affected districts. Key features of the Roshni initiative are as under:

- (i) 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.
- (ii) Training will be imparted through public- private and public-public partnerships with registered PIAs.
- (iii) 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.
- (iv) Placement-linked, market driven fully residential skill training will be provided.
- (v) The projects shall be funded jointly by the central and state governments in the ratio of 75:25.
- (vi) National Institute of Rural Development (NIRD) has been designated to act as monitoring and coordinating agencies for Roshni.
- (v) 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.