

# Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY): A study of Mizoram

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**Abstract-**Deen Dayal Upadhyaya Grameen KaushalyaYojana (DDU-GKY) has shown the way to empower rural youth in Mizoram. In knowing the importance of rural livelihoods and youth employment, Mizoram State Rural Livelihoods Mission (MzSRLM) started Deen Dayal Upadhyaya Grameen KaushalyaYojana (DDU-GKY) program in Mizoram which aims to skill and empower rural youth through training, such as, housekeeping attendant, data entry operator, sales associate, tailoring, general duty assistant, making technician, training chef, Airline cabin crew, Light Motor Vehicle driving etc. These trainings are given to rural youth to empower them and provide regular jobs having regular monthly income. The objective of the study is to find out the importance of DDU-GKY in ensuring employment to rural youths. The study finds out that hundreds of rural youths benefitted the program and gets regular income.

**Key words:** *DDU-GKY, training, youth, employment*

## INTRODUCTION

The term youth may simply be defined as the period between childhood and adult age. In India, youth can be divided into two broad categories i.e., urban youth and rural youth. It is estimated that India has the largest youth population in the world. While the population of urban youth stands at 32-33 percent of the total Indian youth, rural youth population stands at 67-68 percent. However, the employment rate of Indian youth (15-24 years)<sup>1</sup> stood at 10.4% in 2021-22<sup>2</sup>, which means, 89.6% of Indian youth are unemployed. India's rural youth population stands at approximately 67% to 68%<sup>3</sup> of the total population.

In knowing the importance of rural livelihoods and youth employment, the Ministry of Rural

Development, Government of India has launched the National Rural Livelihoods Mission (NRLM) in June, 2011<sup>4</sup>. By following the pattern, Rural Development Department, Government of Mizoram has launched Mizoram State Rural Livelihoods Mission (MzSRLM) and finally, on 15<sup>th</sup> December 2016, orientation of Deen Dayal Upadhyaya Grameen KaushalyaYojana (DDU-GKY) was done under MzSRLM. The main aim of DDU-GKY is to impart training and skill rural, such as, housekeeping attendant, data entry operator, sales associate, tailoring, general duty assistant, making technician, training chef, airline cabin crew, LMV driving etc. These trainings are given to rural youths to provide regular jobs and regular monthly wages. It is funded by the Ministry of Rural Development (MoRD) – Central Government and the State Government at 90:10 for all the North-eastern States of India.

Main Features of DDU-GKY:<sup>5</sup>

- 1) DDU-GKY target group are rural youth's between 18 – 35 years of age.
- 2) The main preferences are given to Below Poverty Line family, Saansad Adarsh Gram Yojana village, member of Self Help Groups, Poorest of the Poor etc.
- 3) DDU-GKY is a placement-linked training. It guaranteed placement for at least 70% trained candidates.
- 4) DDU-GKY provides residential training for trainees.
- 5) Standard Operating Procedure and Guidelines of DDU-GKY, Mizoram are laid down by Ministry of Rural Development, Govt. of India and it is updated from time to time.

<sup>1</sup> World Bank defined youth as 15-24 years of age.

<sup>2</sup> Yogima Seth Sharma, ET Bureau in The Economic Times (<https://economictimes.com>) on 10.3.2024( Centre for monitoring Indian economy)

<sup>3</sup> <https://www.orfonline.org.>indias-r> retrieved on 10.3.2024

<sup>4</sup> <https://aajeevika.gov.in/> (Accessed on 10.03.2024)

<sup>5</sup> <https://srlm.mizoram.gov.in/page/ddu-gky/overview-1> (accessed on 10.03.2024).

- 6) Skill development training under DDU-GKY monitors and evaluates all the candidates even after placement to ensure quality placements. It is the main difference from other skill development training undertaken by other Departments in Mizoram
- 7) After training, it also ensure payment of minimum wage ie., Rs. 6,000 for 3 months, Rs. 8,000 for 6 months, Rs. 12,000 for 8 months, Rs. 15,000 for 12 months and 25000 for foreign placement.(See Table:1)

Table: 1 Training period and minimum wages

No. of Months	Salary per Months
3 Months	Rs. 8000
9 Months	Rs. 12000
12 Months	Rs.15000
Foreign placement	Rs. 25000

Source: DDU-GKY Office, Aizawl

Table: 2 Post Placement Support

Domicile	Amount
Within District of domicile	Rs. 1000 per month for two months
Within State of domicile	Rs. 1000 per month for three months
Outside State of domicile	Rs. 1000 per month for six months

Source: DDU-GKY Office, Aizawl

The above table: 2 shows that the monetary support given to the trained person on placement. Duration of support after placement i.e., two, three and six months is made according to their domicile or place of placement.

### ORGANIZATION

1. At present, DDU-GKY, Mizoram has 9 staff consisting of 2 State Mission Managers, 2 Project Managers at State Mission Management Unit (SMMU) and 5 Districts Staff (Aizawl, Lunglei, Siaha, Mamit and Serchhip).
2. National Institute of Rural Development is Empanel Technical Support Agency (TSA). It assists the MzSRLM to evaluate proposals and inspect training centres.
3. NABARD Consultancy Services (NABCONS), Guwahati, Assam is Empanel Central Technical Support Agency (CTSA) DDU-GKY, Mizoram. It is appointed by Ministry of Rural Development

(MoRD), Govt. of India and entitled to a grant-in-aid of 1.5% of the total project cost sanctioned for concurrent monitoring and providing assistance to SRLM.

### Project Implementing Agency (PIA):

Project Implementation Agency is an agency which imparts trainings to the applicants under DDU-GKY, Mizoram. At present, DDU-GKY Mizoram has 10 Project Implementing Agencies.

Table: 3 Name, Trade and training centre location of PIAs

Sl. No	Name of PIA	Trade	Training centre location
1.	Apollo Medskills Ltd	General duty assistant and Geriatric Aide	Aizawl, Mizoram
2.	Associated Chambers of Commerce and Industries of India (ASSOCHAM)	Home delivery boy	Aizawl, Mizoram
3.	Big Concept Foundation Pvt. Ltd.	Food and Beverage Service and Retail Sales	Zonuaam, Aizawl
4.	COD NERC	Data Entry Operator	Aizawl, Mizoram
5.	eCentric Solutions Pvt. Ltd.	Domestic Data Entry Operator	Falkland, Aizawl, Mizoram
6.	Himali Educational and Welfare Society	Training chef and Baking Technician	Siliguri, West Bengal
7.	Infovalley Educational & Research Pvt. Ltd.	Air Line Cabin Crew	Guwahati, Assam
8.	Integrated Development of Environmental Awareness Society (IDEAS)	Room Attendant	Mission Vengthlang, Aizawl, Mizoram
9.	Mission Foundation Mizoram(MFM)	General Duty Assistant and Masonry	Berawtlang, Aizawl, Mizoram
10.	Social Justice & Development India (SJ&DY)	LMV Driver, Electrician, Domestic Worker and Tailoring	Chawlhhmun, Aizawl, Mizoram
11.	Synchroserve Global Solutions Pvt. Ltd.	Retail Sales Associates	Hyderabad and Aizawl, Mizoram

Source: DDU-GKY Office, Aizawl

Project Implementing Agency (PIA) Selection Process:<sup>6</sup>

1. Invitation for Project Proposal: DDU-GKY invites agencies to apply through website to be a Project Implementing Agency (PIA) within a stipulated time period.
2. Initial Screening (IS) and Qualitative Appraisal (QA) of Project Proposal: National Institute of Rural Development screens the Project Proposal submitted by PIA for approval or rejection at the initial level. After approval in the Initial Stage, Qualitative Appraisal is conducted by TSA which involves a complete check of documents, evaluation and visit of PIA Headquarter.
3. Project Approval Committee (PAC): PAC meeting is held under the Chairmanship of Chief Secretary of the State along with the Co-Chairman, Commissioner & Secretary of R.D Department, State Mission Director, Member Secretary, Chief Executive Officer, MzSRLM and 10 other PAC members. PAC is conducted after PIA project proposal are approved in IS and QA for final approval of project. Based on presentation and interaction between PAC members and PIA the project proposal of PIA may be approved or rejected.
4. Commencement of Project: After approval of PIA project proposal, MoU is signed and followed by funds released and project commencement.

Achievements and Status of on-going training:

Table: 5 Achievements of the PIA'S as on October, 2022

Mizoram	Commen- ced	Train- ed	Assess- ed	Certifi- ed	Plac- ed
Total	2726	1468	1317	1055	819

Source: DDU-GKY Office, Aizawl

The above table: 5 indicated that the number of person enrolled since the commencement, number of person who finished training, number of person who passed assessment, number of person who are certified and number of person who are placed to their placement office.

Table: 6 Status of on-going training

Total No. of training centre operational	No. of trainees (where training continuing)
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7 training centre	226
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Source: DDU-GKY Office, Aizawl

The above table: 6 shows that 7 training centre are operational excluding ASSOCHAM and COD NERC and 226 trainees are attending trainings.

Problems Faced:

- 1) Placement within the State of Mizoram is difficult as the prospective employer were not able to provide the expected wages as per DDU-GKY norms.
- 2) The training process and placement has been largely hindered by the outspread of Coronavirus disease (Covid-19).

SUGGESTIONS

- 1) To promote Deen Dayal Upadhyaya Grameen KaushalyaYojana (DDU-GKY) programmes and its achievements widely to the general public.
- 2) To encourage private sector enterprises within Mizoram to participate in the programmes.

REFERENCE

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<sup>6</sup> National Rural Livelihoods Mission (NRLM) Manual for District Level Functionaries, 2017.