DDU-GKY
Deen Dayal Upadhyaya
Grameen Kaushalya Yojana
Empowering India • Powering the World

Ministry of Rural Development, Government of India

What is DDU-GKY?

Placement linked skill development program

DDU-GKY Programme Features

Targets poor rural youth between ages of 15-35

Social inclusion – 50% for SC/STs, 33% for women, 3% PWD

SECC and PIP, NREGA /RSBY/AAY card Holder & SHG family members

Post-Placement Tracking for one year

Retention and career progression support

Priority to foreign placement, champion employers, captive employers, industrial internships

Regional inclusion - ROSHNI (27 critical LWE districts); HIMAYAT - J&K

Fully Common Norms Complied Skilling

Pioneer in migration support centres

Focus on ASK Agenda (Attitude, Skills & knowledge)

Building positive Attitudes:

- Work Readiness & Discipline

- Self-confidence & self-belief through PRISM Awards

- Professional pride in quality of work through PRISM Awards

Building Skills:

- Domain Labs with real-life equipment as in industry & Trainer competencies
- Linkages with local industry for guest lectures, student interactions etc.
- On-the-Job Training
- 160 hours of Soft Skills, Functional English and Basic IT Skills

DIY Know-How:

- Learn by Doing

- Structured delivery using contemporary pedagogy relevant for core clientele

- Study at your own pace using tablet PCs

DDU-GKY

- Training in NSQF aligned courses under NCVT, SSC and other recognized standards

- Minimum duration of training- 576 hours (3 months)- 160 Hours of Soft Skills & IT Skills

- Domain Training + Option for OJT (1/3rd)

- Only certified Trainers

- Assessment and certification- NCVT or Sector Skill Council

- Tablet PC mandatory during training for candidates

- Aadhaar based Biometric attendance for trainers and trainees

- CCTV compulsory in all classrooms

DDUGKY – Incentives - Candidates

- Free uniforms to candidates

- Tablet PC during Training

- Residential Courses – Free Boarding & Lodging

- Non Residential Courses – Rs.125 / day to Candidate

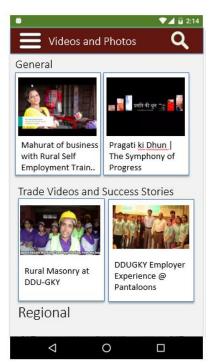- Post Placement Support – Rs.2000 to Rs.6000 /-

- Incentives
  - Career Progression support
  - Retention support
  - Foreign Placement support
  - Mobile Tracking support @ Rs 50 PM
- PPS Payment in Bank accounts
- One Time travel support @Rs.4,500

Kaushal Panjee Skill Register

11 lakh candidates registered

- Encourage registration of youth in Kaushal Panjee
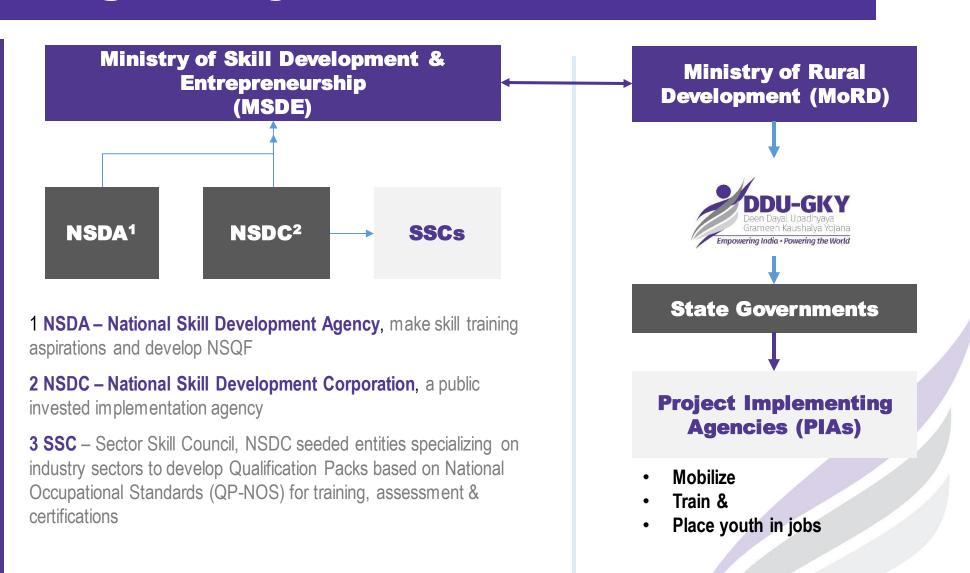
- Find nearest training centres for enrolment

Skilling Eco-system & DDU-GKY

National Policy for Skill Development & Entrepreneurship 2015

Policy architecture, covering:

- Skills demand
- Outcomes
- National Skills Qualifications Framework (NSQF)
    - Qualifications, assessment & certification framework
- Cost Norms
- Aspirations for skill training

Ministry of Skill Development & Entrepreneurship (MSDE)

NSDA[1]   **NSDC[2]** → **SSCs**

1 **NSDA – National Skill Development Agency**, make skill training aspirations and develop NSQF

2 **NSDC – National Skill Development Corporation**, a public invested implementation agency

3 **SSC** – Sector Skill Council, NSDC seeded entities specializing on industry sectors to develop Qualification Packs based on National Occupational Standards (QP-NOS) for training, assessment & certifications

Ministry of Rural Development (MoRD)

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State Governments

Project Implementing Agencies (PIAs)

- **Mobilize**
- **Train &**
- **Place youth in jobs**

Implementation architecture

MoRD ➡

- ✓ Policy making

- ✓ Technical Support

- ✓ Facilitation

- ✓ Monitoring and Implementation support, where needed

- ✓ Ensure compliance to Standards

- ✓ Invest Central Government component in projects

SRLM/ State Skill Mission (SSMs) ➡

- ✓ Ensure compliance with Standards

- ✓ Monitoring and Implementation Support

- ✓ Invest State Government components in projects
  - ✓ Skill Gap Study
  - ✓ IEC
  - ✓ Monitoring
  - ✓ Capacity Building
  - ✓ Job Mela
  - ✓ Migration Support Center

Project Implementing Agencies (PIAs)

Plan, implement skilling courses and placements in accordance with Guidelines and SOPs

Skill Gap Analysis to understand market demand as well as aspiration of rural youth
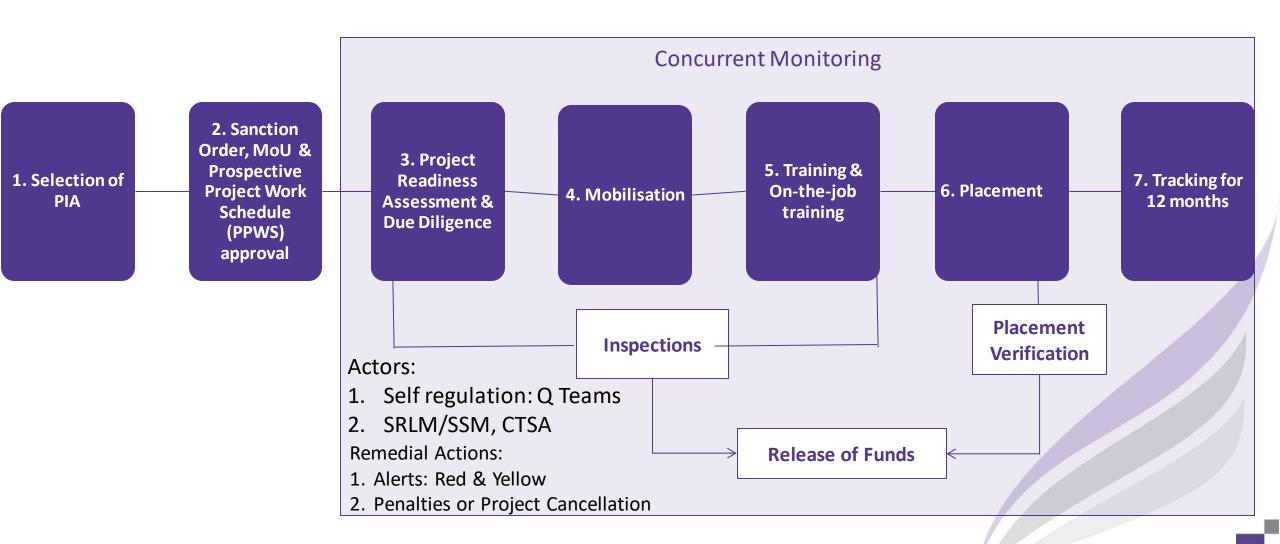
Mobilize, Train and Certify through a Third-party Assessor, where the curricula is in accordance with NCVT or SSCs

Ensure 70% placements and support graduates for 1 year post placement

Establish quality management

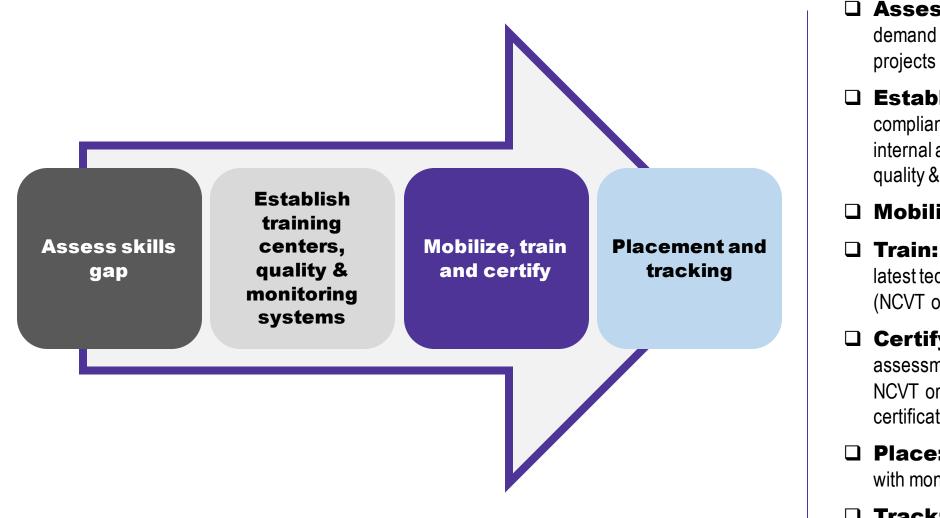Set-up website and provide up-to-date MIS

Implementation Process Flow

Concurrent Monitoring

1. Selection of PIA

2. Sanction Order, MoU & Prospective Project Work Schedule (PPWS) approval

3. Project Readiness Assessment & Due Diligence

4. Mobilisation

5. Training & On-the-job training

6. Placement

7. Tracking for 12 months

Inspections

Placement Verification

Release of Funds

Actors:
1. Self regulation: Q Teams
2. SRLM/SSM, CTSA

Remedial Actions:
1. Alerts: Red & Yellow
2. Penalties or Project Cancellation

Selection of PIAs & Funds release

- 24 x 7 Online Registration & Proposal submission on central portal

- Project category - A (upto Rs.50 crores), B (Upto Rs.15 crores) & C (upto 5 crores)

- Appraisal by State Notified Appraisal Agencies

- Approval of projects - State Government

- Installments

  - 1st installment: 25% (signing of the MoU)

  - 2nd installment: 50% (10% training & placement target; 60% fund utilization)

  - 3rd installment: 15% (90% training & placement target, 90% fund utilization)

  - 4th installment: 10% (closure report)

- All funds release and utilisation are tracked using PFMS

Roles & Responsibilities of the training partner

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Assess skills gap  →  Establish training centers, quality & monitoring systems  →  Mobilize, train and certify  →  Placement and tracking
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- ❑ **Assess skills gap:** study local demand and identify jobs prior to proposing projects
- ❑ **Establish training centres:** compliant to DDU-GKY standards, set-up internal administrative teams focused on quality & monitoring of projects
- ❑ **Mobilize youth**
- ❑ **Train:** using innovations in pedagogy & latest technologies, based on curriculum (NCVT or QP-NOS of SSCs)
- ❑ **Certify:** facilitate final or external assessment by accredited agencies of NCVT or SSC and issue of co-branded certificate (min 50%)
- ❑ **Place:** min 70% in wage employment with monthly salary of Rs. 6,000/- or more
- ❑ **Track:** track candidates for 12 months after completion of course

Quality assurance framework
3-TIER CONCURRENT MONITORING & EVALUATION

Self-regulation by Q-Teams of training partners

State Missions/ State appointed Technical Support Agencies

National Mission Management Team through its Central Technical Support Agencies (CTSAs)

Quality Assurance framework
EXTENSIVE USE OF TECHNOLOGY

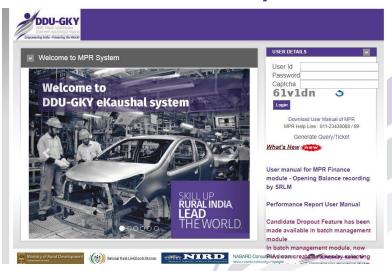**Authentication of candidates – geo-tagged biometric attendance**

CCTV recording

Remote monitoring through sampled analysis of CCTV Data

Tablet PCs to all candidates

Workflow based IT system

13/10/2018

Coverage & Achievement (2018-19)

913 Ongoing Project

406 Training Partners

43 Sectors Covered

454 Trades covered

1136 Active TCs

1.24 lakh under training

85276 trained

79066 placed

Cummulative

Trained – 6.14 Lakh

Placed - 4.04 Lakh

Legend:
- ● 27 Roshni (LWE) Districts
- ● 22 Sagar Mala Districts
- ● Himayat (Jammu & Kashmir)

What to observe

Governance at State/ District Level

- Human Resource Adequacy for Skilling:
- SOP certified professionals
- Targets allocated to Districts
- Timely release of funds for Support Cost Activities & Utilization of Support Costs – Capacity Building, IEC, ToTs, Job Melas etc.
- Adherence to Guidelines & SOPs
- Concurrent Monitoring:
  - Inspection reports.
  - Remedial Actions monitoring mechanism
- Partnership Plan for sustainability
- Mobilisation Plan and support
- Grievance Redressal Mechanism: PIA & Candidate

PIAs/ Training Centres

- Training Centre Infra:
  - Physical Infra specifications- Due Diligence Reports
  - Domain Lab – equipment, technology & Obsolescence
  - IT Lab
- Training Centre processes:
  - Geo-tagged Biometric Attendance record
  - CCTV recording & local storage
  - Tablet PCs
  - Activity cum Lesson Plan
- Training Centre Administration
  - Trainer Qualifications
  - Trainer Attendance
- Candidate Entitlements:
  - Bank Account, Aadhaar Card
  - Assessment & Certification
- Grievance Redressal Mechanism

Training Centres in Aspirational Districts

- Presently Active in: 58 Aspirational Districts

- Active Training Centres: 165

- Active Training Capacity: 19,172

State	No of Aspirational Districts	No of Districts with Active TCs
Andhra Pradesh	3	3
Arunachal Pradesh	1	0
Assam	7	5
Bihar	13	9
Chhattisgarh	10	4
Gujarat	2	0
Haryana	1	0
Himachal Pradesh	1	1
Jammu And Kashmir	2	1
Jharkhand	19	10
Karnataka	2	1
Kerala	1	1
Madhya Pradesh	8	3
Maharashtra	4	1
Manipur	1	0
Meghalaya	1	1
Mizoram	1	0
Nagaland	1	0
Odisha	10	8
Punjab	2	0
Rajasthan	5	2
Sikkim	1	0
Tamil Nadu	2	0
Telangana	3	2
Tripura	1	0
Uttar Pradesh	8	1
Uttarakhand	2	1
West Bengal	5	4
TOTAL	117	58

RSETIs- at a glance

- 586 RSETIs , 31 Banks

- 28 States & 4 UT (Except Goa)

- NAR - capacity building, mentoring & monitoring

Achievements till Now

- 29.09 lakhs trained

- 19.62 lakhs settled

Rural Self Employment Institute (RSETI)- Total 586

- Funding- MoRD
  - Training- CNN
  - Infrastructure cost - Rs. 1 Crore
- States - land for RSETI Building
- Banks provide Administrative support

Rural Self Employment Institute (RSETI)- Total 586

- Common Norms for Skill Development (w.e.f 13 Nov 2017)

- SOPs for RSETIs

- AEBAS implemented across RSETIs

- Use RSETI - counselling & mobilization centre

- Partnering with Industry Bodies for rural entrepreneurships

- Certified Master Trainers

Your Query please