



SWOT ANALYSIS OF DEEN DAYAL UPADAYAYA GRAMEEN KAUSHLYA YOJANA - A SKILL DEVELOPMENT INITIATIVE

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ABSTRACT:

According to the census 2011, India has 55 million potential workers between the age group of 15 – 35 years in rural areas. At the same time, the world is expected to face a shortage of 57 million workers by 2020. This presents a historic opportunity for India to transform its demographic surplus into a demographic dividend. The Ministry of rural development implements DDU GKY to drive this national agenda for inclusive growth, by developing skills and productive capacity of the rural youth from poor families. There are several challenges preventing India's rural poor from competing in the modern market, such as the lack of formal education and marketable skills. DDU GKY bridges this gap by funding training projects benchmarked to global standards, with an emphasis on placement, retention, career progression and foreign placement. So the present paper gives an emphasis on SWOT analysis of DDUGKY in India.

KEYWORDS: Skill Development, DDU GKY, SWOT, Employment... Etc.

ABOUT DDU GKY

Pandit Deen Dayal Upadaya Grammen Kaushlya Yojana (DDU GKY) is a placement linked skill development scheme for rural poor youth. This initiative is the 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 Swarna Jayanthi Gram Swarozgar Yojana (SGSY), which was subsequently renamed as Aajeevika skills when SGSY was converted to NRLM. The placement linked skills scheme, Aajeevika skills has been further revamped in terms of announcement of Antyodaya divas on 25th September 2014 as 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.

The National Policy for skill development & Entrepreneurship 2015 has identified a skills gap of 109.73 million in 24 key sectors by the year 2022. This number cannot be achieved without addressing the BoP 55 million from rural India. Also, a FICCI and Ernst – Young study published in 2013 identified a shortage of over 47 million skilled workers across the globe by 2020. This presents an unprecedented opportunity for India to train its BoP youth population and place them in jobs across the world and realize its demographic dividend.

The Ministry of Rural development (MoRD) announced the DDU GKY Antyodaya Diwas, on 25th September 2014. DDU GKY is uniquely focused on rural youth between 15 and 35 years from poor families. As a Part of the skill India campaign, it plays an instrumental role in supporting the social and economic of the government like Make in India, Digital India, Smart Cities, and Startup India, Standup

India campaigns. Over 180 million or 69 percent of the country's youth population between the ages of 18 and 34 years, live in its rural areas. Of these the bottom of the pyramid youth from poor families with no or marginal employment is about 55 million.

OBJECTIVES OF DDU GKY

- To study about the impact of skill development initiatives in India especially on DDU GKY.
- To understand the Strength, Weakness, Opportunities and Threats of DDU GKY and provide necessary suggestions.

METHODOLOGY

The exploratory study is based on secondary data sources. The particular data has been collected from various published sources. It includes published reports from the website of DDU GKY, kudumbashreeetc. The statistical tools like tables, compound growth rates and percentage analysis has been employed to investigate the results for the study.

SIGNIFICANCE

Skill development is an earned aptitude with copious enthusiasm. The transition of a pupil into employee requires two major skill set one is soft skills and the other hand hard skills. The perfect combination and permutation of hard and soft skills can be well defined as employable skills. In the optimistic permeation of globalization, an individual in whatever nook of the globe has an opportunity to try and emulate one's skills across the world. The career market of any aspiration lays a red carpet welcome to those who prove and exhibit the edification of employability skills. The present study identifies, suggests and modifies the skills require to clutch prospective opportunities available and uplift the performance of project DDU GKY as an agent for providing academic and professional arena.

LIMITATIONS

There are some limitations has been found in this research paper. Firstly, the study is purely based on secondary source of data and the conclusions are framed on the basis of this. Secondly, the authenticity of the study result is purely depending on the authenticity of published reports.

FEATURES OF DDU GKY

DDU GKY is an important component of the National skill Development Policy. As a poverty alleviation initiative, DDU GKY progress proposes to make skill acquisition inspirational 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 program for youth undertaken in PPP mode.
- ✓ Mandatory assured placement to 75 percent 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 households.
 - Antyodaya Anna Yojana household.
 - BPL PDS card house hold.
 - NRLM – SHG household
 - House hold covered under auto inclusion parameters of SECC 2011.
- ✓ Social inclusion of candidates through mandatory coverage of socially disadvantaged group, i.e., for SC/ST – 50 percent, Minority -15 percent and women 33 percent.
- ✓ Regional inclusion of candidates in enabled through :
 - A special sub-scheme for the youth of Jammu Kashmir called Himayath.
 - A special initiative for the rural youth of poor families in 27 most affected Left-Wing Extremists (LWE) districts across nine states called Roshini.
- ✓ 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, primary given to training partners who can train and support overseas, placement and captive placements.
- ✓ Promotes PM's Make in India campaign through industry internship support through joint venture 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

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 status. Skilling projects for non AAP states are processed and appraised by MoRD, until their transition to AAP states. Similarly, MoRD manages fund release for each project for these states. The transition to AAP status is dependent upon the state having dedicated HR structure at the state and district level, having a project appraisal policy that is in sync with DDU GKY and policy on case of government infra-structure. At present, a total of 9 states are AAP states and include Andhra Pradesh, Bihar, Gujarat, Kerala, Odisha, Rajasthan, Tamil Nadu, Telangana and Uttar Pradesh.

DDU GKY follows a three 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 implementation agencies (PIA) implement the program through skilling and placement projects. Currently, a few states are annual action (AAP) states. They appraise and approve projects of PIA independently, based on their Annual Action plan (AAP) approved by MoRD. Fund release is managed by the states. Other states implement projects through Year Programs and are called YP states. Skilling projects for these states are processed and appraised by MoRD, until their transition to AAP states. Similarly fund release for each project is managed by the MoRD.

Eligibility for implementation of DDU GKY projects.

The placement linked skill development project under DDU GKY is 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. They include,

1. Entities registered under the companies act of India 2013 (including section 25), the Indian Trust act 1882, Societies registration act 1860, the cooperative societies act, 1912 , State cooperative societies act, State Trust act, State societies act, Multi-state cooperatives act 2002, Limited liability partnership act 2008 and government agencies.
2. Existence as operational legal entity, in India, for more than three years at the time of application under DDU GKY (this condition is not applicable for NSDC partners)
3. Positive net worth in at least two of the last three years (this condition is not applicable for NSDC partners)
4. Average three years turnover that is at least 25 percent of the size of the project cost.
5. Consortium of two PIAs can apply subject to conditions.
6. Franchisee/outsourcing is conditionally permitted.

PROGRAMMATIC FUNDING

DDU GKY provides funding support for placement linked skilling projects ranging from 25,696 per person to over Rs. one Lakh, depending on the duration of the project and whether the project is residential or non-residential. DDU GKY projects funds of different duration from three, six, nine, and twelve months. Funding components include supporting costs, boarding and lodging (Residential

programs), transportation costs, post placement support cost, career progression and retention support costs.

Types of training under DDU GKY

DDU GKY mandates two types of training in every course, i.e. is Generic training on soft skills, Communicative English and information technology, and trade specific skills. Such training can be structured for different duration, i.e. for 3 months (hours), 6 months (....hours), 9 months (hours) 12 months (hours) and courses beyond 12 months. The training plan can also provide On-the-job training (OJT) as part of training module, which cannot exceed 30 days for a month course, 60 days for a six month course, 90 days for a nine 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 in skilling and placement under DDU-GKY in the 12th plan period is given below

Table 1; Achievement under DDU GKY in 12th plan period

Year	Physical target (in no of Candidates)	No of Candidates trained	No of Candidates Placed	% of No of Candidates placed
FY 2012-13	2,12,000	2,17,997	1,62,552	75
FY 2013-14	2,50,000	2,01,997	1,37,417	68
FY 2014-15	2,10,000	86,120,	52,286	60
FY 2015-16	1,77,986	2,36,471	1,09,512	46
FY 2016-17	2,00,014	1,62,586	1,47,883	96
FY 2017-18	2,00,000	1,31,527	75,787	58
FY 2018-19	2,00,000	1,18,405	95,015	80
As on 30 th Nov 18	9,88,014	6,35,751	3,48,161	55
CGR	12.15	7.04	6.00	-0.86

Source: ddugky.gov.in

The achievement under DDU GKY in 12th plan period shows that, there is 12.15 per cent increase annually recorded by physical target achieved, in the form of increase in number of candidates under the program. Whereas the number of candidates trained was recorded an improvement of 7.04 per cent annually over the period under study. But the rate of growth is far below than the physical target achieved, which shows that there is almost 5 percent over all dropout ratio under the scheme during the 12th plan period. The total number of candidates, who placed after their training again recorded a positive growth of 6.00 per cent annually, which clearly indicate as lowest when compared with number of candidates who have successfully completed their training. Which indicate that 100 percent placement offered by the scheme is yet not achieved its target. The percentage of candidates placed is once again prove the same inefficiency of the project, which shows 0.86 percent annual reduction of candidate placing out of the scheme over the 12th plan period.

DDU GKY SWOT ANALYSIS

SWOT analysis helps to analyze the strength, weakness, opportunities, and threats of an individual. It is a scientifically designed technique used to understand the strength, weakness and threats of the entire project. This analysis intends to comprehend the internal and external factors which decide the success of the project. The strength and weakness shows the internal and opportunities and threats show the external factors of the project. The study tried to evaluate the SWOT

of the DDU GKY project by analyzing various reports, journals, publication and by discussing with the professional experts in the field of skill development and the project implement agencies in this sector.

DDU GKY: STRENGTHS

DDU GKY is pro youth skill development training program which is particularly mentioned for rural youth to tackle the rural poverty and unemployment. The program provides training on various skill development sectors from the duration of three months to one year. The program concentrates in skill development of the beneficiaries by providing 100 percent placement and retention as well. The program satisfies the following marks which highlights the project strength.

- DDU GKY is a project which provides priority to women, Scheduled Caste, Scheduled Tribe, Minority and Persons with disability. Reservations are provided to the above group who are mostly needy person and far away from the skilling. The beneficiaries are selected through those who are in below poverty line and members in self-help groups.
- DDU GKY is a placement oriented skill development program which strictly follows a standard operating procedure for the implementation of the project it is guidelines to the monitoring and evaluation organizations and project implementing agencies to follow. The operations finance and placement and retention are clearly mentioned in the standard operating procedures.
- It is mandatory that all project implementing agencies should achieve the target of 70 percent of placement and the internal target of 80 percent of target in placement. Not only ensuring the placement but also ensuring three months placement documents collection such as offer letter, bank documents, salary slips etc. from the candidates those who are placed. Candidates are given post placement support for those who successfully completed consecutive three months placement. On the job training is compulsory in the programs through which the trainees will get an exposure before entering in to the job.
- One year retention is one of the major highlight of the DDU GKY project. All the candidates are done follow-up up to one year on their retention in jobs. The PIA should ensure the retention and update their career progression.
- The training provided to the candidates is up to the standard on skill development. The beneficiaries train not only in domain subjects but also in the non-domain subjects such as on soft skills, Life skills, Information technology, Communicative English etc. The trainees are given various training on Mock interviews, financial literacy, industrial visits, and other skill acquiring sessions.

DDU GKY: WEAKNESS

Although proper operating procedures are applied in the programs there are some negatives aspects which should be addressed for the success. Only by finding solutions to those problems the programs will be complete success.

- DDU GKY program has not given much importance to the self-employment programs and it is completely based on wage employment. It is also excluded very prominent sector such as agriculture and allied activities where the majority of the workforce is in this sector.
- The existing facilities available in the project are very limited. All the courses trained in this program are basically inadequate to achieve placement successfully. Lack of proper monitoring and evaluation are the main drawback of the project. Inadequate management of information and communication is another drawback.
- The selection criteria of the target group are another question mark. Even though there are reservations to some categories, the selection process is not capable to find out the actual beneficiaries. There are several ways to join in the program even though they are not belong to the below poverty line.
- The DDU GKY offers only a minimum salary of Rs 6000/- per month which is very low while considering the present standard of living especially the states like Kerala. There is no proper skill

gap analysis is done to find out the actual skill need of the beneficiaries to train them as per requirements.

- There is no proper system to track the students who are in the job and also there is lack of proper systems to find out the dropouts from the employment.

DDU GKY: OPPORTUNITIES

DDU GKY is a pro youth skill development program with lots of opportunities ahead. A huge population of skilled youth is coming under an umbrella and can be utilized as per the demands in the market.

- The Project implementing agencies are providing captive placement to many candidates and they are able to make tie-ups with several organizations which will ensure the 70 percent placement and retention of the candidates.
- The government agencies are ensuring the placement and retention of the candidates through the desk verification of the placement documents of the candidates submitted. A migration support cell included in this program will be also very useful for the candidates who are migrating to other places.
- By providing an opportunity and skill the programs paves a way for the rural poor youth to begin a career and to contribute to the society. More youths especially women are able to find new opportunities and the major beneficiaries of the project.
- One of the major issues faced by our economy is the lack of skill and self-marketing skill of the candidates. Through this program supply of skilled workforce will be increased and gets a solution to the scarcity of skilled workforce.
- The skilled employees are in high demand in various sectors. By providing training to the youth huge demand of skilled labour in other states and other countries are also can be met. There is huge demand for skilled workers in local areas also.
- In migration and out migration can be controlled in a positive way and it will reduce the over population and density in the major cities due to the migration.
- Through the skill development programs such as DDU GKY and others the poverty and unemployment issues can be reduced to some extent. The unemployment rate is higher in the women so more importance to the women category can be lead to a better female workforce which will automatically clears the gender issues in the society

DDU GKY: THREATS.

Likewise all the skill development programs DDU GKY is also facing lots of threats like instability in the appropriate selection of target groups, decent wages, imparting suitable skills and placing them as per the norms and retention etc. are the major challenges faced in this sector.

- DDU GKY is a placement oriented project but the placement percentage is very low as per the records and the dropout rate is increasing higher. In the previous skill development programs the result of the placement of short term skill development courses are not in positive trend.
- The availability of jobs in the formal sector in the same domain sector on training received by the beneficiaries seems to be not possible as per the target of every year.
- Proper monitoring and evaluation is not available in the project and lots of malpractices are going on in the project to escalate the percentage of placement among the candidates.
- DDU GKY project is centrally sponsored scheme and the rules and regulations are same of every state but the a country like India each and every state are different economically, socially and culturally etc. so the conditions of the project will not applicable for all the states equally
- There are no measures to ensure the quality of the training and the short terms courses are not sufficient to develop the required skill as per the market demand.

SUGGESTIONS AND RECOMMENDATIONS

The following suggestions and recommendations should be taken to concern after analyzing the strengths, weakness, opportunities and threats of the project.

- These programs should be made tie-ups with governmental and private sectors with various fields and the imparting of the skill should be done as per the demand and requirement of the industry.
- The post placement support should be ensured on time and the support should be increased and it should be on monthly basis.
- The training should not be theoretical but more than that it should be practical and the training modules should be converted based on the employability skills.
- The quality of the programs should be increase and it should be imparted in remote areas also. Many candidates are not able to reach the programs and many are still not aware of the actual objective of the program.
- Considering the overseas job special DDU GKY programs should be imparted of the candidates who are seeking job abroad.
- Job opportunities should be made available locally as female candidates especially married candidates are not willing to work away from their home.
- Job searching application or websites should be created particularly for this programs so that candidates can get a job through these methods.
- Self-employment also considers through this program and necessary facilities and training should arranged to those candidates those who are interested.
- Skill gap analysis should be done among the candidates and the training should be given to the candidates as per the gap found through the analysis.
Economically backward students should be selected to this program. The reservation should be revised and proper selection of the target group should adopt

CONCLUSION

The economies and business across the world have become very dynamic leading to an environment which requires strengthening of the work base. This makes still development, imperative across globe. Developed countries have large base of talented and skilled man power, but developing economies are still in the process of making required institutional arrangements to ensure the availability of skilled man power on a consistent basis. In India, there have been many initiative would be undertaken, whereas DDU GKY is one among them. SWOT analysis of the project would be carried out in order to identify the areas for improvement.

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