CHAMPIONING SKILLING, EMPOWERING RURAL YOUTH
DDU-GKY, KUDUMBASHREE, KERALA.
DDUGKY (Deen Dayal Upadhyaya Grameen Kaushalya Yojana), Kerala.

KEY STATISTICS

» Training Target – 71,200
» Completed Training – 30,268
» Placed – 22,937
» Trades – 47
» Job Roles – 102
» Average Salary – 11,000
STAKEHOLDERS

The Implementers
- The Ministry of Rural Development (MoRD)
- State Mission - KUDUMBASHREE

Training Partners – Project Implementing Agencies

Knowledge partners
- Sector Skill Councils (SSC)
- National Council for Vocational Training (NCVT)

Technical Support Agencies: National Institute of Rural Development (NIRD)

Employer Engagement and Industry Partnerships
- Champion Employers
- Captive Employers

Beneficiaries – Rural poor youth (16-35 years)
INITIATIVES/ BEST PRACTICES - DDU-GKY, KERALA.

1. Policy Interventions
2. Improvements/ Innovations
3. Inclusion
4. Convergence
5. Future Plans
1. POLICY INTERVENTIONS

i. Social Audit and PIA Grading

ii. QA Fund for Foreign Placement Assistance
2. IMPROVEMENTS, INNOVATIONS

1. Micro Job Fair
2. Community Based Tracking
3. Motivation Training before Course Commencement
4. ERP Based Tracking System
5. Geo - Spatial Information System
6. Web Based Project Monitoring
7. Student Support Centre (Migration Support Centre, Job Portal, Call Centre)
3. INCLUSION

1. SECC (Socio Economic Caste Census – 2011) Based Target Allocation.

2. Special Drive for Destitute Families (1,00,000 families; trained 132, placed 96), exclusive transgender batch, PWD batch.

3. Focus on Tribal Families (Door to Door Mobilization, location of training centre at tribal areas)
4. CONVERGENCE

1. NRLM Convergence – Micro Enterprise (Apparel, Canteen, Housekeeping)
2. Special Dive for MNREGA workers
5. FUTURE PLANS

» Special emphasis on foreign placement (10 per PIA) in 2018 – 19.

» Overseas Employers’ Meet

Industry Linkage – CII, TiE Kerala, FICCI (Training, Employment, Academic Input)

Academic Council

Engaging Globally Reputed Skilling Institutions (Egs Institute of Technical Education, Singapore)
ACHIEVEMENTS

» Third Best Performing State Award in the Implementation of DDUGKY (2016-17) & received 20000 additional target from GoI (200Cr)

» Second Best Performing State Award (2018-19)
MILES TO GO

Despair

Hope

Thank you