Community Resource Persons: The Strength of DDUGKY

In today’s article also, we will explain about DDUGKY (Deen Dayal Upadhyay Grameen Kaushalya Yojana), the project providing skill training and placement to rural youth. In Kerala, as part of DDUGKY, skill training is provided in 126 different courses in 27 sectors. Project is implemented through 112 Programme Implementing Agencies (PIAs). Community Resource Persons (CRP) of DDUGKY are members or family members of Kudumbashree neighbourhood groups who are working at grass root level for mobilisation of right candidates.
Our CRPs in every panchayath co-ordinates the mobilisation of candidates, provides primary information to them about the courses/ project and take them to the selection process and ensures enrolment of right candidates. We have appointed 941 CRPs in 941 Panchayaths in the state and all of them are Kudumbashree members. The responsibilities of CRPs include providing all the details about various courses to aspiring candidates, information the registered candidates about new course commencements so that they can apply and coordination of mobilisation camp whenever or wherever needed. Further, they motivate passionate candidates to enrol for training of their choice and provide needed support to the candidates as per need.

CRPs get incentives for enrolling a candidates. There are additional incentives based on the course completion and placement of candidates. When students get better placement and move forward in their career, the CRP would get extra incentive. So through this incentive system, the CRPs are motivated to identify the right candidate for each course so that they all get their dream job. Our CRPs are also responsible for Placement Tracking of the candidates. This tracking is done for a period of one year from the date of placement of a candidate.

Though there are many skill training programmes implemented by many government departments (or private partners) through DDUGKY we are able to sustain the quality of the trainings, ensure better job placements and make the best results possible. Our CRPs are playing a key role in making this possible. The interest, participation, dedication and responsible attitude of each CRPs helped us inform about DDUGKY to Daly households. This in turn helped us identify right candidates for the courses. Selection of right course motivate the candidates in achieving success in their careers. So we could undoubtedly say that, our Community Resource Persons (CRP) play a key role in the success of the DDUGKY programme.