

## **Tribal Job Mela at Attappady**

Job Mela has got very great relevance in the implementation of DDU-GKY programme that it is during such job drives that the real beneficiaries will get the opportunity to get the maximum of the programme. Only when the employer chooses the right employee, the vision of the programme would be achieved in its real sense. Kudumbashree had been implementing special activities in the tribal regions of Kerala through DDUGKY, thereby ensuring job placements for the tribal youth and thereby offering them better livelihood. So special placement drive was organised for ensuring them better jobs. Kudumbashree District Mission of Palakkad had made an attempt to conduct a placement drive that would enable the beneficiaries of DDUGKY from Attappady, one of the important tribal regions in the district to get the maximum out of it. Let's look into the details of the tribal job mela conducted by the Kudumbashree District Mission of Palakkad and how they turned it out into a huge success!

### **What is DDU-GKY?**

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), the skill training and placement programme of the Ministry of Rural Development (MoRD) and Kudumbashree Mission occupies a unique position amongst other skill training programmes, due to its focus on the rural poor youth and its emphasis on sustainable employment through the prominence and incentives given to post-placement tracking, retention and career progression.

In DDU-GKY Programme, every candidate has the opportunity to choose and study from among the 126 courses in various sectors viz., banking, automotive, telecom, tourism & hospitality, electrical, electronics, healthcare, food processing & preservation, apparel, instrumentation & automation, logistics & supply chain management etc. Trainings are being extended to the poor rural youth in the age group of 18-35 years. However, the upper age limit for women candidates and candidates belonging to Particularly Vulnerable Tribal Groups (PVTGs), Persons with Disabilities (PwDs) etc shall be 45 years. The courses are of duration of 3 months upto 1 year. The training, study materials and the uniform are made available to the beneficiaries at free of cost. Out of the available courses, a few are residential ones. The food and

accommodation is also made available free of cost. Those who had completed 8th grade, 10th standard, 12th standard or even those who completed B.Tech may join for these courses. The 104 agencies selected by Kudumbashree extend trainings through various training centres located across the state. On successful completion of the training, the candidates may get the certificate certified by Sector Skill Council (SSC).

DDU-GKY Kerala had received the national award for being the second best nodal agency for implementing DDUGKY programme during 2017-18 and 2018-19 and had also bagged the national award for being the third best state nodal agency for implementing DDUGKY programme during 2016-17.

### **Attappady Special Project (Attappady Comprehensive Tribal Development and Particularly Vulnerable Tribal Group Development Project)**

Attappady is an extensive mountain valley at the headwaters of the Bhavani River nestled below the Nilgiri Hills of the Western Ghats. The geographical unit Attappady extends over approximately 750 sq.km. It is a part of the Western Ghats falling within Kerala. It is located exclusively within the catchment area of the Bhavani River and her tributaries, Siruvani and Kodungarapallam. Irula, Muduga and Kurumba are the main tribes of Attappady.

Attappady Special Project (Attappady Comprehensive Tribal Development and Particularly Vulnerable Tribal Group Development Project) is the project being implemented for giving special care and for bringing in sustainable development in Attappady. Kudumbashree functions through women neighborhood groups (NHGs) aiming at their development and empowerment. Kudumbashree Mission implemented this innovative idea keeping in mind that social development could be made possible by forming exclusive tribal NHGs in the tribal predominant areas of Attappady. This project, which was launched at Attappady as a special case during 2014 has moved much forward and had even traveled more than half the way with as many notable achievements in hand.

For implementing the Attappady Special Project, Kudumbashree set up an organizational system for intervening in the issues of the tribal people. Special NHGs were for the tribal

community. As of now, 752 special tribal NHGs are functioning in Attappady under the leadership of Kudumbashree. 7848 women have become members of the tribal NHGs of Attappady. 98% of the families of Attappady has become part of the Kudumbashree organisation. There are 192 hamlets in Attappady. Oorusamithi, the federation of NHGs were formed focusing on these hamlets. As of now, there are 135 Oorusamithis. In some areas, two hamlets were merged together and Oorusamithis were formed. This is why there are only 135 Oorusamithis for 192 hamlets. Panchayath samithis were formed in panchayath level as the federation of Oorusamithis. As of now, there are 4 Panchayath Samithis functioning as part of this special project.

Attappady Comprehensive Tribal Development and Particularly Vulnerable Tribal Group Development Project, the pilot project of National Rural Livelihood Mission (NRLM), Ministry of Rural Development was initiated in Attappady in 2013 aiming at uplifting the social and economic status of Irula, Muduga and Kurumba tribalcommunities of Attappady. Sustainable livelihoods like agriculture and allied activities need to be developed where the community can be self-reliant and self-sufficient in food.

### **Relevance of DDU-GKY Programme in the present Scenario**

The Government of India has set an ambitious target for providing skill training to 500 million of its youth by 2022, which is in line with the estimated demand for skilled manpower over the next decade. As per the 2011 Census, India has 55 million potential workers between the ages of 15 and 35 years in rural areas. At the same time, many industrialized nations are facing an ageing population problem. Some of these countries are expected to face a cumulative shortage of 57 million workers by 2020. These numbers represent a historic opportunity for India to transform its demographic surplus into a demographic dividend.

Even though our country is moving towards becoming an international skills hub, it is still needed to acknowledge the challenges preventing the rural poor from taking advantage of this momentous economic transition. Lack of formal education, marketable skills and other constraints imposed by poverty pulls them back and had placed significant entry barriers to today's job market. There lies the relevance of DDU-GKY programme. It is designed not only to

provide high quality skill training opportunities to the rural poor, but also to establish a larger ecosystem that supports the trained candidates secure a better future.

### **DDU-GKY in Kerala**

Kudumbashree Mission is the nodal agency entrusted by Government of India for implementing the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) programme in Kerala. Kudumbashree Mission had been successfully implementing the programme in 14 districts across the state and also in Attappady as well. DDU-GKY courses are designed in a way to explore more job opportunities in the future as well. There is no other scheme other than DDU-GKY which would offer job opportunities according to one's aptitude and skills.

The main feature of DDU-GKY is that it allows a person to get trained in courses and get placed in jobs that would suit their aptitude. In Kerala, DDU-GKY offers 90 different courses in 47 different sectors. There are 132 training centres opened in different locations across Kerala. Some courses offer residential training as well. If a course is not available in one's locality, the beneficiary may avail free accommodation and training from other training centres which offer the courses that suits their aptitude. Mobilizing the right candidate through Kudumbashree community network resulted in successful implementation of DDUGKY in the state.

### **DDUGKY in Attappady**

The DDUGKY Scheme was implemented at Attappady so as to address the issues of the youth in there and help them secure better livelihood of their own and improve the life situations of their families as well. The DDUGKY programme was introduced in Attappady so as to ensure better jobs for the tribal youth. The courses offered at Attappady was those ones that would suit the aptitude of the tribal youth. Special attention was given in designing and giving training at Attappady, considering it a special case. The trainings are ongoing keeping this in consideration.

### **Tribal Job Fair conducted at Attappady**

The tribal job fair was organised in Attappady under the leadership of Kudumbashree Palakkad District Mission as part of the Attappady Special Project (Attappady Comprehensive Tribal Development and Particularly Vulnerable Tribal Group Development Project) and DDUGKY Skill training programme. The Job fair was held at the E.M.S Town Hall, Agali, Attappady on 20 December 2019. The 10 institutions in various sectors including hotel, automobile, textiles, insurance, finance etc. More than 340 job seeking youth from Agali, Sholayur, Puthoor Panchayaths of Attappady block participated in the Job Fair. Out of the 340 participated in the job fair, 172 of them got job offers in various institutions. The youth with educational qualification from SSLC to Post Graduation came to take part in the job fair. It was notable that most of the job seekers who participate in the job fair was women. The job fair was inaugurated by the Smt. Sreelakshmi Sreekumar, Panchayath President, Agali. Shri. Arjun Pandyan IAS, Sub Collector was the chief guest at the event.

The details of the placement are as follows:

<b>SI No.</b>	<b>Name of Company</b>	<b>Number of Candidates attended</b>	<b>Number of Candidates shortlisted</b>
1	Chennai Silks, Coimbatore	44	30
2	SreeKumaran Thankamaalikai, Coimbatore	67	27
3	Magnet Powertech Solutions, Coimbatore	14	6
4	HDFC	23	5
5	Eureka Forbes	22	15
6	PSN construction equipment Pvt Ltd, Ernakulam	6	2
7	BSNL	45	24
8	LIC	43	30
9	Kitex Garments, Ernakulam	30	14
10	Samiya Silks, Mannarkkad	46	19
<b>Total</b>		<b>340</b>	<b>172</b>

<b>Total Candidates</b>	
Agali	119
Sholayur	79
Puthur	87
<b>Total</b>	<b>285</b>

### **Scope**

The Tribal Job Fair conducted was really of help to tribal youth who were eagerly waiting to get better placements other than from that offered by the Project Implementing Agencies. Only through such job mela the beneficiaries would be able to take maximum advantage of the programme and District Mission of Palakkad had succeeded in that and had set a benchmark for others on conducting the tribal job fair so professionally and perfect without any flaws, that too by ensuring jobs for more than 3/4<sup>th</sup> of the total beneficiaries who took part in the tribal job fair.