

## **DDUGKY Foreign Placement Programme of Wayanad District Mission**

Foreign placements had always been a dream of every Keralite even long years back. The payments and the incentives that the foreign companies offered would have made such an impression. Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), the skill training and placement programme of the Ministry of Rural Development (MoRD), implemented by Kudumbashree Mission in the state had been offering job placements in various sectors including foreign placements as well. The District Mission of Wayanad made a leap in the implementation of DDU-GKY programme in the state, by conducting Foreign Recruitment Programme in the district. Many got placed in foreign companies with better salary offered with incentives. Kudumbashree Wayanad District Mission has proved that the scope of the DDU-GKY programme is immense. Let's see how DDU-GKY Wayanad made it happen!

### **Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY)**

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), the skill training and placement programme of the Ministry of Rural Development (MoRD) and Kerala State (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.

## **Why DDU-GKY?**

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.

DDU-GKY takes pride in its partners and their ability to add value. Innovation from partners is encouraged to build scale and capacity and its unique implementation structure involves partners, who are by nature, committed to changing lives and are experts in their areas, they form a part of the Skilling Ecosystem integrated by DDU-GKY. Partners are supported through investment, capacity building, strategies for retention, linkages to international placement and technology support for training purposes.

## **Relevance of DDU-GKY programme**

Over 180 million or 69% 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 number about 55 million. 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.

DDU-GKY is uniquely focused on rural youth between the ages of 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 programs of the government like the Make In India, Digital India, Smart Cities and Start-Up India, Stand-Up India campaigns.

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.

### **Main Objectives of DDU-GKY programme**

There are various interventions that DDU-GKY supports. All are executed with the help of Project Implementing Agency (PIAs) and retention is tracked. These interventions are for:

- Persons who are placed after a three months (576 hours), six months (1152 hours), nine months (1728 hours) or twelve months (2304 hours) training program with or without On-the-Job Training (OJT).
- Persons who are placed in a foreign country after a customized training program of not more than 2304 hours duration.
- Persons who are placed in a job with a minimum salary of Rs.10000 per month, after an Industry internship of 12 months duration in entities having a turnover of average Rs.100 crore in previous three years.

### **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.

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.

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.

Kudumbashree Mission had bagged the National Award for the Best Nodal Agency (2016-17) for the successful implementation of DDU-GKY programme. Mobilizing the right candidate through Kudumbashree community network resulted in successful implementation of DDUGKY in the state.

### **Job assured for 70% Students**

The institutions those who wish to be part of DDU-GKY programme should apply in central government's website. After detailed checking procedures, the agencies will be empanelled as Project Implementing Agencies (PIA) of DDU-GKY. The agencies are selected on the grounds of their past work experience and its ability to ensure job after their completion of the course. The contract is signed under the condition that 70% of the students should be placed after the successful completion of the training programme.

For ensuring the placement for the students, huge training fees are given to the PIAs. The second installment of the fees will only be given to the PIAs on furnishing the offer letter and bank statements of the students who had secured job placements. So far, out of the 21,000 people who had received skill training, 14,000 had already got job placements. The courses offered through DDU-GKY are National Council of Vocational Training (NCVT) certified courses and it also includes special modules for English, Computer and soft Skills.

### **DDU-GKY in Wayanad**

DDU-GKY team of Wayanad had been implementing many activities on the district to help in getting the right beneficiaries the maximum out of this

programme. Currently three training centers are active under DDU–GKY umbrella in Wayanad District. WSSS Mananthavadi, DB Tech Sulthan Batheri and Qness Corp / Avon–Kalpetta. At present there are 289 students studying at the training centres. Given Below the List of DDU-GKY Training centers and offering courses in Wayanad.

<b>Name of Training centers</b>	<b>Courses Offered</b>	<b>Number of students in class room</b>
1. Don Bosco Tech Batheri	<ul style="list-style-type: none"> <li>• Automotive Service Technician</li> <li>• Helper Electrician</li> </ul>	60
2. WSSS Mananthavadi	<ul style="list-style-type: none"> <li>• Food Processing Additional</li> <li>• Food Processing Phase II</li> <li>• BPO</li> <li>• Fashion Designing</li> </ul>	107
3. Avon–Kalpetta (Qness Corp )	<ul style="list-style-type: none"> <li>• ITES I</li> <li>• ITES II</li> <li>• ITES III</li> <li>• ITES IV</li> <li>• CRS I</li> <li>• CRS II</li> </ul>	178

Currently 345 students from Wayanad are studying at the training centres in the district itself and 11 students from Wayanad district are studying at outside training centres in the state.

DDU-GKY Wayanad has crossed training for 1796 students in DDUGKY Programme out of which 675 got fare placement. DDU-GKY had been organizing various activities for the mobilization as well as for the placement of the students and had made significant achievements. Wayanad DDUGKY team had already covered 65% of district target so far.

<b>Total Students</b>	1796
<b>Male</b>	717
<b>Female</b>	1079
<b>ST</b>	610
<b>SC</b>	129
<b>Minority</b>	559
<b>Others</b>	380
<b>Training completed</b>	1433
<b>Job appointed</b>	1044
<b>In Class</b>	371
<b>Placed</b>	675

### **Foreign Placements through Foreign Recruitment Programme**

Foreign Recruitment Programme is an exclusive innovation developed by DDU GKY Wayanad team for International Placements. The 2016-2017 phase witnessed 30 international offers being rolled out across sectors such as Retail, Processing & Quality Controlling (FP & QC) Food with brands like Armed Forces Officers Club (AFOC) & Hotel Abu Dhabi, United Arab & ID Fresh Food Pvt. Ltd - absorbed of 30 more candidates for their global operations. ID Fresh Food group recruited for both its Sharjah & Saudi Arabia location. The average International Salary offered to the students was 35,000 INR + Incentives.

<b>Foriegn placement details</b>				
<b>Course : Food Processing &amp; Preservation</b>				
<b>Centre : WSSS Mananthavady</b>				
<b>Name</b>	<b>Category</b>	<b>Panchayath</b>	<b>Employer</b>	<b>Salary</b>
Rahul	Others	Edavaka	ID Fresh Food Product, Sharjah	Rs 25000+F/A
Johnson	Minority	Thavinjal	ID Fresh Food Product, Sharjah	Rs 25000+F/A
Stuwin	Minority	Kottathara	ID Fresh Food Product, Sharjah	Rs 25000+F/A
Vishnu MV	ST	Meenangadi	ID Fresh Food Product, Sharjah	Rs 25000+F/A
Praveen	SC	Padinjarathara	ID Fresh Food Product, Sharjah	Rs 25000+F/A
Nithin Siby	Minority	Thariyod	Officers Club Hotel, Abu Dhabi	Rs 25000+F/A
Nithin M Lukose	Minority	Thavinjal	Royal Plaza Restaurant, Bahrain	Rs 25000+F/A
Nojin Vincent	Minority	Vellamunda	Peroduva Axia, Malaysia	Rs 25000+F/A

Kudumbashree Wayanad District Mission had made a path breaking gesture by opening ways for job placements for the rural youth from a place like Wayanad, which is the least populous district in the state. It is indeed a gesture that can be replicated by the other district missions as well.