

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY)

Pandit Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) is a Placement Linked Skill Development scheme for rural poor youth. This initiative is 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 Swarnajayanti Gram Swarojgar Yojana (SGSY), which was subsequently renamed as Aajeevika Skills when SGSY was converted as NRLM. The Placement Linked Skills scheme, Aajeevika Skills, has been recently been further revamped in terms of announcement of Antoydaya Divas on 25th September 2014 as Pandit Deen Dayal Upadhyaya Grameen Kaushalya Yojana (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.

2. Features of DDU-GKY

DDU-GKY is an important component of the National Skill Development Policy. As a poverty alleviation initiative, DDU-GKY proposes to make skill acquisition aspirational 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 programme for rural youth undertaken in a PPP mode.
- Mandatory assured placement to 75% 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 household,
 - Antyodaya Anna Yojana card household,
 - BPL PDS card households,
 - NRLM-SHG household
 - households covered under auto inclusion parameters of SECC 2011.
- Social inclusion of candidates through mandatory coverage of socially disadvantaged groups, i.e for SC/ST-50%, Minorities- 15%, and Women 33%)
- Regional inclusion of candidates is enabled through:
 - A special sub-scheme for the youth of Jammu & Kashmir called Himayat
 - A special initiative for the rural youth of poor families in 27 most-affected Left-wing Extremist (LWE) districts across nine States called Roshni.
- 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, primacy given to Training Partners who can train and support overseas placement and captive placements.
- Promotes PM's "Make in India" Campaign through Industry Internships supported through joint partnerships between industry and DDU-GKY.
- Rural India Skills Emblem (RISE) standard for rating rural skilled manpower for blue and rust collar jobs.

