

DEENDAYAL UPADHYAY GRAMEEN KAUSAL YOJANA

Dr. Rahul Kumar Misra

Assistant Professor, Department of Economics, Khwaja Moinuddin Chishti Language University, Lucknow, U.P, India

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ABSTRACT

As on 1st December, 2021, more than 11 lakh individuals have been trained and more than 6.5 lakhs among them have been placed, that is, have been employed after training under the Deen Dayal Upadhyaya Grameen Kaushal Yojana. These are staggering numbers keeping in mind that the program is focused on the rural youth of India. The scheme targets to train around 23 lakh individuals by 2023. It is to be analyzed if we are on track and if the success of this scheme has really translated into improved livelihoods for the rural youth of this nation.

KEYWORDS: *Marginalized Rural Communities, Scheme, Workforce, Skill*

INTRODUCTION

India, the world's second most populous nation has an unmatched workforce. India has been on the brink of becoming the world's next big manufacturing giant for more than a decade now, without actually realizing this dream. The path to making India a worldwide exporter and the manufacturing hub of the east is not easy. Although, we are blessed with a huge workforce, most of it is unskilled. This is a big part of the puzzle and is holding our nation back from launching into exponential growth that it is destined for.

More than half of this workforce lives in the rural areas with minimal opportunities. On an individual level, this surplus of workforce creates a competitive environment that annihilates any economic negotiations helpful for the individual. The low cost of labor and long working hours do not provide any room for improvement on the job. At the same time, it crushes the hopes and dreams of millions of entry level participants in this workforce. The fundamental reason for this imbalance in our environment and the exploitation that stems from it, is the lack of skillset in our workforce.

To fix this missing part of the puzzle, the Ministry of Rural Development, launched the Deen Dayal Upadhyaya Grameen Kaushal Yojana aimed at skilling the rural youth of our nation and to provide them with regular jobs along with decent monthly wages to promote and strengthen rural livelihoods. It is a part of the National Rural Livelihood Mission which in itself is aimed at alleviating rural poverty by providing sustainable rural development and hence, is termed as Ajeevika.

OBJECTIVES OF THE STUDY

- To understand the vision behind the launch of this scheme.
- To illustrate the benefits of this scheme for our rural communities.
- To understand the length of operations for the fulfillment of the mission.
- To provide further suggestions to empower and improve the scheme.

VISION AND MISSION

This scheme was launched on 25 September, 2014 by the Ministry of Rural Development at Antyodaya, the 98th birth anniversary of Pandit Deen Dayal Upadhyaya. The mission is to “Transform the rural poor youth of India into an economically independent and globally relevant workforce.” The underprivileged section of our nation has been kept afar from the growing opportunities of this technologically advancing world. This scheme will help the unskilled labor force that was suffering and wasting itself away.

The target for Uttarakhand was to start training 25000 people under expert supervision out of which, 8000+ have already commenced and 3600+ are trained enough to apply for jobs in their trained fields. In this way, the rural unskilled workforce is now on its way to marching shoulder to shoulder with the skilled urban workforce. This is the vision for the entire country, only on a much larger scale.

FEATURES OF SCHEME

- Alumni meet is the most important feature of this scheme as it provides a perspective to the current trainees on how their lives can be impacted in a better way.
- Alumni felicitation is one of the key components of the scheme; for outstanding performances at their workplaces. Sharing such experiences with new trainees is a game changer for generating beliefs in the marginalized rural communities.
- This scheme is targeted towards establishing a smooth career progression which is a shift from previous policies that merely targeted the skill development part of the individual, which left a lot of work to be done for using those skills to earn a livelihood.
- It has enabled the poor and marginalized sections of our society to get benefitted from all the industrial growth that is to take place for India to become a 5 Trillion dollar economy.
- Migrations for the economically weak can be devastating to their livelihoods. A skill based livelihood can be earned anywhere and easily migrated from one place to another.
- It focuses on laying long term foundations for the trainees by establishing their career paths in their respective training fields.
- State government acts as the main player in DDU-GKY– Single State Project (SSP) to Annual Action Plans (AAP). States are bound to take full ownership of DDU-GKY projects.
- A collaboration with DONER (Ministry of Development of North Eastern Region) helps in specifically catering to the needs, requirements and skills for the North Eastern Region.
- Enhancement of the Capacity of Project Implementing Agencies (PIAs)

STEPS TAKEN BY THE GOVERNMENT

- Computer labs have been providing systems to trainees for learning purposes. These much needed resources help the individuals in all round way.
- Government will also provide with DDU-GKY certificates from BCVT or SSC after successfully completing the courses. These certifications will help not only in securing jobs but also in building up resumes.
- Personal meetings have been conducted by the Prime Minister with different Chief Ministers to provide benefits of DDU-GKY without any mistake and to provide the benefits equally.
- Surveys have been conducted by magistrates of various districts to ensure equal distribution and fair compensation in terms of income for wage employments.
- The wages of employment are to be sent directly to the savings account of the employee, which is a very necessary step to stop any cartel formations which was the case with prior schemes that concerned themselves with any kind of financial assistance for the poor rural class.

SIGNIFICANCE

The normal course of agriculture based economies is to transform into manufacturing and export based economies and then into service based economies. India on the other hand skipped the middle stand and directly turned into a service based economy for the larger part. This certainly helped in avoiding the middle income economy trap. Examples of which can be seen in Malaysia and Singapore where the countries have no more cheap labour pools but also cannot transform into a service based economy for a lack advanced skillset. On the flip side, this has created a wide gap in opportunities and employment between the privileged urban class and the marginalized rural class. With the advent of DDU GKY, this gap can be closed and further the economy can be systematically strengthened all while avoiding the middle income economy trap. Hence, the successful application of the scheme can be a game changer and is also extremely important for the wider good of the nation.

CONCLUSION

As we studied about the DEEN DAYAL UPADHAYAYA GRAMEEN VIKAS YOJNA and understood its aspects and how it will benefit the youth living in the rural areas, this scheme has the potential to become one of the great historic government schemes for our Indian democracy. Government should introduce more schemes like this to benefit the rural areas as well as government should also allocate more budget and proper officials for the providence of the scheme. If the Government will take care about the major and minor aspects of this scheme, it will benefit in a huge way to a large number of people.

India always had a demographic surplus, which was like a burden to her resources but changing this demographic surplus into demographic dividend is the main goal of DDU-GKY.

Now, the underprivileged and marginalized societies have something to look for and on careful application of the scheme will no more be a burden but a valuable asset and will themselves see themselves as an entity which is useful in this modern world. It takes time for a seed to bloom and become a fruitful tree. Similarly it takes time for an unskilled man to become a skillful personality, having being trained for the upcoming roles which will make them a responsible member of the household and also an important citizen for our society, in general.

Building a skillset is very much the need of the hour, and without skills, no one can thrive in this world we have today. This scheme is implemented at the right time, for the right people, in the right way and India's long standing problem of an ever increasing population can now be used to fund its ever anticipated dream of being the fore runners of the world one more time.

SUGGESTION

- The well-trained individuals should start training other people in their village/town, which will initiate a chain reaction and may very well start a skill boom in the rural communities giving them ample of opportunities with a varying number of skillset under their belt.
- The veterans and experts in various fields should try to help and spread some awareness to increase enrollment numbers.
- It should be ensured that the ones who have had the training should either be training another people, or should be enrolled in some other skills.
- There should be classes on entrepreneurship to help talented individuals by identifying them and then helping them develop business plans along the lines of their respective fields.
- MSMEs should be forced and rewarded to hire individuals with GKY certifications.

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