

**STRATEGIES FOR MINORITY MOBILIZATION
AND ITS EFFECTIVENESS OF OBTAINING
STUDENTS**

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KUDUMBASHREE STATE MISSION

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STRATEGIES FOR MINORITY MOBILIZATION AND ITS EFFECTIVENESS OF OBTAINING STUDENTS

OVERVIEW OF THE PROJECT: DDU-GKY

Introduction

By 2025, India will overtake China to become the world's most populous country. 53.7 per cent of India's population is under 25 years of age, 34.8 per cent is between 15-34 years of age and 27.5 per cent is between 15-29 years of age. Despite the implementation of the Twelve Five Year Plans in the country, the level of poverty has not been reduced. Although 64% of healthy people in India are able to work, they do not get enough jobs. The Indian population between the ages of 18 and 59 does not have the skills required to find employment. Only 10% of Indians have technical education. Only 4.3% of those entering the workforce produce accurate skills. The biggest problem facing the country is the lack of skills of the people. Only 25 per cent of the graduates in the country are skilled. Korea has the most skilled people in the world. 96% of the people there have acquired some kind of skill. It is 80% in Japan, 75% in Germany, 68% in the UK and only 10% in India. Only 2% of Indians are highly skilled.

Under the National Rural Livelihoods Mission (NRLM), which aims to empower the needy to self-employment and increase their skills and skills-based employment opportunities, the concept of livelihood development with the objective of increasing livelihoods with the objective of increasing livelihoods with the objective of developing skill training and Placement (Skill Development and Employment).

The Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) project is being implemented in Kerala by the Union Ministry of Rural Development through Kudumbashree, the State Government's Poverty Alleviation Mission. DDU-GKY is a project to address unemployment and enhance the skills of the youth of the country by imparting skills training and employment in infrastructure, construction, health and information technology.

What is DDU-GKY Project?

Aiming at the realization of the concept of "My Skills are My Personality", DDU-GKY Rural Youth is a massive project that provides young people from poor families in rural areas with the skills and training they need to pursue their education, skills and a steady

income below their basic salary. The uniqueness of this project is that it is possible to find employment areas.

The scheme has been implemented in collaboration with various employers with the help of expert training institutes at the state and national levels. Accordingly, accredited educational institutions, companies, vocational training institutes, federations of self-help groups and government and quasi-government autonomous institutions provide training and employment to selected beneficiaries at the Panchayat/Block level. In this way, social development along with the respective families is possible when innovative training and employment suitable for this period is obtained.

Objectives of the project

1. Ensure sustainable livelihood by providing skills training to members of economically and socially backward poor families to find employment in local or non-local institutions.
2. Poor families should not be deprived of employment opportunities in various fields due to lack of skill training.
3. Skill & Placement - Various stages

There are 8 different phases under the scheme

1. Create awareness of opportunities among the people.
2. Find young men and women in rural areas who are experiencing poverty.
3. Bring together young men and women interested in skill training.
4. To make the youth and their parents aware of the scheme.
5. Select beneficiaries according to taste.
6. Help to develop professional knowledge, skills and attitudes.
7. Give them suitable jobs after scrutiny and make sure they are getting higher than the minimum wage.
8. Evaluate the beneficiaries after getting the job through the support systems of Kudumbashree and ensure sustainability.

Who are the beneficiaries?

These are the beneficiaries of the DDU-GKY scheme.

1. Young men and women living in rural areas between the ages of 18 and 35 Below Poverty Line.
2. Exemption is allowed up to the age of 45 years for persons belonging to Praktana tribes and persons with disabilities.

3. Dependent Beneficiaries, BUDS-BRC Family Members, Persons with Disabilities, Victims of Violence, Victims of Trafficking, Bisexuals, Rehabilitated Workers and Other Disabled are included in this category.
4. Family members who have completed at least 15 days of work in the previous year Employment Guarantee Scheme / Family members in Kudumbashree Neighborhood Group / Family members covered by CHIAK and RSBY Health Insurance will be considered though not Below Poverty Line.

Socio-economic inclusion

Social inclusion is another feature. The ratio is ST 4%, SC 26%, religious minority 60% and general 10%. Of this, 33% is reserved for women and 3% for members.

All students are provided with bank accounts under the scheme. Allowances for food and travel are paid to students through a bank account.

Finding beneficiaries

1. Mobilization campaign conducted by Kudumbashree
2. Registration through the Skill Register in CDS
3. Data collection from neighborhood groups
4. Data collection from the Socio-Economic Cost Census
5. Special camps for the marginalized
6. Those who have registered their names on the website online registration - www.kaushalpanjee.nic.in

Selection

Provides awareness to the identified beneficiaries about the various schemes and its employment potential. Beneficiaries are then selected through an aptitude test. It provides selected beneficiaries and their parents with an understanding of the area in which they are receiving skill training, and the career growth that comes with it, as well as current potential and resolves doubts. The beneficiary is then selected for training.

Training period

Serial No.	Training Period	Basic Salary (Rs.)
1.	3 months (576 hours)	6000
2.	6 months (1152 hours)	8000
3.	9 months (1728 hours)	12000
4.	12 months (2304 hours)	15000

Project Implementaion Agency (PIA)

To be selected as PIA for implementation of DDU-GKY Project Registered by Trust / Society / Company / Co-operative Society / Multi-Co-operative Society Act. The main functions of the project management agencies are-

1. Inform the beneficiaries about this project, skill training and all available employment opportunities.
2. Ensure the required skill training through various training centers.
3. Provide accredited certificates and paid employment in the institutions to the beneficiaries who complete the skill training.
4. Follow up (track) the beneficiary for 12 months after entering the job and collect records of continuation of employment for the first three months.

Certification

Those who successfully complete the course will receive Sector Skill Council (SSC) Certificates recognized by the Central Government.

Features

- ❖ 70% of trainees are guaranteed employment by project implementing agencies. The remaining 30% of the beneficiaries are provided employment through Kudumbashree job fairs.
- ❖ Travel, food, hostel facilities, uniforms, course fees and study materials will be free during the training period.
 - Travel, Food - 125 / -
- ❖ Classrooms and lab facilities with modern facilities
 - 8 hours of training per day
 - In addition to the curriculum, training in English, computer skills and personality development
 - NCVT / SSC Trainers with defined qualifications and work experience
- ❖ Post Placement Support -
 - Those who get employment in their own district get Rs.1000 / - from PIA for the first two months in addition to basic salary.
 - Those who get jobs in the neighboring districts get Rs.1000 / - from PIA for the first three months in addition to the basic salary.
 - Those who get jobs in these neighboring states get Rs.1000 / - from PIA for the first six months in addition to the basic salary.

- ❖ Counseling
- ❖ Community Tracking -
 - Community Resource Persons working at the Panchayat level contact the recruiting candidate by phone for 12 months and record the information in the Tracking Register.
- ❖ Migration Support Centers -
 - Organizing the problems faced by the job seekers in the neighboring districts / states, the liaison of the employers, the liaison with the justice system and the co-operation of the beneficiaries.
- ❖ Alumni Support -
 - The purpose of the DDU-GKY is to enhance the psychological, cultural and social environment of the beneficiaries by providing the necessary follow-up training to stay in the job and get a better job, find new opportunities through employer networking and engage in constructive discussions.
- ❖ Job Fairs -
 - By bringing different employers under one umbrella and organizing job fairs, the beneficiaries of the DDUGKY scheme who have undergone skill training can choose the job of their choice.

Role of Kudumbashree Three-tier Organizing System

1. To create and find awareness among the general public to bring all the deserving people under the scheme.
2. Increase the participation of Kudumbashree organizational structure in the scheme.
3. Involve the community to identify and resolve issues that may arise in connection with the project in a timely manner.
4. Identify and recruit community volunteers at the Panchayat level.
5. Those who want to get training should register their names in the skill register kept by Kudumbashree at the Panchayat level.

Community volunteer

Community volunteers, who is selected from the community by the community for coordinating coordinates all activities of DDU GKY at Panchayath level. Willingness to work with community and experience are the major criteria for selection. Organising Panchayath level mobilization, tracking of beneficiaries, updation of “ Nipunya Registers”, coordinating

alumni meeting and parent are some of the major responsibilities of a community volunteer. The community volunteers are eligible for incentives based on their performance.

Duties of Community Volunteers -

- Organize the eligible beneficiaries for the scheme
- Connect the beneficiaries with the training institutes
- Transfer information of training institutes
- Monthly track and register the trainees and trainees.
- Create a skill register that includes those in need of training
- Hold a parent meeting at the panchayat level
- Documentation

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Mobilisation model under DDU GKY

Kudumbashree's community networks cover entire Kerala by networking 2.4 lakhs of Neighbour Hood Groups (NHG). It is considered as one of the largest women's networks in the world, functioning on the philosophy of self planning, self managing and self monitoring. Government of Kerala extends support to the network to make the system self sufficient, self sustainable and self reliable.

Kudumbashree has adopted community mobilization model under DDU GKY to reach out to different sectors of a community through various awareness programme at grass root level. The awareness programmes also include wall writing, posters, bit notices, awareness camps , door to door mobilisation etc.

Kudumbashree is facilitating the mobilization of aspirants from different parts of Kerala through concerted community action in partnership with Project Implementing Agencies (PIA). The major role of Kudumbashree is to disseminate the project information, identify the right beneficiaries, counsel and motivate the candidates and track the candidates. Kudumbashree through its Community Development Society (CDS) - Area Development Society (ADS) -NHG structure has organized numerous camps at the Panchayat, block and district level.

The involvement of CDS in mobilization helps in building trust in the program and the candidates feel safe and secure before taking the decision to be part of the program.

Kudumbashree mobilization is not something that happens to community, it is something that the community does.

Mobilisation Process

As per the model the PIA has to sent mobilization request to districts with all details (course name, eligibility, duration and details of possible placement). After getting the request from PIA/ PIAs, the district mission will organise a PIA meeting at district level for more clarity and tentative date for the mobilisation camp will be fixed. Then the information regarding the mobilisation is passed to the CDS. The CDS committee, Community Resource Person and Block coordinator will hold a meeting to discuss details and finalize the place and date of each mobilisation camp. Once they finalize the date and venue of mobilisation camp, they communicate the same to the ADS (Area Development society/ Ward level federation of NHGs) and ADS will disseminate the information to NHG. The NHG members pass the information to the concerned candidate, who are already registered in Naipunya Register (A register kept at Gram Panchayath office where candidate can register for skill training under DDU GKY).

Further the NHG will facilitate the students and send the candidates to the mobilization camp on the basis of their aspiration. More over CRPs also make direct call to the candidates, who were already registered in the Naipunya register (kept in the CDS office). After, all the preparatory work related to the mobilisation camp, the Block coordinator inform the PIAs and the representative of the PIAs will attend the camp and explain the details regarding the courses and nature of the placement. In this meeting BC will deliver a general awareness session regarding DDUGKY programme. During the camp the agencies will conduct the aptitude test and short list candidate based on their aptitude. Out of the shortlisted candidate they give counselling sessions and finally willing/eligible candidates are selected for the course. The remaining candidates name will be entered in the Naipunya register for giving opportunity in future.

Community based tracking and mobilisation

Kudumbashree has launched a new scheme for incentivizing community tracking and mobilization by organizing a pool of community based volunteers. As part of this scheme each Community Development Society is advised to select one community Volunteer and delegate the responsibility of mobilising and tracking of students and maintaining “Naipunya” register (skill register). Based on the performance of the community volunteers, Kudumbashree district mission will release the incentive to concerned CDS and CDS will

release the amount to Community Volunteer. It is expected that the community will take ownership of the program through this intervention and reach out to the right beneficiary.

Significance of Community Based Tracking

- Identification of needy and deserving beneficiaries
- Improved ownership and participation by community members
- On time grievance redressal
- Information dissemination
- Data collection of aspirants for the project and enlisting in the “Naipunya” register.
- Extend financial assistance to the community from the allocated fund.

Minority Mobilization Strategies

1. Mobilization camps can be organized focusing on religious minority areas. It is possible to bring young people together by giving notice through the religious leaders of the area.
2. Mobilization camp can be organized at places of worship.
3. Brochures can be distributed and registration can be done at places of worship.
4. Awareness camps can be organized at youth clubs focusing on religious institutions.
5. Village literacy fairs where information about a predetermined topic is shared.
6. Quiz competitions between teams addressing knowledge of a specific topic.
7. Conduct Door-to-door mobilization