

## **EFFECTIVENESS OF PIA'S CURRENT MOBILIZATION STRATEGIES**

### **Overview and the objectives of the project**

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), the skill training and placement program of the Ministry of Rural Development (MoRD) and Kerala State (Kudumbashree) 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. Even as India moves towards becoming an international skills hub, there is a need 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 place significant entry barriers to today's job market. DDU-GKY is therefore designed to not only provide high quality skill training opportunities to the rural poor, but also to establish a larger ecosystem that supports trained candidates to secure a better future. There are 174 Program implementing agencies (PIAs) in various trades.

### **Mobilization process**

As per the model the PIA has to send mobilization requests 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 a 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 the 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 is already registered in Naipunya Register (A register kept at Gram Panchayat office where candidates 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. Moreover CRPs also make direct calls 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 informs 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 DDU GKY programme. During the camp the agencies will conduct the aptitude test and short list candidate based on their aptitude. Out of the shortlisted candidates they give counselling sessions and finally willing/eligible candidates are selected for the course. The remaining candidates' names will be entered in the Naipunya register for giving opportunity in future.

Under DDUGKY, a number of mobilisation camps are held in settlements but unfortunately the participation from the tribal community is low. “Door to door” mobilisation camp is also held in each tribal settlement. This helps us to create awareness among the community and attract more candidates to the DDU- GKY programme. In continuation we are planning to cover all the settlements in Kerala and bring more candidates to DDU-GKY. 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.

### **Role of a 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. Kudumbashree appointed 941 CRPs in 941 Panchayaths in the state and all of them are Kudumbashree members. The community volunteers are eligible for incentives based on their performance. When students get better placement and move forward in their career, the CRP would get extra incentive. So through this incentive system, the CRPs are motivated to identify the right candidate for each course so that they all get their dream job. They are also responsible for Placement Tracking of the candidates. This tracking is done for a period of one year from the date of placement of a candidate. Though there are many skill training programmes implemented

by many government departments (or private partners) through DDUGKY we are able to sustain the quality of the trainings, ensure better job placements and make the best results possible. They are playing a key role in making this possible. The interest, participation, dedication and responsible attitude of each CRPs helped us inform about DDUGKY to Dalry households. This in turn helped Kudumbashree to identify right candidates for the courses. Selection in right course motivates the candidates in achieving success in their careers.

### **Grading of DDUGKY PIAs**

‘Grading’ is the innovative idea that we are implementing in DDUGKY for ensuring the quality of the training agencies (PIA s) and for maintaining consistency. All training agencies in Kerala undergo the process of Grading once in every six months. After grading, we categorise the agencies into A, B,C,D categories. The agencies in the A category would be given more opportunities and they would be motivated by giving the second installment of the training with some relaxation. The training agencies in the B category would be provided with support and incentives to get upgraded to A category and excellence. The training agencies in the C category would be given one last chance to be A or B category. If it does not happen, their service would be terminated. The service of the training agencies evaluated as ‘D category’ would be terminated with immediate effect. The grading is done in different phases. In the first phase, the agencies make their self appraisal and this will be given to the Kudumbashree team. Following that, a social audit would be conducted and the performance of the agencies would be analysed by the Kudumbashree team and CDS. Thereafter, final grading of the agency would be done in prescribed format by our team. Financial Grading is also done along with this. As the validity of the grading is for 6 months, agencies are responsible to maintain quality continuously. Through the grading process, our team is motivating the agencies in Kerala to extend the best quality training.

### **How the study is conducted**

Study is conducted on the basis of secondary data collected from various sources.

### **Achievement**

Out of the 53,114 candidates who successfully completed DDUGKY training, 40,803 have secured job placements. Kudumbashree has signed MoU with 174 program implementing agencies.

### **Suggestions**

It would be better if we can assure the 100% enrollment of candidates among minority communities and backward classes.