



Bibin Jose
State Programme Manager,
DDU-GKY

RATING OF DDUGKY CENTRES AND GRADING OF PIAS

DDUGKY AT A GLANCE

DDU-GKY is the demand-driven placement-linked skill training initiative of the Ministry of Rural Development, Government of India (MoRD), uniquely aimed at rural poor youth between 15 and 35 years of age, with the purpose to create income diversity in poor families and help rural youth realize their career aspirations. DDU-GKY has its origins in the 'Special Projects' component of the Swarnajayanti Gram Swarozgar Yojana (SGSY), which was positioned as a holistic livelihoods intervention in 2004.

The SGSY special projects provided time-bound training and capacity building for bringing a specific number of Below Poverty Line (BPL) families above poverty through skilling and placement in jobs that provided regular wage employment. Up until May 2013, around 8.60 lakh had been trained and 6.80 lakh youth had been given placement. This programme was revisited under a new Skills framework and re-positioned under Aajeevika as Deen Dayal Upadhyaya – Grameen Kaushalya Yojana (DDU-GKY) on Antyodaya Diwas (25th Sep 2013) with the launch of new Guidelines and Standard Operating Procedures (SOPs).

DDU-GKY was set up to provide hopes and aspirations for a better quality of life to a large section of the rural poor. India has approximately 55 million rural youth between the age group of 15-35 yrs. who are below poverty line and with 16.16 million persons entering into the working age each year, there is a need for them to be skilled, reskilled and up-skilled. However, it is estimated that only 4.69% of the total workforce in India has undergone formal skill training as compared to 68% in UK, 75% in Germany, 52% in USA, 80% in Japan and 96% in South Korea. On the other side, there is a demand of 109.73 million skilled manpower by 2022 in twenty-four key sectors. Therefore DDU-GKY seeks to fill this gap by imparting specific set of Modular Employable Skills (MES) needed to access full time jobs in the formal sector.

DDU-GKY is currently being implemented in 21 States and UTs, impacting youth from 568 districts, by over 670 projects being implemented by over 300 Project Implementing Agencies (PIAs). At present, DDU-GKY has over 1.55 lakh candidates currently in training and placements. In the coming 2-3 years, DDU-GKY approved projects to impact over 13 lakh rural poor youth at a cost of over Rs. 4,300 Cr.



Project Implementation Agency (PIA)

As per the National Census 2011, 69% of the India's population lives in its villages. Over 55 million of the rural poor are young, between the productive ages of 15 to 35. If they are gainfully employed, they will fuel India's growth story. According to a FICCI-EY study, by 2020, the world will face a shortage of 47 million workers. India's rural youth, can become a demographic advantage

If we train the underserved rural youth for employment, we will be able to transform poverty into productivity and aid in the broader economic objectives of the country. Towards this task, we look to our Project Implementation Agencies (PIAs) as our partners in adding effort and innovations leading to quality training and placements, thereby aiding in poverty alleviation. It's only our partners who can help us convert this demographic opportunity into a demographic dividend

DDU-GKY is a placement-linked Skill Training Initiative of the Ministry of Rural Development, Government of India. DDU-GKY works in Public Private Partnership (PPP) mode, wherein it invests in projects proposed by its training partners, facilitates technical support and creates an amiable environment where quality skill training is imparted to rural poor youth. It has developed systems and processes benchmarked with the best in the world to facilitate quality and building capacity needed to scale and achieve its goals

DDU-GKY in Kerala

DDU-GKY officially launched in Kerala by 26th February 2015 and Kudumbashree is the Nodal agency for this program in Kerala. The project envisions providing job oriented training for 71,200 candidates in Kerala during four years from 2015 to 2020. The project is implemented through different agencies. Training centres that apply through the central government's website are visited to ensure their qualification before an accreditation is granted for offering training for candidates.

Currently, Kerala has 61 agencies providing training through 78 training centres in Aviation and Airport Building and Industrial Automation Specialist, Ayurveda SPA Therapist, Pathology Lab assistant, Skin and Hair technician Beautician, Surveyor, Medical Record Technician, Associated medical Transcription, Dental Ceramic Technician, Banking Correspondent, Accounting using Tally, and similar trades. During past couple of years, about 36,000 candidates have being given training, out of which about 24,000 were provided with employment. The important salient feature of the DDU-GKY project is that it gives about 70 percent employment guarantee.

Besides these, Kudumbashree is launched a project christened, 'SagarMaala' in Ernakulam and Kozhikode districts in order to provide free skill training for candidates of coastal areas. The project aims at providing skill training



and subsequent employment for about 3000 young candidates. Of the target in front of Kerala's DDU-GKY, 60 percent is set apart for candidates belonging to the minority classes; 4 percent for ST; and 26 percent for SC candidates. Among these, females and the physically disabled get 33 and 3 percent reservation, respectively. Besides, DDU-GKY in Kerala is envisaging a new project solely for the differentially abled people. Areas of skill training for them have also been identified on the basis of the information collected from Kerala Social Security Mission and Employment Exchanges on 7 lakhs of differentially abled job seekers in the State. Kudumbashree is the pioneer to train Transgender Candidate under DDU-GKY. By the Mid of August 2018, Kerala planning to start the First Transgender Batch in India. In addition to the existing agencies, new agencies will be empanelled and made to undergo a selection process before allowing them to launch trainings.

SOCIAL AUDIT AND RATING OF TRAINING CENTRES AND GRADING OF PIAS UNDER DDU GKY

SRLM has introduced a new initiative to recognise the activities conducted by the PIAs as part of DDU GKY; it will be rating of training centres on the basis of facilities, quality of training and activities undertaken by the PIAs. Accordingly the training centres will be labelled as three



stars, two stars and one star on the basis of performance in DDU GKY activities. Rating will be done on the basis of Self Evaluation, Social Audit, Inspection and Evaluation by various committees consisting of officials, experts, elected representatives, beneficiaries/alumnae, parents etc. On the basis of the performance in DDU GKY activities, the training centres will be labelled as three stars, two stars

and one star. For the effective function a calendar will be prepared in the beginning itself.

SRLM will assess the placement quality and project management of PIAs. Finally consolidate scores of Training Centre quality and PIA performance and declare the grading of PIAs as A, B and C grade. Grading and Rating will be done twice in a year, June and December respectively.

SL No	ACTIVITIES	RESPONSIBILITY	PERIOD
1	Self-Evaluation (examination) as per checklist by Q team	PIA Quality team	1st Week
2	Social auditing	District Mission team with the support of CDS	3rd Week
3	Inspection and Evaluation at district level	District Mission team	4th Week
4	Rating of training centres and declaration	SRLM	4th Week
5	Grading of PIAs and declaration	SRLM	Next Month 1st Week

SELF-EVALUATION

For ascertaining the quality of training and training centres, periodical self-evaluation has to be done by the Q team of PIAs. Separate Performa will be supplied for the purpose. While assessing the grade, level up to which the quality of training and training centres have been ensured will be taken into consideration. From the self-explanatory checklist contained in the proforma, the Q team can evaluate the level of quality and grade obtained. The PIAs have to submit the self-evaluation form (centre wise) at respective District Mission Offices.

SOCIAL AUDIT

A social audit is a way of measuring, understanding, reporting and ultimately improving an organization's social and ethical performance. A social audit helps to narrow gaps between vision/goal and reality, between efficiency and effectiveness. It is a technique to understand, measure, verify, report on and to improve the social performance of the organization.

Social auditing creates an impact upon governance and management. It values the voice of stakeholders, including marginalized/poor groups whose voices are rarely heard. Social auditing is taken up for the purpose of enhancing efficiency and effectiveness, particularly for strengthening accountability and transparency in PPP model programmes.

Social auditing will be done on the basis of verification of self-evaluation forms submitted by the respective training centres of PIAs. CDS has the responsibility, with the support of Block

co ordintors of DDU GKY, to form the social audit team and conduct the Social audit.

Those training centres gets more than 5 marks (out of 10) will be considered for social audit. The social audit team comprised of the voluntary members from different arena of society

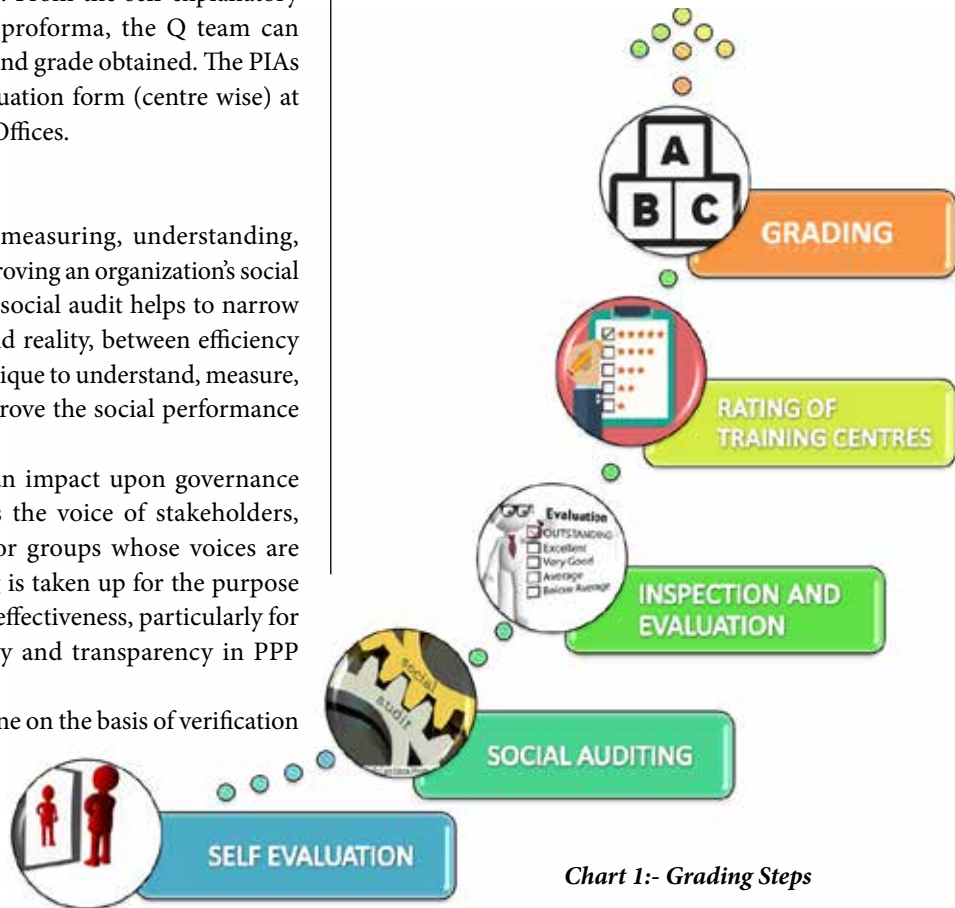


Chart 1:- Grading Steps

The team including

- Beneficiaries (trainees/alumnae)
- Parents
- elected representatives (ward member/councilor),
- CDS
- Social Workers and
- Block Co-ordinator as convener

The social audit team has to visit those training centres and conducts social audit. In order to familiarize the social audit format, procedure and marks, District Mission office has to organize the training for conveners of Social audit teams at the district level. Then social audit team has to hand over the report and list of eligible training centres to the inspection team at the District level.

INSPECTION AND EVALUATION AT DISTRICT LEVEL

Based on the social auditing report, an inspection team has to appoint at the District level for inspecting and verifying those training centres got more than 50% marks in social audit. The inspection team consists of

- ADMC (skills)-chairman
- Social worker/ expert in skills/SPMs
- DPM (S)-Convener.

Then the above team will forward the inspection report to a committee consisting of

- Executive Director, Kudumbashree-Chairman
- Social Worker/expert in skills/SPMs
- NIRD monitoring team member.
- COO(S)- convener
- One member should be a woman

This committee will finalize and announce the award and rating. Executive Director, Kudumbashree will issue the proceedings for rating.

TRAINING CENTRE RATING

On the basis of the performance in DDU GKY activities, the training centres of PIAs will be labelled as three stars, two stars and one star. Rating will be done on the basis of self-evaluation, social audit, inspection and evaluation by various committees consisting of officials, experts, elected representatives, beneficiaries, parents etc. According to the performance appraisal, institutions have been labelled as very good, good and satisfactory.

Three star rating will be given to the training centres of PIAs with marks more than 80. Two star will be given to the having good performance level in DDU GKY, ie, marks between 61 - 80. The training centres of PIAs which gets satisfactory remarks, iemarks between 50 -60 by the Inspection committee will



be awarded with Single (One) star. Rating will be issued as the proceedings of Executive Director, Kudumbashree.

PIA grading

SRLM will assess the placement quality and project management of PIAs. Finally consolidate scores of training centre quality and PIA performance and declare the grading of PIAs as A, B and C grade.

- Policy-Grading of PIAs & Rating of Training Centres
- Grading of PIAs to ensure overall Training and Placement Quality.
- Rating of training centres on the basis of Training Centre facilities, quality of training and activities undertaken by the PIAs.
- Rating and grading is being undertaken twice a year.

Incentivising PIAs based on Grades:

- Based on grading of PIAs, targets will be right sized every year.
- Additional Project Sanctions to existing PIAs to be linked to Grades awarded through Rating & Grading.
- Grade A PIAs: 5 times of existing approved Training Centre capacity and 50% of 2nd Instalment on submission of placement documents
- Grade B PIAs: 3 times of existing approved Training Centre capacity and 25% of 2nd Installment on submission of placement documents.
- Grade C PIAs: To be decided by the Project Approval Committee and Payment on pro rata basis if PIA completes at least 50% of training and placement consecutive target given.



Social Audit

PIA Grading

- Total marks-400
- Marks assigned to TC-200
- Marks assigned to Placement& Project management-200
- Mark is calculated out of 100 after adding all the marks
- Mark secured above 75-awarded A grade
- Mark secured more than 50 and less than 75-awarded B grade
- Mark secured less than 50- awarded C grade
- TC infrastructure (100)+Qualitative parameters of TC(100)=Training centre Rating (200)
- Placement Quality (100)+ Project management (100)=Management (200)



Training centre Rating

PROCESS	ELIGIBILITY SCORES
Self-evaluation (examination) as per checklist by Q team	50% or more
Social auditing	50% or more
Inspection and Evaluation at district level	TC infrastructure (100)+Qualitative parameters of TC(100) =200.Final Rating score is calculated out of 100 after adding all the marks
TC rating	Three star (3)- Training centres of PIAs with score more than 80. Two star(2)- Training centres of PIAs with score between 61 – 80. Single (One) star- Training centres of PIAs with score between 50 -60

Table 2:- DDU-GKY Grading Eligibility Criteria

Impact and Outcomes

SRLM has completed the first PIA Grading in 2017 December - 2018 January. We have completed the grading for the 1st Phase PIAs. The Grading Details mentioned below

SL NO	PIA	TOTAL	FINAL SCORE	GRADE
1	WSS	327	81.83	A
2	Dent care	317	79.34	A
3	Mega	314	78.5	A
4	Rajagiri CSS	310	77.42	A
5	MSMIT	300	75	A
6	Kites	289	72.25	B
7	Synchroserve	276	69.11	B
8	SB Global	271	67.75	B
9	Kitex	264	66.09	B

Kudumbashree Writeshop

10	Shri Technologies	263	65.67	B
11	MSSS	258	64.38	B
12	AppolloMedskills	257	64.18	B
13	Quess Corp	256	64.01	B
14	Orion	255	63.84	B
15	Centum Work skills	237	59.31	B
16	Skill pro	233	58.25	B
17	CAP WDI	233	58.15	B
18	AIAEF	227	56.79	B
19	Kapston	223	55.75	B
20	DB Tech	203	50.84	B
21	CCD	190	47.47	C
22	ITCOT	174	43.5	C

- The Training Center grading helps to improve and maintain the quality of training center by the PIA.
- Ultimately it enhances the overall quality of training.
- Through the Social audit, It ensures more transparency and accountability in project implementation and community has the involvement and say in project implementation and monitoring.
- It changed the quality standards in training and project implementation of PIAs.
- In SOP, the placement is mandatory but not mandatory to place the candidates in the same trade where they got training. But in grading, this component is one of the criteria under placement, so the PIAs focus more in placing the candidates in the same trade related Jobs.

- Avoids delay in getting the second installment, PIAs are now submitting installment related Documents very early and on the submission itself, gets part of second installment.
- Kudumbashree right sized the target of 2 agencies based on the grade awarded in the last grading.

Future plans

- PIA Grading will conduct in every Six months.
- Based on the Grading, PIAs will get an opportunity to improve their quality in providing training and the poor performing PIAs will be eliminated from the implementation of training Program.
- Grading system to be expand to every dimensions, like Quality of Teaching Learning Material, Teaching quality, Mobilization and Placement Quality

