

Futuristic Job Mela Strategies

Deen Dayal Upadhyaya Grameen Kaushalya Yojana(DDU-GKY) was launched on 25 September 2014 by Union Ministers Nitin Gadkari and Venkaiah Naidu on the occasion of 98th birth anniversary of Pandit Deendayal Upadhyaya. The Vision of DDU-GKY is to "Transform rural poor youth into an economically independent and globally relevant workforce". It aims to target youth, in the age group of 15–35 years. DDU-GKY is a part of the National Rural Livelihood Mission (NRLM), tasked with the dual objectives of adding diversity to the incomes of rural poor families and cater to the career aspirations of rural youth. A corpus of Rs 1,500 crore is aimed at enhancing the employability of rural youth. Under this programme, disbursements would be made through a digital voucher directly into the student's bank account as part of the government's skill development initiative. Implementation of DDU-GKY involves state governments implementing agency, technical support agencies including the National Institute of Rural Development (NIRD), Panchayati Raj (PR) and Project Implementing Agencies (PIAs).

Key Activities of DDUGKY includes the following:

1. Skill Gap Assessment
2. Information/Education/Communication Programme
3. Capacity Building of all stakeholders
4. Selection of Training partners / Receipt of Proposals, Appraisal & Approvals
5. Mobilization, Counseling & Selection of candidates
6. Skill Training, Certification and Placement
7. Monitoring & Evaluation
8. Post Placement / Alumni Support Services

The DDUGKY is being implemented in Kerala by the Kudumbashree. Started in 2014, it provides skill training to the youth in areas they are interested in. Private agencies part of the project included Edujobs Academy Pvt Ltd, Social Service Society, Wayanad, SB Global Educational Resources, Adayana Learning Solutions Pvt Ltd, Synchroserve Global Solutions and Centum Workskills India Pvt Ltd. They trained candidates in automotive service technician, accounting and food and beverage service steward. Salary offered was in the range from Rs. 25,000 to Rs. 50,000 in positions including manager, accountant, mechanic, supervisor and technician. DDU-GKY targets to provide jobs for 1 Lakh people from Kerala through various project implementing agencies. Kudumbashree also offers support for industry internships while training, post-placement supports, retention support and special support for minorities and women.

DDU-GKY has the following type of placements

- Captive placement- PIAs having their own requirement train and absorb the trained persons in their own organisations.
- Placement providing jobs having regular monthly wages at or above the minimum wages: The proof of regular wage employment is demonstrated by the salary slip from the Human Resources department of the organization.
- Placement in jobs in foreign countries Placement in jobs which can provide a minimum salary of Rs. 25,000

Job melas is the key activity which ensure the placement of the candidates who completes the enrolled courses successfully. It is usually organized by the Kudumbashree (either directly or with the help of PIAs) at the block and Grama Panchayath level to the extent possible. This will bring potential employers and local youth face to face. During the recent times, in the scenario of Covid crisis organising such a mela is practically difficult hence Kudumbashree has come up with a solution of – Virtual Job Melas

The process of Virtual Job Mela which was conducted during the pandemic situation along with Flipkart, Tech Mahindra BPO and few other companies are as follows:

1. Communication Regarding Requirement by the Employer
2. Intimation given to PIA Placement Officers (Pos) in the group with respect to job details, salary, location etc (Job description and specification)
3. Google sheets shared to POs to fill in the candidate details
4. Google Meet between employers and POs to clear doubts
5. Sharing of Meeting Link to PIAs for sharing with or ensuring student participation.
6. Conduct of virtual job mela
7. Shortlisting of candidates
8. Final selection interview at employers place
9. Selection and Issue of offer letter.

Employer Requirement for Kerala

Sl No	Company	Vacancies
1	Delhivery	773
2	ECom Express	1,599
3	Flipkart	976

4	Reliance Industries Limited (South India)	398
Total Vacancies – Kerala		3,746

Process flow of Virtual job Melas

MORD, to share the below mentioned format to all the states so as to collate data ,of the candidates before hand, as to enable the recording of data by all stake holders in providing employment for the candidates.

Candidate Details	
Name	
Aadhar Number	
Age	
Gender	M/F
Trained and Certified in Logistics job roles	Yes/No
District	
State	
Mobile Number	
Email ID	

LSC Whatsapp Number for Kerala

8939840742

The entire virtual job mela will be organised using GoToMeeting Application, and the respective links will be shared by LSC to all the states.

Kerala Schedule

Date	Companies	Time
14/09/2020	Delhivery, Ecom Express, Flipkart, Reliance Industries	1500 hrs to 1930 hrs

Meeting Link

The links for rest of the job melas will be shared on the 3rd of September 2020, as the system allows creation of the link for 14 days only.

Basic requirements for candidates to log in

- 1) Mobile/Computer, Desktop or Lap top/Tab
- 2) Internet with 4G connection.

Name of the Application: GoToMeeting

Available in Play store: Yes

About the application: When you are invited to a meeting, you will usually have a unique link included in the session details. This is the Join URL; you can open it in any web browser to automatically join the session. If you don't have the Join URL or are having trouble being automatically launched into session, you can join by manually entering the Session ID. This will also be included in the session invitation. If you are on a computer, open a web browser (Chrome preferred) and go to www.gotomeeting.com/meeting/join-meeting and enter the Meeting ID. Note: If the GoToMeeting desktop app is already installed on your computer, this will launch you into session using the desktop app. If you are on a computer and have the desktop app installed, you can also join directly by rightclicking the daisy icon in the system tray (Windows) or toolbar (Mac), selecting Join and entering the Meeting ID. If you are on a mobile device, first download the iOS, Android or Windows Phone app. Then open the app and enter the Meeting ID. (Note: the Meeting ID will be in the link, provided by the organizer and is a 9 digit number.) When you join a meeting, there are 3 unique methods with which you can be launched into session. They will vary depending on things like operating system and browser type.

Since the GoToMeeting App can only host 250 candidates at any given point of time, would request the states to have 1 hour slots provided to batches in multiples of 100 for large mobilizations and multiples of 50 in small mobilizations, this will ensure that all the candidates login and will be benefitted.

LSC will provide the report on attended Vs employed within 72 hrs from the day of the virtual job mela and will also provide for actual no of candidates hired Vs Actual number of candidates joined for employment. LSC will also make every effort to coordinate with the employer to provide for the required post-employment documentation to the stake holders.