

Impact of Ddugky on Rural Skill Empowerment and Employment

Ms. Jisha C L¹, Dr. Shanmugananda vadivel Jaganathan²

¹Asst.Professor, Commerce (Taxation), Christ College (Autonomous) Irinjalakuda

²Professor, Commerce, KAHE

Abstract

The Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDUGKY), launched in 2014 by the Ministry of Rural Development, aims to enhance the employability of rural youth by providing skill training and facilitating job placements. This study evaluates the effectiveness of DDUGKY in improving employment outcomes, career sustainability, and overall economic empowerment among rural youth. The research focuses on assessing participant satisfaction, analyzing the impact of training on employment status, and examining the relationship between skill development and long-term career growth.

The study is based on primary data collected from respondents who participated in the DDUGKY program, supported by an extensive review of existing literature. Statistical tools such as Pearson's correlation and linear regression were used to test the hypotheses. The findings reveal a strong positive relationship between the quality of training and employment outcomes ($r \approx 0.88$), and a significant impact of the program on reducing unemployment. Additionally, a majority of respondents reported improved employability, relevant skill acquisition, and enhanced career sustainability.

Despite these positive outcomes, the study identifies challenges such as job satisfaction, low wage levels, and limited long-term job stability. The research concludes that while DDUGKY has made significant contributions to rural skill development and employment generation, improvements in training quality, industry linkage, and post-placement support are essential to maximize its long-term impact.

Keywords: Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDUGKY), Skill Development, Rural Youth Employment, Career Sustainability

1. Introduction

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDUGKY) was launched in 2014 by the Government of India under the Ministry of Rural Development. The main objective of the DDUGKY scheme is to enhance the employability of rural youth by providing them with marketable skills and facilitating their placement in jobs. The program specifically targets individuals from economically disadvantaged communities, aiming to break the barriers that limit their access to better job opportunities. With its emphasis on **skilling, training, and placement**, the DDUGKY program seeks to foster **economic empowerment** and **social inclusion** of rural youth, thereby contributing to the achievement of **sustainable development goals (SDGs)**.

It was launched by the Government of India to address the skill gap in rural areas and provide employ

ment opportunities for the youth. With a focus on training and placement, the program seeks to equip rural youth with marketable skills and improve their employability. Despite its objectives, there is a need to assess the actual impact of DDUGKY on **rural skill empowerment** and employment outcomes. India, with its large rural population, faces a persistent challenge in ensuring sustainable **economic development** and **employment generation** in rural areas. **Skill development** plays a crucial role in addressing these challenges, especially in a country where over 60% of the population resides in rural areas. Despite India's growing economy, rural youth often face barriers such as a lack of access to quality education, skills training, and employment opportunities. This has led to high levels of unemployment and underemployment in these regions, contributing to the continued cycle of poverty.

Given these challenges, it is crucial to assess how well DDUGKY is achieving its objectives, particularly in terms of **employment outcomes** such as job acquisition, wage levels, and career sustainability. The study seeks to explore the impact of **DDUGKY's skill training initiatives** on the employment status of rural youth, as well as identify the strengths and weaknesses of the program that could be improved for better outcomes.

This research evaluates the effectiveness of DDUGKY in providing skill training, its influence on employment status, and its role in improving the economic stability of rural youth. By conducting this study, we aim to generate insights into the program's strengths and weaknesses to recommend measures for improvement.

Research Objectives

- To evaluate the overall satisfaction level of rural youth with the skill training provided by DDUGKY..
- To analyze the impact of DDUGKY training on improving the employment status of rural youth.
- To evaluate the correlation between the skill training received under DDUGKY and the long-term career sustainability of rural youth.

Literature Review

1. **Sharma, M., & Kapoor, S. (2021)** This study assessed the effectiveness of skill development programs, particularly DDUGKY, in rural India. It found that DDUGKY increased the employment rate among rural youth by 40%. However, it highlighted that many jobs gained were in the informal sector, which led to job insecurity and low wages, undermining the program's long-term impact.
2. **Thakur, S. (2021)** Thakur's research examined the impact of DDUGKY on rural youth employment and found that it helped around 70% of beneficiaries secure jobs, particularly in hospitality and retail sectors. However, it noted challenges related to job satisfaction and career growth, with many employed youth being unable to transition into higher-paying roles.
3. **Rao, S., & Kumar, D. (2020)** Rao and Kumar focused on the quality of training and the job placement success under DDUGKY. Their study found that the scheme had significant potential to uplift rural youth, but poor infrastructure and the absence of sufficient employer engagement were barriers to its effectiveness. They recommended stronger collaboration between training providers and industry players to improve job placements.
4. **Krishna, V., & Mishra, P. (2020)** The authors explored the socio-economic effects of DDUGKY on rural households. Their study concluded that the program improved the income levels of trained

beneficiaries, but the gains were often short-term due to the temporary nature of the employment. The study emphasized the need for local job market integration and post-training support.

5. **Desai, R., & Iyer, V. (2018)** Desai and Iyer's study analyzed the impact of DDUGKY in rural Maharashtra. They found that the program significantly improved female employment, as women showed a higher employment rate after training compared to men, likely due to the flexibility of training programs. However, they pointed out that job retention was still a challenge.
6. **Chandran, R., & Rajan, S. (2018)** This research discussed the role of skill development in reducing rural-to-urban migration. It found that DDUGKY reduced migration to urban areas by offering local job opportunities. The study suggested that while the program contributed to employment, many rural youth still aspired to urban, white-collar jobs, leading to dissatisfaction with available employment options.
7. **Banerjee, A., & Duflo, E. (2019)** Banerjee and Duflo explored rural economic development through skill-based programs like DDUGKY. They highlighted that the program had positive effects on rural employment by creating new job opportunities, particularly for youth. However, they noted that the full potential of DDUGKY could only be realized through better integration with local labor markets and micro-enterprises.
8. **Yadav, S., & Gupta, R. (2019)** Yadav and Gupta conducted an impact study across multiple states and found that DDUGKY successfully trained rural youth in a variety of sectors, such as retail, healthcare, and manufacturing. However, the study highlighted that while employment rates increased, job satisfaction and long-term career stability were areas needing improvement.
9. **Choudhury, A. (2019)** Choudhury's research examined the challenges faced by rural youth transitioning from training to employment under DDUGKY. The study found that while the program helped youths secure initial employment, post-placement support was insufficient, leading to underemployment and job instability for many beneficiaries.
10. **Ghosh, A. (2020)** Ghosh's study explored the impact of various skill development programs, including DDUGKY, on rural employment in India. It found that while DDUGKY improved skill levels among rural youth, there were gaps in employment sustainability, with many trained individuals being underemployed or facing difficulties in finding jobs that matched their qualifications.
11. **Singh, M. (2017)** This study examined the role of DDUGKY in increasing rural employment, focusing on income generation and job placement. It found that while the scheme positively impacted income levels, the lack of a robust job placement mechanism and infrastructure in rural areas contributed to low job retention rates.
12. **Sharma, A. (2015)** Sharma's research reviewed the role of DDUGKY and other skill development programs in promoting entrepreneurship in rural areas. The study found that while the scheme provided technical skills, it lacked sufficient focus on promoting entrepreneurial mindsets and providing support for small-scale enterprises.
13. **Reddy, P. (2017)** Reddy evaluated DDUGKY's contribution to rural youth employment and found that while it provided vital skill training, the scheme faced challenges such as poor training infrastructure and low-quality trainers. Reddy recommended that DDUGKY focus on improving the quality of training and job placement processes to maximize its impact.
14. **Sridhar, S. (2016)** This research examined the outcomes of skill development programs, including DDUGKY, in terms of employability. The study concluded that while skill development programs

contributed to improved employability, most beneficiaries were employed in low-paying jobs and faced difficulties with career advancement due to the lack of soft skills and post-placement support.

15. **Patel, K. (2018)** Patel's study evaluated various skill development programs across India, including DDUGKY. The study found that while DDUGKY had a measurable impact on rural employment, it struggled to maintain a long-term impact due to mismatches between the skills provided and the needs of the local job market. The study recommended better alignment between the training curriculum and market demand

Hypothesis

1. **H1:** There is a significant positive relationship between the quality of training provided under the DDUGKY program and the employment outcomes of rural youth.
2. **H2:** The DDUGKY program has a significant impact on reducing the unemployment rate among rural youth.
3. **H3:** Participation in the DDUGKY program significantly improves the long-term career sustainability of rural youth.

Data Analysis

1. Pearson's Correlation:

$$r = 0.75$$

$$p\text{-value} = 0.01$$

Since $r = 0.75$ indicates a **strong positive relationship** and $p\text{-value} = 0.01$ is less than **0.05**, we conclude that **H1 is supported**.

2. **Pearson Correlation:** $r \approx 0.88$ (Strong positive relationship between DDUGKY participation and Career Sustainability).
3. **Linear Regression for H2 (Unemployment Reduction):**
 - a. Equation: $Y = 2.50 + 1.83X$
 - b. Interpretation: **DDUGKY participation significantly impacts unemployment reduction.**

Findings of the study

H1: There is a **significant** positive relationship between the quality of training provided under the DDUGKY program and the employment outcomes of rural youth.

- **Pearson Correlation:**

- The correlation coefficient between the quality of training and employment outcomes is found to be **0.88**.
- This value indicates a **strong positive correlation**, meaning that the quality of training directly impacts the employment outcomes of the rural youth. Higher quality training is associated with better employment outcomes.
- **Conclusion: H1 is supported** — The training provided under DDUGKY has a significant positive effect on the employment outcomes of rural youth.

H2: The DDUGKY program has a significant impact on reducing the unemployment rate among rural youth.

- **Linear Regression Analysis:**

- **Regression Equation:** $Y = 2.50 + 1.83X$, where Y represents un

employment reduction and XXX represents DDUGKY participation.

- **Interpretation:** The regression equation suggests that **DDUGKY participation significantly contributes to reducing the unemployment rate**. Specifically, for every increase in DDUGKY participation, the unemployment rate decreases by **1.83** units.
- **Conclusion: H2 is supported** — The DDUGKY program has a measurable positive impact on reducing the unemployment rate among rural youth.

H3: Participation in the DDUGKY program significantly improves the long-term career sustainability of rural youth.

From the responses, a significant portion of respondents indicated that the skills learned through the DDUGKY program have contributed to **career sustainability**. Specifically:

- **85%** of respondents felt that the DDUGKY program had a **positive impact on their life**.
- **70%** of respondents stated that the skills they learned through DDUGKY were **relevant to the current job market**.
- **40%** of respondents felt that the **job secured post-DDUGKY** met their satisfaction levels.
- Additionally, many felt that the program contributed to **long-term career sustainability**, with **75%** indicating that DDUGKY helped them develop the skills necessary for **future employment**.
- **Conclusion: H3 is supported** — Participation in the DDUGKY program significantly contributes to **long-term career sustainability** for rural youth.

1. DDUGKY Participation:

- **85%** of respondents confirmed participation in the DDUGKY program.
- **90%** of respondents reported receiving formal training under the program.
- **70%** of respondents stated that the training led to **job placement**, and **80%** found the training **relevant to the job market**.

2. Impact on Employment:

- **70%** of participants reported improvement in **employability** after completing DDUGKY training.
- **40%** felt their **job stability** improved due to DDUGKY.
- **65%** received **job placement support**, and **60%** retained their jobs after placement.

3. Career Sustainability:

- **85%** of respondents felt DDUGKY positively impacted their lives.
- **75%** agreed that the program improved their **entrepreneurial skills**.
- **75%** of participants felt DDUGKY contributed to **long-term career sustainability**.

4. Program's Contribution to Unemployment Reduction:

- **55%** of respondents felt the **unemployment rate in their community decreased** due to the DDUGKY program.
- **42%** felt that **increased funding for DDUGKY would create more opportunities** for rural youth.

5. Overall Impact on the Community:

- **85%** of respondents agreed that the DDUGKY program had a **positive impact** on their lives.
- **55%** of respondents believed that DDUGKY helped in reducing **unemployment** in their community.
- **65%** of respondents felt the program **positively impacted the rural economy**.

Conclusion

In conclusion, the DDUGKY program plays a vital role in empowering rural youth, fostering their empl-

oyability, and ensuring career sustainability. The positive findings from the study provide strong evidence of the program's success in tackling critical issues such as unemployment and lack of career opportunities for rural youth. The study's results contribute to a better understanding of how vocational training programs can be leveraged to support youth development in rural areas, enhancing not only individual outcomes but also contributing to the overall economic development of rural communities.

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