

Empowering Community Based Organisations (CBO) as Project Implementation Agency (PIA) / Quality Training Institutions Under DDU-GKY

Introduction:

DDU-GKY is a Placement-Linked Skill Development Programme of Ministry of Rural Development, which is a part of 'Skill India' Initiative of Government of India. Tamil Nadu has been implementing this project from the year 2012. The vision of the scheme is to empower the rural youth to become independent and globally relevant workforce. Tamil Nadu State Rural Livelihoods Mission (TNSRLM) is the nodal agency for implementing the DDU-GKY scheme in the State. Tamil Nadu has so far trained 52,526 rural youth under the scheme and placed 36,583 candidates across sectors.

Background:

National Level/State Level PIAs are successfully implementing the DDU-GKY scheme in Tamil Nadu - however the placements are focussed mainly in the Tier 1 cities like metros while the rural youth today at times demand local employment to maintain the work-life balance. As a result, the growing dropout rates post placement are associated with this 'migration model' with the rural youth being unable to cope with the cultural shock of adjusting to urban employment. In addition, PIAs are observed to face issues in identification of the local demand to create local jobs for the unemployed youth and are unable to follow the Village Saturation Approach proposed under the DDU-GKY guidelines. During the course of implementation, it has also been observed that there is a need for a Community Based Organisation (CBO)/ network to reach out and collaborate with the community for ensuring regular planning of mobilisation, placement and tracking activities, convergence activities (with regional / local MSME, Small Scale Industries, etc.) and for identification of local wage / self-employment demand – supply opportunities.

Panchayat Level Federation (PLF) is a registered society (under the Tamil Nadu Societies Registration Act, 1975 and renewed annually) of all functioning SHGs in a village panchayat, promoted and managed for and by the members of the SHG for the attainment of the common goals of economic and social empowerment. All PLFs are consolidated at the District level called 'Ma Ka Mai'. The long term vision of 'Ma Ka Mai' is ensuring the poverty alleviation through local capacity building efforts. The process of capacity building includes identification of the local experienced mentors at field level / sector level and leveraging their strengths to enhance the skill sets and mind set of the local community. Each 'Ma Ka Mai' is empowered with required standard operating procedures and the entire responsibility is housed with the competent authority. The procurement policy is completely transparent and goes through various rounds to ensure strict norms are followed in handling the finances across schemes. Some of the processes have strict guidelines to track the beneficiaries up to the grass root level and availability of monitoring team at the local level ensures regular tracking.

Details of the Intervention:

Since Tamil Nadu seeks to ensure the Village Saturation Approach and regular tracking of DDU-GKY scheme and candidates, it was proposed to empower a CBO like 'Ma Ka Mai' as Project Implementation Agency (PIA) on a pilot basis. This initiative is expected to bring in more localised approach in skill training and placement which would enable the state to have localised approach on mobilisation and placement strategies. This is also directed towards saving efforts in continuous follow-up requirements for placement and tracking across various programs and can be a convergence model to avoid duplication of efforts. TNSRLM wanted to pilot the model 'CBO as PIA' with identified three 'Ma Ka Mai' in three Districts. Adequate support was provided by the state to promote the CBO as PIA and was done in a timely manner. CBO then was encouraged to apply as a PIA for DDU-GKY project.

'Ma Ka Mai' as per the guidelines, applied for a Project Reference Number and followed all the procedures to get the PRN and followed all due procedures as any other PIA would do. Then, they applied for the project in the ERP system as per the DDU-GKY guidelines and SOP to secure the DDU-GKY Project. The model being the first of its kind in the country aimed at empowering the local community to own up the entire implementation of the scheme.

Impact:

Once the model is stabilised and proven, there is a huge possibility of replicating this across all Districts and scaling it up across the State for local employment which will not only reduce the unemployment but is also expected to fuel an increase in per capita income of the State while leveraging the demographic dividend.

Women are expected to be the main beneficiaries in this model due to its non-migratory nature and this is likely to contribute to an increase in the women participation in the rural labour market. The State is trying to ensure the sustainability of the project in the long run through

- Identification of local demand and supply approach
- Implementation of the skill training programs as per the demand at the local level to provide alternate livelihood opportunity with out-migration mainly for women.

Source: Information provided by the Programme Division, DDU-GKY, MoRD