



A Study On The Awareness Of Deen Dayal Upadhyaya Grameen Kaushalya Yojana (Ddu- Gky) For Sustainable Rural Development With Special Reference Coimbatore

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Abstract: India's rural development plan has increasingly centered not only on developing infrastructure but also on the development of human capital in the form of skill upgradation and employment generation. Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), initiated by the Government of India, Ministry of Rural Development, is just such a flagship programme aimed at empowering rural youths by way of market-oriented skill training and employment. This research aims to measure the awareness of DDU-GKY among rural youth of Coimbatore district, Tamil Nadu, and evaluate its contribution to promoting sustainable rural development. The principal aim of this research is to measure the level of awareness, participation, and perceived effect of DDU-GKY among the intended beneficiaries. Aside from this, it also delves into the functions of different stakeholders such as training providers, local government units, and community leaders in the implementation of the program. The study is based on a mixed-methods research design where it merges quantitative surveys of 150 rural youth belonging to different blocks of Coimbatore with qualitative interviews of local government officials, training center coordinators, and program participants. Statistical tools and thematic content analysis were used to analyze the data to determine patterns and insights. Nevertheless, the impact of the programme on the beneficiaries has been generally positive. Improved skills, better employability, and, in a majority of cases, proper placement in retail, hospitality, and electronics industries were indicated by the beneficiaries. Even a few could transition into self-employment or entrepreneurship, which is testimony to the capacity of the scheme to generate livelihoods that are sustainable.

Keywords: Rural development, Skill development, Employment generation, Vocational training.

I. INTRODUCTION

India, being a global leader among growing economies, has a crucial issue of coping with rural unemployment and skill building. With about 65% of its population based in the countryside, rural youths' economic enhancement and rural self-sustainability remain a paramount part of sustained national development. Towards this end, the Government of India has initiated a series of schemes for skill development, with Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) as a flagship programme to redefine livelihoods in the rural areas. Launched on September 25, 2014, by the Ministry of Rural Development (MoRD), DDU-GKY is a flagship skill development and placement-linked programme for empowering rural youths through vocational training. The scheme aligns with the "Skill India" vision and aims at filling the rural employability-unemployment gap by providing industry-specific skills to youth. By improved employability and sustainable livelihoods, DDU-GKY plays an important role in India's overall objective of poverty reduction and rural economic growth. The success of any government initiative is based on its awareness and outreach among the target group. While DDU-GKY has contributed extensively to skill building and employment generation, its

success largely varies with the degree of awareness and registration of rural youth under the scheme. The mind set and awareness of the beneficiaries towards the scheme within a particular zone, for instance, Coimbatore, can give a good idea about the performance of the scheme and scope for improvements. Industrial and educational city Coimbatore has a large rural populace that can be utilized effectively through skill development programs like DDU-GKY. The research aims to quantify the scales of awareness of Coimbatore's rural youth regarding DDU-GKY and evaluate its prospect in achieving sustainable rural development. With the identification of awareness gaps, the research will assist the policymakers and stakeholders in improving the effectiveness and reach of the program.

STATEMENT OF THE PROBLEM

Despite government efforts to promote skill development, awareness and enrollment in DDU-GKY remain challenges in rural areas. Issues like information gaps, access barriers, and socio-cultural factors hinder its reach. In Coimbatore, where industrialization creates job opportunities, the scheme's success depends on awareness and participation. This study explores rural youth's knowledge of DDU-GKY, factors influencing their engagement, and potential interventions to improve outreach, aiming to enhance program implementation and sustainable livelihoods.

SCOPE OF THE STUDY

This research examines the knowledge and impact of the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) among rural youth in Coimbatore district, Tamil Nadu. Focusing on villages and semi-urban towns, it explores awareness, enrollment, and employability outcomes in a region balancing industrial growth with rural labour demands.

OBJECTIVES

- To assess the level of awareness about the (DDU - GKY) among rural in Coimbatore.
- To evaluate the effectiveness of the scheme in providing skill training and employment.
- To analyze the challenges faced by beneficiaries in utilizing the scheme's benefits.

RESEARCH METHODOLOGY

RESEARCH DESIGN

Sampling Size	120 Respondents
Sampling Technique	Stratified Random Sampling Technique
Primary Data	Structured questionnaire
Secondary Data	Books and journals
Area of the Study	Coimbatore District
Statistical Tools Used	<ul style="list-style-type: none"> • Simple Percentage Analysis • Likert Scale Analysis
Period	5 months from December 2024 – April 2025

LIMITATION OF THE STUDY

- The research is confined to Coimbatore, limiting the generalizability to other areas.
- Response bias can influence the validity of participant responses.
- A small sample size can affect the reliability of the study.
- Limited government data access may hinder data validation.
- Time and resource limitations could limit fieldwork and interviews.

II. LITERATURE REVIEW

Dr. P. Srinivas, Ch. Gangaiah (2012) Skill building plays an important role in improving employment opportunities, and the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) was started to enhance rural youth employability. The main objective of the study is to assess the impact of the scheme on training and placements in Andhra Pradesh. Using secondary data and micro-level survey data, the study contrasts employment outcomes before and after training. Findings show that training attendance is satisfactory, but retention at work remains a problem. Overall, DDU-GKY has highly enhanced livelihoods but requires better industry linkages and after-placement services.

Ganesh kumar, Shravan kumar (2019) the study "Employment and Demographic Dividend: Current Status, Government Initiatives, and Challenges after Post-Reform Period" talks about India's employment situation, demographic dividend, government employment schemes, and associated challenges. The study is intended

to evaluate post-1991 employment trends, efficacy of government programs, demographic dividend advantages, etc. Secondary data from surveys and government documents have been utilized in the study. The research discovers jobless growth, increasing unemployment among educated individuals, and a declining labor force participation rate. There are government programs in place but not being implemented as effectively as required. In conclusion, while India's demographic dividend is promising, policy reforms must be undertaken to translate growth into employment opportunities.

Aditya gupta (2019) the study explores the need for inclusive skill development schemes for Haryana's backward castes, India, based on economic disparities and policy gaps. It attempts to analyze the effectiveness of existing schemes and recommend improvements for better inclusion. The study relies on secondary data, analyzing government policies, census data, and previous studies. Findings reveal that the majority of schemes do not succeed due to inefficient implementation, discrimination, and affordability issues. The study posits that the meaningful economic inclusion of marginal communities necessitates targeted policy reforms, increased financial support, and improved implementation strategies.

Anita Swain, Sunita (2020) Swain Skill development is crucial for job creation and economic development, which allows individuals to meet industry requirements and boost productivity. India, as a manpower country, has immense challenges in skill training but also has vast opportunities through government programs. The critique of this paper is intended to examine the challenge in skill development, opportunities, and comparative analysis of the Indian model. The study has been carried out on secondary data collected from government reports, research studies, and skill development centers. The report indicates a huge skill gap in India, which needs more intensive vocational training, industry partnerships, and government initiative sensitization such as PMKVY and DDU-GKY. India needs to increase skill training, implement vocational training, and develop entrepreneurship for long-term economic growth to capitalize on its demographic dividend.

Dr. Chandra sekhar dash, Shilpa dash (2020) literature review focuses on India's Skill Development Mission and its application in employment and gender diversity. The objective is to assess the impact of skill development policies in checking employment inequalities. The methodology applies an exploratory design, supported by secondary data like reports and questionnaires. Results indicate that, even with improved employability, gender disparities remain with women experiencing declining opportunities. The conclusion refers to Skill India's mid-level success but premises that robust policy systems are required in order to facilitate increased participation. Two of the major recommendations for further growth are gender imbalance removal and work culture balance generation.

III. ANALYSIS AND INTERPRETATION

3.1 SIMPLE PERCENTAGE ANALYSIS

Table 3.1.1 Table Showing the Age of the Respondents

S.NO	AGE	NO. OF RESPONDENTS	PERCENTAGE (%)
1	15 - 21 years	33	27.5%
2	22 – 28 years	71	59.2%
3	29 – 35years	16	13.3%
	TOTAL	120	100%

(Source: Primary Data)

The above table reveals that 27.5% of the respondents are belongs to 15-21 years, 59.2% of the respondents are belongs to 22-28 years and 13.3% of the respondents are belongs to 29-35 years.

Table 3.1.2 Table Showing are they Aware of DDU-GKY Scheme of the Respondents

S.NO	AWARE OF DDU-GKY	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Yes	89	74.2%
2	No	31	25.8%
	TOTAL	120	100%

(Source: Primary Data)

The above table reveals that 74.2% of the respondents are aware of DDU-GKY and 25.8% of the respondents are not aware of DDU-GKY

Table 3.1.3 Table Showing how they know about the DDU-GKY of the Respondents

S.NO	ABOUT DDU-GKY	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Government officials	18	15%
2	Friends/relatives	30	25%
3	Social media	54	45%
4	Training centres	15	12.6%
5	No, I don't know	1	0.8%
6	No	1	0.8%
7	Unaware	1	0.8%
	TOTAL	120	100%

(Source: Primary Data)

The above table reveals that 15% of the respondents are government officials, 25% of the respondents are friends/relatives, 45% of the respondents are social media, 12.6% of the respondents are training centres, 0.8% of the respondents are No, I don't know, 0.8% of the respondents are no and 0.8% of the respondents are unaware.

Table 3.1.4 Table Showing Challenges Faced While Enrolling Of the Respondents

S.NO	CHALLENGES FACED	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Lack of awareness	27	22.5%
2	Complicated registration process	43	35.8%
3	Distance to training centres	37	30.8%
4	Lack of support from family	10	8.3%
5	I don't know	1	0.9%
6	None	1	0.9%

(Source: Primary Data)

The above table reveals that 22.5% of the respondents are lack of awareness, 35.8% of the respondents are complicated registration process, 30.8% of the respondents are distance to training centres, 8.3% of the respondents are lack of support from family, 0.9% of the respondents are I don't know, 0.9% of the respondents are none and 0.8% of the respondents are unaware.

Table 3.1.5 Table Showing Improvement Would You Suggest For the Scheme of the Respondents

S.NO	IMPROVEMENT WOULD YOU SUGGEST	NO. OF RESPONDENTS	PERCENTAGE (%)
1	More awareness programs	26	21.7%
2	Better training infrastructure	65	54.2%
3	More relevant job opportunities	29	24.2%
	TOTAL	60	100%

(Source: Primary Data)

The above table reveals that 21.7% of the respondents are more awareness programs, 54.2% of the respondents are better training infrastructure, 24.2% of the respondents are using more relevant job opportunities.

3.2 LIKERT SCALE ANALYSIS

Table No: 4.2.1 Table Showing the Quality Training Provided Under the Scheme of the Respondents

S. No.	PARTICULARS	NUMBER OF RESPONDENTS	LIKERT SCALE	TOTAL
1	Excellent	13	5	65
2	Good	52	4	208
3	Neutral	48	3	144
4	Poor	6	2	12
5	Very poor	1	1	1
	TOTAL	120		430

(Source: Primary Data)

Likert scale value 3.58 is greater than the middle value (3), so the respondents agree that quality training provided under the scheme.

Table No: 4.2.2 Table Showing New Skills That Improved Your Employability after the Training

S. No.	PARTICULARS	NUMBER OF RESPONDENTS	LIKERT SCALE	TOTAL
1	Strongly Agree	20	5	100
2	Agree	57	4	228
3	Neutral	36	3	108
4	Disagree	06	2	12
5	Strongly Disagree	01	1	1
	TOTAL	120		449

(Source: Primary Data)

Likert scale value 3.74 is greater than the middle value (3), so the respondents agree that new skills that improved your employability after the training.

Table No: 4.2.3 Table Showing Job Opportunities Provided Through DDU-GKY of the Respondents

S. NO.	PARTICULARS	NUMBER OF RESPONDENTS	LIKERT SCALE	TOTAL
1	Very satisfied	20	5	100
2	Satisfied	59	4	236
3	Neutral	32	3	96
4	Dissatisfied	08	2	16
5	Very dissatisfied	01	1	01
	TOTAL	120		449

(Source: Primary Data)

Likert scale value 3.74 is greater than the middle value (3), so the respondents agree that job opportunities provided through DDU-GKY.

Table No: 4.2.4 Table Showing Job Opportunities In Coimbatore After Completing The Training Of The Respondents.

S. NO.	PARTICULARS	NUMBER OF RESPONDENTS	LIKERT SCALE	TOTAL
1	Strongly Agree	30	5	150
2	Agree	46	4	184
3	Neutral	32	3	96
4	Disagree	09	2	18
5	Strongly Disagree	03	1	03
Total		120		451

(Source: Primary Data)

Likert scale value 3.7583 is greater than the middle value (3), so the respondents agree that job opportunities in Coimbatore after completing the training.

Table No: 4.2.5 Table Showing Overall Satisfaction with DDU-GKY Scheme of the Respondents

S. NO.	PARTICULARS	NUMBER OF RESPONDENTS	LIKERT SCALE	TOTAL
1	Very satisfied	26	5	130
2	Satisfied	56	4	224
3	Neutral	20	3	63
4	Dissatisfied	18	2	36
5	Very dissatisfied	0	1	0
TOTAL		120		453

(Source: Primary Data)

Likert scale value 3.775 greater than the middle value (3), so the respondents agree that overall satisfaction with DDU-GKY scheme.

IV. FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

4.1 SIMPLE PERCENTAGE ANALYSIS

- Majority 59.2% of the respondents are belong to 22-28 years.
- Majority 74.2% of the respondents are aware of DDU-GKY.
- Majority 45% of the respondents are known from social media.
- Majority 30.8% of the respondents are distance to training centres.
- Majority 54.2% of the respondents are better training infrastructure

4.2 LIKERT SCALE ANALYSIS

- Likert scale value 3.58 is greater than the middle value (3), so the respondents agree that quality training provided under the scheme.
- Likert scale value 3.74 is greater than the middle value (3), so the respondents agree that new skills that improved your employability after the training.
- Likert scale value 3.74 is greater than the middle value (3), so the respondents agree that job opportunities provided through DDU-GKY.
- Likert scale value 3.7583 is greater than the middle value (3), so the respondents agree that job opportunities in Coimbatore after completing the training.
- Likert scale value 3.775 greater than the middle value (3), so the respondents agree that overall satisfaction with DDU-GKY scheme.

V. SUGGESTIONS

- Offering skill course based on market demand like IT, healthcare and logistics.
- It provides hands-on experience through apprenticeships and internships.
- The partners with private companies for job-oriented training.
- Strengthening post-placement tracking and support.
- Using social media and local influencers to promote the program.
- Connecting beneficiaries with government start up schemes.

VI. CONCLUSION

The findings reveal that DDU-GKY significantly impacted employment among youth, with 50.8% securing employment under the scheme. Most respondents (72.5%) perceived it as financially supportive, even though complaints of accessibility to training centres (30.8%) and discrimination (72.5%) were noted. Overall satisfaction (3.775) reveals that the program is successful, but some areas of improvement can be noted. Industry linkages need to be strengthened, post-placement services enhanced, and the use of social media for outreach to further maximize its success. Infrastructure gaps need to be closed and training aligned with market requirements in IT, healthcare, and logistics to enhance employability and long-term impact.

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