

## MOTIVATIONAL FACTORS TO UNDERGO DEEN DAYAL UPADHYAYA GRAMEEN KAUSHALYA YOJANA (DDU-GKY) TRAINING BY RURAL YOUTH

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### ABSTRACT

*The study was conducted in Adilabad District of Telangana to understand the profile, analyse how they came to about DDU-GKY training and to study the motivational factors of rural youth to undergo training under DDU-GKY. In all 120 rural youth from four Project implementing agencies (PIAs) constituted the sample for the study. The findings revealed that the factors viz. placement assured training (76%), interested area of training(55%) family members motivation (12%) and scope of getting better income(4%) motivated the respondents to attend the training.*

**Keywords:** Training, Motivation, DDU-GKY, Rural Youth, Project Implementing Agencies.

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### Introduction

Motivation is commonly thought of as an urge that arises from an individual. Motivation is described by Baron(1991) as an internal mechanism that initiate, lead and sustain behaviour especially goal oriented behavior.

Training is an important input which can help the rural youth for employment. It is the process of improving knowledge, skills and changing the attitude of the individual for doing a specific job. As the situation changes, people also need to acquire knowledge, skills and attitude to cope up the changing environment. Therefore, training has continued to be the most important mechanism for developing an individual's work efficiency.

The Government of India has set an ambitious target for providing skill training to 500 million of its youth by 2022, which is in line with the estimated demand for skilled manpower over the next decade. Several Ministries have been assigned targets for skilling India's youth to contribute to the Government's vision for making India the skill capital of the world.

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), the skill training and placement program of the Ministry of Rural Development (MoRD), occupies a unique position amongst other skill training programmes, due to its focus on the rural poor youth and its emphasis on sustainable employment through the prominence and incentives given to post-placement tracking, retention and career progression. Even as India moves towards becoming an international skills hub, there is a need to acknowledge the challenges preventing the rural poor from taking advantage of this momentous economic transition. Lack of formal education, marketable skills and other constraints imposed by poverty place significant entry barriers to today's job market. DDU-GKY is therefore designed to not only provide high quality skill training opportunities to the rural poor, but also to establish a larger ecosystem that supports trained candidates secure a better future.

The present study was undertaken to ascertain the motivational factors for attending DDU-GKY training by rural youth.

### Objectives of the Study

1. To study the profile of the trainees
2. To analyse how the trainees came to know about DDU-GKY training
3. to study the motivational factors for attending DDU-GKY training by rural youth.

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### Review of Related Literature

**Saini, Vandana** conducted a qualitative study entitled "Skill Development in India: Need, Challenges and ways forward". It conceptualized that the skill capacity has been assessed in the form of general education and vocational training level of the Indian workforce in the age group of 15-59 and which was found to extremely low i.e. around 38% of the workforce are not even literate, 25% are having below primary or up-to primary level of education and remaining 36% has an education level of middle and higher level whereas only 10% of the workforce is vocationally trained (with 2% formal and 8% informal training). The study also found that both the Government and its partner agencies have undertaken various measures/initiatives for the effective implementation of the skill development system in the economy, but still faces a number of unresolved issues/challenges that need immediate attention of the policy makers. Hence, skill development initiatives of the government should focus on these obstacles and develop the programs accordingly to resolve these hurdles for the complete success of the skill development initiatives.

### Methodology

The methodology is outlined in relation to the objectives under study. The study was conducted in Adilabad district of Telangana state. Four PIAs were randomly selected and 30 trainees from each PIA were selected randomly. Thus 120 trainees constituted the sample for the study. The information was collected from the respondents with the help of structured questionnaire schedule.

The Profile of the Respondents is given in below Table 1

Characters	No	Percent
<b>Gender</b>		
Male	78	65
Female	42	35
<b>Education categories</b>		
Illiterate	2	2
Xth class(School)	7	6
Intermediate	75	62
Degree	26	22
PG and above	10	8
<b>Family type</b>		
Nuclear	86	72
Joint	34	28
<b>Family Annual Income</b>		
Low(upto 30,000)	78	65
Medium(30,001-50,000)	36	30
High(50,001&above)	6	5

The above table indicates that there are 78(65%) males out of the total 120 trainees and the remaining are 42(35%) female. Most of the trainees studied upto Intermediate 75(62%) followed by Degree qualification 26(22%), there are 10 trainees who studied upto PG& above. Majority 86(72%) belongs to nuclear type family and the remaining 34(28%) belongs to joint family. Most of the trainees Family Annual Income 78(65%) is low (upto Rs30,000) followed by Medium 36(30%) and remaining 6(5%) to High Family Annual Income.

### Results and Discussion

The data collected is analysed has how the trainees know about the DDU-GKY training in the following table 2:

S. No.	Factor	No.	Percentage
1	PIA	86	72
2	Media(TV/Newspaper etc)	65	54
3	family members	55	46
4	Friends & others	85	70

The two main ways that trainees came to know about the DDU-GKY training programme through Project Implementing Agency(PIA) i.e 86(72%) and Friends &others i.e. 85(70%) followed by Media (TV/Newspaper etc) i.e. 65(54%) and about 55(46%) through family members.

**Table 3: Motivational Factors for undergoing DDU-GKY Training****(n=120)**

S. No.	Motivational Factor	No.	Percentage
1	Placement assured training	91	76%
2	Interested area of training	66	55%
3	Family members motivation	14	12%
4	Scope of getting better income	4	4%

Most of the trainees indicated that motivational factor for undergoing DDU-GKY training is placement assured training about 91(76%), interested area of training about 66(55%), family members motivation about 14(12%) and scope of getting better income about 4(4%).

#### Conclusion

Most of the trainees came to know about the DDU-GKY training programme through Project Implementing Agency (PIA) i.e 86(72%) and Friends & others i.e. 85(70%)

Placement assured training followed by interested area of training were the most important motivational factors for rural youth to undergo DDU-GKY training,

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