

# IMPACT OF DDU GKY SCHEME IN ENTREPRENEURSHIP DEVELOPMENT: AN EMPIRICAL STUDY OF EXPERIENCE OF YOUTH TRAINED UNDER THIS SCHEME

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## ABSTRACT

The DDU-GKY, the Deen Dayal Upadhyaksh Grameen Kaushalya Yojana comes under the ministry of rural development in September 2014. Its main focus is to educate youth from rural areas that are poor and provide them with jobs and skills to earn a good livelihood from them. It helps them push themselves to grab opportunities and earn more than the normal wages. This scheme is mainly for benefitting the youth in the rural areas. It helps them diversify their income opportunities. The DDU-GKY when started was slightly hesitant to support entrepreneurship but slowly with people developing their mind-set towards entrepreneurship and with the exposure the DDU-GKY has provided has now been used by the youth as step to facilitate the growth of Entrepreneurship in the rural areas through providing opportunities and exposure by providing jobs and skilled employment opportunities. It's now plays a very important role indirectly is the development of rural entrepreneurship. This paper shows how the DDU-GKY helps in entrepreneurship development. A sample of 270 respondents was surveyed to know the Overall impact of DDU GKY Scheme in entrepreneurship development in the youths. Mean and multiple regression was applied to get the appropriate result. It s found that the Overall impact of DDU GKY Scheme in entrepreneurship development in the youths is significant for the youth that are trained under this scheme.

**KEYWORD - Entrepreneurship, DDU-GKY, Skill, Education, Rural, Mindset, Experience.**

## 1.INTRODUCTION

With the increase in AI technology most of the work which is used to be done by human are not being taken over by the robots. The employment scenarios are evidencing rapid changes to it with the increase in technology. According to survey 69% of the jobs and employment opportunities for human are being ceased by automated machines. Work can be done very fast and very efficiently by automated robots and if they are works with continue repetition then they can be performer best by the machines and with sheer perfection and that is a known fact to everyone. Only the jobs that require special skill set and analytical thinking are the options for human so it's very important to have that skills set and thinking to grab those opportunities. Working and earning is the only way to get their life going for an average man and for that skills are a very important part (Jayashri, & Rajan, 2017).

The DDU-GKY, the Deen Dayal Upadhyaksh Grameen Kaushalya Yojana comes under the ministry of rural development in September 2014. Its main focus is to educate youth from rural areas that are poor and provide them with jobs and skills to earn a good livelihood from them. It helps them push themselves to grab opportunities and earn more than the normal wages. This scheme is mainly for benefitting the youth in the rural areas. It helps them diversify their income opportunities. This scene takes in the trainees for training which could last from 3 months to a year and then lodged them into the professional field of earning and securing their life and family for the rest of the time. But this system can be a threat to the urban eco system and the rural eco system as well. As people come from rural areas to urban areas for employment which creates a lack of skilled labour in the agricultural field as the main rural economy is based on agriculture and it also affects the people of urban areas with increasing strain in public utilities and facilities. Entrepreneurship plays an important part here as well. As Entrepreneurship is a very good option for the youth nowadays to start something of their own and invest their skills and efforts to it. People love to work for something they their selves love and then the work doesn't seem like work. The youth from rural areas are also provided the

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opportunity to become entrepreneurs by providing them the skills required to excel in this field. The impact of DDU-GKY is very significant in entrepreneurship as it's helping the nation grow in terms of Entrepreneurs and new ideas and establishments and also helps the rate of growth of entrepreneurship in the rural areas providing job opportunities to the youth and reducing the unemployment rate of the country.(Chakravorty, & Bedi, 2019).

## **2. LITERATURE REVIEW**

### **2.1 Providing entrepreneurial mind-set**

As we all know that Entrepreneurship is a very great medium for people and individuals to work and grow. They can even shift from minimal wages to something more to have a good life. Entrepreneurship has always been a challenge because it's tough to create a place for yourself with something of your own creation and it takes a lot of hard work, skills and a great plan to reach that goal. The DDU-GKY provides people with the knowledge to acquire the skill set and education so they can excel in the line of work they want to grow as an individual and as an entrepreneur. The places with not so much development in education of good schools and colleges fail to provide the necessary education and information to have good skills or have good knowledge (Tyagi, 2018).

Knowledge is the key to everything and when you have knowledge you can work some days at some other companies and gain a sufficient amount of experience and exposure of how to run things and how to manage a whole management and where to begin and how to roll with the growth in the upcoming time. Even DDU-GKY provides you with a job and also tracks your employment for a year until you are not doing well in your career. A huge part of the rural region with great skilled and uneducated and knowledge talent is left. It's a huge potential to tap to and utilise. Providing them the education and skill set to work in the world and a professional training is provided by the DDU-GKY and it's a huge impact created by them on entrepreneurship. People after getting the education and experience start exploring their own ideas and may be, they can rise as huge entrepreneurs in the rural areas looking forward towards the nation's growth apart from agriculture and also in the field of agriculture as mainly the rural economy is run by agriculture. With their knowledge and modern and technological knowledge they can do huge developments to the rural society and this can also lead to overall entrepreneurship development as well and this is a great thing for the country and its economy and this will also increase the number of skilled labour from unskilled labour and skilled labour is always a plus. With the knowledge, the mind-set of the rural people will also gain modernization and will create the mind set of entrepreneurship which is a tough thing to create when there is less skills or knowledge and with the required skills and education mind-set is a by product of your confidence in yourself and this will help you create the mind-set (Hussain, 2018).

### **2.2 Help in accessing resources**

Entrepreneurship is not easy as it sounds like on the paper, when done in real it's a huge process and a complicated one. Getting the skill set and education is very important and so to acquire those skills and the required education the presence of the resources is very important. The DDU-GKY works on the 12-35 years age group and mostly from the rural areas so to get the required resources and study materials and tasks to polish your skills is very difficult. The presence of good schools, colleges and educational institutions is a very tough part as the rural areas are not so much equipped with those necessities and it's hard for the people living there to gain good education and skills. The education Institutions play a very vital role and are one of the most important things when coming to the resources. The low quality of education is the main reason for not being so much skilled even on their field of work because most of the knowledge even the agricultural knowledge is gained in a very low amount by them and mostly by their own ancestors and so they don't have the access to the new and modern technologies and even if given the access they don't know how to make it work. It is a huge part to look at and thus with the DDU-GKY the government has been providing knowledge of how to be skilled labour and work for the betterment of themselves and also emerge in the society in a good condition. They provide people the knowledge and skills required to excel in the field they want to proceed in the near future and through this the people who are progressive start developing entrepreneurial ideas and thus with the amount of required knows present they can emerge as entrepreneurs in the rural areas and slowly can get themselves into the big game and maybe transform to one of the greatest assets to the country and its entrepreneurial sector and future. They basically provide the required knowledge and skill set to emerge as good successful entrepreneurs by providing them good jobs and good resources to reach this stage (Rao, 2015).

### **2.3 Providing practical experience**

It's a very well-known fact that practical experience is much more important than just the theory knowledge. Even if the youth and the people in rural areas have been exposed to the knowledge and also have the skills but the skills are polished to best by the practical experience they got. Now practical experience can't be gained until provided the opportunity. The youth in the rural places are very much constricted and don't have the required options and opportunities because of the financial problems or maybe the low exposure they always experienced. As we all know the main objective of the DDU-GKY is to provide people with jobs and placements and get them to a wage which is more than sufficient to cover their expenses in the growing moderns' worlds and running a good livelihood with the minimum dissatisfaction. They provide people with jobs and also with some allowances after the year they are placed. After one's successfully settling, It helps one to take their time and help them in getting good education even from big reputed Institutes in abroad and help them get internships and capitalise employment and foreign placements in many cases which helps them expand their hands to great knowledge and great practical experience and after that they develop their own ideas and with the amount of practical knowledge they have gained because of working in jobs and internships provided

by the DDU-GKY they are then exposed to the world of entrepreneurship and thus this leads them to job creators from job seekers. They now have the practical experience required to handle and run their own ideas and establishments and this is a huge contribution and this leads to the development of successful entrepreneurs and many more large scale companies which are now run by them and they are now the job creators and thus this helps people in getting more jobs and by lowering the unemployment rate of the country and this is a huge impact on the entrepreneurship sector and adds to boost to it by providing the practical experience which is a very important attribute in entrepreneurship (Rao, 2018).

#### **2.4 Access to quality mentoring and network:**

Mentoring is a very important part in entrepreneurship. The DDU-GKY policy while providing you the practical experience as stated before provides you this as well. The time while working also helps in getting them gets in contact with many successful entrepreneurs when working in those companies for the initial experience and while doing entrepreneurship. The interactions with various entrepreneurs also help them in getting a wider perspective and open up their minds on how to start and plan and initially run a business and how it is to work on your own ideologies and aspiring people to work with them and be a part of their growth. The mentorship they are receiving from them which is top notch and the very successful personality's deals with problems and a whole lot of exposure is given to them through this and also, they can grow their network through this. As when you are in a rural area you don't get the access to a huge network of people but when working with them and interning under them and slowly creating the network with them is also a very crucial thing. Everyone knows how much networking is important in entrepreneurship and it how a good network can add value to your business. That network can be created because when working with other companies or with under people who are successful, they have got a huge network of good and successful people who may help you in developing your business when you are into entrepreneurship. Network is something which can lead you to big businesses in future. The DDU-GKY policy not only gives you the practical experience but also adds value proposition to your Entrepreneurial skills and further plans in the near future by providing you a great network and very quality mentorship. This will add up as a huge impact of DDU-GKY in entrepreneurship development (Saju, Scaria, Cheguvera, Benny, Lizy, & Joseph, 2020).

#### **2.5 Providing business understanding**

The understanding to start a business and most importantly to run it is very important. The understanding of business is very important to run any kind of business and when taking on as an entrepreneur it should be a top-notch skill. The people in rural areas and poor people are not too much exposed to business understanding, they may certainly own a business but the right procedure of running it is not known by them and this is a huge drawback and this stops them from growing. The DDU-GKY by providing the practical knowledge and exposure required and the theoretical understanding of business and also the real understanding by making them work with companies and start-ups and let them gain the business understanding to manage a business whenever they establish their own. The understanding of business either comes with a lot of experience in the practical world or with a studying. Both of the aspects are equally important. The art of planning, organizing, initiating, staffing and everything is the most important part when coming to the business understanding, it includes planning as the most important part, people when working with great companies which is provided by this policy gives the people a lot of chances to understand the way those companies plan and the way they execute and organise their resources and do the staffing of people according to that. If you are not well trained with those skills you can never have the accurate understanding of business. Through working with many companies and been provided the opportunities to be placed there is a huge role of the DDU-GKY. So when the people willing to build their own business start with a good understanding of the business and this is what matters in the field of entrepreneurship. If the person has a good sense of the business and the understanding to deal with problems and the art of problem solving then it's a great thing which is only induced in the minds of that person because of the placement and opportunities they got because of the DDU-GKY policy. The thing which new persons willing to be entrepreneurs seek for is that understanding and that is what makes them successful. So, now the impact of DDU-GKY in facilitating entrepreneurship is understandable and the importance of it can also be sensed (Chakravorty, 2016).

#### **2.6 Growth of Entrepreneurship**

Entrepreneurship has always been a topic of the urban areas, as the people in the rural areas don't have much exposure to this concept. The main reasons of this are the lack of good education and skill of people in the fields they work in. Most of the skills and knowledge even in their mastered field of agriculture has been given to them by their past generations. The DDU-GKY's main motive is to provide the poor and the rural people with jobs and works which require good skills and education so that they can earn enough money to live a good life with as less requirements. So the people now are because of the DDU-GKY policy are getting education and skill trainings of 3 to 24 months and are being educated well in the fields they want to proceed as well (Babu, & Kinkhabwala, 2019)

The SC/ STs and the other minorities are being provided with this opportunity and mostly to a huge number of youth to take them forward in the future and build a good future for them. There is a huge untapped potential in the rural areas which just requires a bit of knowledge and skills training to get the best out of them for the country as well as the economy of the country. People in the rural areas are many entrepreneurs in their own but they just don't have the best understanding of how to run a business and take it global so with the Implementation of the DDU-GKY people getting exposure to new experiences have now started to explore in entrepreneurship as well and this is a very good thing for the rural development and development of the people in the rural areas because the upcoming generation there would be exposed to those ideas and this will be a great achievement to the nation. People in the rural areas will also be starting to make their contribution in the entrepreneurship sector apart from them agricultural sector and in some way may also increase the contribution in agriculture as well with developing agriculture with the modern teaching

and in this may the people in the rural areas will also go in hand in hand with the urban areas. The DDU-GKY is a very great medium to facilitate the growth of the rural entrepreneurship growth with individuals from rural areas taking the driving seat now and transforming from job seekers to job creators and the growth of the whole nation will only be done when the rural and urban area growth goes in equilibrium and this the impact of DDU-GKY in this and in the entrepreneurship is huge (BABY, 2019).

### OBJECTIVE OF THE STUDY

1. To find the impact of DDU GKY scheme in entrepreneurship development in the youths those are trained under this scheme.
2. To find the significance of DDU GKY scheme in entrepreneurship development.

### RESEARCH METHODOLOGY

A sample of 270 respondents was surveyed with the help of structured questionnaire to know the impact of DDU GKY scheme in entrepreneurship development in the youths those are trained under this scheme. The youth from the rural areas were considered to collect the primary data which was done through the random sampling and the nature of the study is empirical. Mean and Multiple regressions are applied to get the appropriate results.

### FINDINGS OF THE STUDY

Table 1 shows the demographic profile of the respondents. It is seen that in the total number of 270 respondents 52.2% are male and 47.8% are female in which 36.3% belongs to age group 18-25 years, 32.2% are from the age group 26-35 years, and 31.5% are above 35 years of age. The table shows that 25.6% of the respondents are having the educational qualification up to 10<sup>th</sup> standard, 19.6% are from the 11<sup>th</sup> standard, 22.6% are graduates, 17.4% are post graduates, and rest 14.8% have some other educational qualification. It is also found from the table that 35.9% are employed, 45.6% are self employed, and 18.5% are unemployed. Among them 17.4% had learned communication skills, 21.8% had learned technical skills, 22.6% were skilled with entrepreneurial skills, 23.7% with soft skills and rest 14.4% with some other skills during their training program under DDU GKY Scheme.

**Table 1 Demographic profile of the respondents**

Variable	No of respondents	Percentage
<b>Gender</b>		
Male	141	52.2
Female	129	47.8
<b>Total</b>	<b>270</b>	<b>100</b>
<b>Age</b>		
18-25 years	98	36.3
26-35 years	87	32.2
Above 35 years	85	31.5
<b>Total</b>	<b>270</b>	<b>100</b>
<b>Educational Qualification</b>		
10 <sup>th</sup> standard	69	25.6
12 <sup>th</sup> standard	53	19.6
Graduate	61	22.6
Post Graduate	47	17.4
Others	40	14.8
<b>Total</b>	<b>270</b>	<b>100</b>
<b>Occupation</b>		
Employed	97	35.9
Self employed	123	45.6
Unemployed	50	18.5
<b>Total</b>	<b>270</b>	<b>100</b>
<b>Skills Learned</b>		
Communication skills	47	17.4

Technical skills	59	21.8
Entrepreneurial skills	61	22.6
Soft skills	64	23.7
Others	39	14.4
<b>Total</b>	<b>270</b>	<b>100</b>

**Table 2 Impact of DDU GKY scheme in entrepreneurship development**

Sl. No.	Impact of DDU GKY scheme in entrepreneurship development	Mean Value
1.	Majority of the youth of the rural areas are employed or self employed after they are trained under DDU GKY Scheme	4.11
2.	The mentorship is provide which is very helpful to start a business	3.98
3.	Critical thinking and problem solving ability is increased	3.91
4.	Skill improvement increases the confidence level	3.87
5.	The ability of turning the ideas into reality is increased by DDU GKY Scheme	4.13
6.	Become more confident to start their own business	4.01
7	Training has enhanced the skill and knowledge for entrepreneurship	3.99
8	Commercial awareness is increased after the training	3.73
9	People are getting exposure to new experiences to explore entrepreneurship	4.03
10	DDU-GKY policy is providing practical experience to youths	4.21
DV	Overall impact of DDU GKY Scheme in entrepreneurship development in the youths	

Table 2 shows the impact of DDU GKY scheme in entrepreneurship development in the youths those are trained under this scheme. It is seen that Majority of the youth of the rural areas are employed or self employed after they are trained under DDU GKY Scheme with the mean score 4.11 and the mentorship is provide which is very helpful to start a business with the mean score 3.98. It is also seen that the Critical thinking and problem solving ability is increased with the mean value 3.91 and the Skill improvement increases the confidence level with the mean score 3.87. The ability of turning the ideas into reality is increased by DDU GKY Scheme with the mean score 4.13. The respondents says that they had become more confident to start their own business with the mean score 4.01 and Training has enhanced the skill and knowledge for entrepreneurship with the mean score 3.99. The respondents are also happy that Commercial awareness is increased after the training with the mean score 3.73 and People are getting exposure to new experiences to explore entrepreneurship with the mean score 4.03 and along with these DDU-GKY policy is providing practical experience to youths with the mean score 4.21.

#### Analysis of Multiple Regressions

Tables 3, 4 and 5 shows the relationship of the 10 independent variables and 1 dependent variable “Overall impact of DDU GKY Scheme in entrepreneurship development in the youths”

**Table 3 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801 <sup>a</sup>	.641	.627	.51579
a. Predictors: (Constant), and Predictors				

The Value of adjusted R square is 0.627, which means that the model explains around 63% of the variation. Table 4 shows the values of ANOVA, which is significant (sig. value below 0.05) which reflects the impact of independent variables is significant on dependent variable.

**Table 4 ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.948	10	12.295	46.214	.000 <sup>b</sup>
	Residual	68.904	259	.266		
	Total	191.852	269			
a. Dependent Variable: Overall the impact of DDU GKY Scheme in entrepreneurship development in the youths						
b. Predictors: (Constant), and Predictors						

Table 4 presents the value of ANOVA and F value. The value in the significance column of the table 4 is .000 which means that one or more variables are significant on dependent variable. The impact of independent variables on dependent has been explained in the table 5.

**Table 5 Coefficients<sup>a</sup>**

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.080	.230		.349	.728
	Majority of the youth of the rural areas are employed or self employed after they are trained under DDU GKY Scheme	<b>-.169</b>	<b>.054</b>	<b>-.182</b>	<b>-3.160</b>	<b>.002</b>
	The mentorship is provide which is very helpful to start a business	<b>.183</b>	<b>.051</b>	<b>.199</b>	<b>3.578</b>	<b>.000</b>
	Critical thinking and problem solving ability is increased	<b>.283</b>	<b>.083</b>	<b>.284</b>	<b>3.410</b>	<b>.001</b>
	Skill improvement increases the confidence level	<b>.282</b>	<b>.086</b>	<b>.275</b>	<b>3.270</b>	<b>.001</b>
	The ability of turning the ideas into reality is increased by DDU GKY Scheme	<b>.249</b>	<b>.070</b>	<b>.239</b>	<b>3.564</b>	<b>.000</b>
	Become more confident to start their own business	-.114	.070	-.106	-1.621	.106
	Training has enhanced the skill and knowledge for entrepreneurship	<b>.147</b>	<b>.066</b>	<b>.142</b>	<b>2.227</b>	<b>.027</b>
	Commercial awareness is increased after the training	-.057	.043	-.065	-1.347	.179
	People are getting exposure to new experiences to explore entrepreneurship	<b>.097</b>	<b>.043</b>	<b>.096</b>	<b>2.247</b>	<b>.025</b>
	DDU-GKY policy is providing practical experience to youths	.051	.046	.053	1.113	.267
a. Dependent Variable: Overall impact of DDU GKY Scheme in entrepreneurship development in the youths						

Table 5 shows that out of 10 variables, 7 variables namely Majority of the youth of the rural areas are employed or self employed after they are trained under DDU GKY Scheme, The mentorship is provide which is very helpful to start a business, Critical thinking and problem solving ability is increased, Skill improvement increases the confidence level, The ability of turning the ideas into reality is increased by DDU GKY Scheme, Training has enhanced the skill and knowledge for entrepreneurship, and People are getting exposure to new experiences to explore entrepreneurship shows significant impact of DDU GKY Scheme in entrepreneurship development in the youths and the 3 variables namely Majority of the youth of the rural areas are employed or self employed after they are trained under DDU GKY Scheme, Become more confident to start their own business, Commercial awareness is increased after the training, and DDU-GKY policy is providing practical experience to youths shows no significant impact of DDU GKY Scheme in entrepreneurship development in the youths.

## CONCLUSION

The DDU-GKY, Deen Dayal Upadhyaksh Grameen Kaushalya Yojana. Its main focus is to provide jobs and earning facilities to people from rural areas that are poor and provide them with good livelihood from them. The DDU-GKY when started was slightly hesitant to support entrepreneurship but slowly with people developed their mind-set towards entrepreneurship and it facilitated it. As we all know entrepreneurship has always been a subject in the urban areas but with the Implementation of this policy things started changing (Dewangan, 2015).

The DDU-GKY policy has helped people with low income and low exposure good exposure to skills and education in their fields and this has created the entrepreneurship mind-set in them. It has also provided the skill of developing a good network and learning from the mentors and with the help in accessing resources for reaching this position. It has also provided them with practical experience and with this they have been much more developed for the entrepreneurship side and slowly with it they have also gained the business understanding and this leads to the entrepreneurship development (Deka, 2018).

The study concludes that there is a significant impact of DDU GKY Scheme in entrepreneurship development in the youths as The mentorship is provided which is very helpful to start a business, Critical thinking and problem solving ability is increased, Skill improvement increases the confidence level, The ability of turning the ideas into reality is increased by DDU GKY Scheme, Training has enhanced the skill and knowledge for entrepreneurship, and People are getting exposure to new experiences to explore entrepreneurship.

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