

Report

Awareness Programme on Deen Dayal Upadhyay Gramin Kaushalya Yojana (DDU-GKY)

Organised by:

Block Mission Management Unit, Binnakandi Development Block

In collaboration with Haji Anfar Ali College, Doboka, Under Assam State Rural Livelihoods Mission (ASRLM)

Date: 17-06-2026

Venue: Auditorium Hall, Haji Anfar Ali College, Doboka

The Block Mission Management Unit (BMMU), Binnakandi Development Block, in collaboration with Haji Anfar Ali College, Doboka, successfully organised an Awareness Programme on Deen Dayal Upadhyay Gramin Kaushalya Yojana (DDU-GKY)* under the aegis of the Assam State Rural Livelihoods Mission (ASRLM).

DDU-GKY, a flagship skill development scheme of the Ministry of Rural Development, Government of India, was launched on 25 September 2014. It aims to skill rural poor youth (aged 15-35 years) and provide them with sustainable wage employment opportunities through market-linked training. The scheme operates in PPP mode and emphasises placement, post-placement support, and tracking.

This joint initiative at the college auditorium aimed to reach rural youth, college students, and local community members in the Binnakandi block area (Hojai/Nagaon district region) to bridge information gaps and encourage participation in skill development programmes.



Objectives:

- To generate awareness about the objectives, components, and benefits of DDU-GKY among rural youth and stakeholders.
- To inform participants about eligibility criteria, available trades (e.g., healthcare, hospitality, retail, IT-enabled services, and others aligned with local demands), and the free-of-cost nature of training including boarding/lodging facilities where applicable.
- To highlight assured placement linkages with minimum wages or higher and one-year post-placement support.

- To motivate eligible candidates (with special focus on women, SC/ST, and differently-abled youth) to enrol through ASRLM channels.
- To foster convergence between educational institutions like Haji Anfar Ali College and ASRLM for better outreach.

The Welcoming remarks by representatives from BMMU Binnakandi and the Principal, Haji Anfar Ali College. A senior ASRLM official or Block Project Manager highlighted the scheme's alignment with national missions like Skill India and its relevance to rural empowerment in Assam. He has briefed the participants about the Scheme guidelines and DDU-GKY 2.0 updates, Application process, role of Project Implementation Agencies (PIAs), and quality assurance mechanisms and Success stories from Assam and placement records.

The event saw enthusiastic participation from college students, rural youth from nearby villages, SHG members, and local community leaders. Approximately 50 students/ participants attended, including students from Haji Anfar Ali College.

The programme was a fruitful collaboration that effectively promoted DDU-GKY among the youth of Binnakandi Development Block and surrounding areas. It underscores the commitment of ASRLM, BMMU Binnakandi, and Haji Anfar Ali College towards empowering rural youth with skills and sustainable employment. Continued efforts will help achieve the scheme's goals of poverty reduction and rural prosperity in Assam.

Report Prepared by

Coordinator

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