

Kaushal Panjee - Web/Mobile based mobilization tool

Introduction:

In 2017, the Kaushal Panjee was launched by DoRD to assist DAY-NRLM programmes in mobilising rural youth candidates. It was designed as a citizen centric end-to-end tool to register the poor rural youth interested in skilling for wage/self-employment, and to upgrade their under DDU-GKY and RSETI. Kaushal Panjee was made available in public domain through a mobile App and through the Web Portal, which are used by candidates, employers, trainers, PIAs, RSETIs, SRLMs, and by DoRD.

Background:

Kaushal Panjee aims at mobilising the rural youth through a structured web/mobile based tool. It relies on six features to ensure that DDU-GKY and RSETI can reach and register candidates, and all stakeholders involved in the process have full access to their information. The features of Kaushal Panjee are Candidate Management, Employer Registration and Management, PIA/RSETI Dashboard, Trainer Registration & Management, SRLM Dashboard and Media Gallery, Helpdesk and Dynamic Reporting Module.

The information available is captured and maintained in a saturation approach through Gram Panchayats. Since its inception, Kaushal Panjee uses SECC data in the process of identification of beneficiaries, which allowed the rural youth in villages and remote areas to be easily reached and registered under DDU-GKY and RSETI. Information in the tool include registration modes, trainings and their life cycles, CV generation, job postings and placements.

Details of the Intervention:

Through Kaushal Panjee system, the rural youth can be tracked by government, citizens and the business community to provide skilling and employment. At the government level, the tool works as a centralized repository of candidates, in which eligibility is validated through the system itself. It also provides the updated status of candidates regarding skilling, placement, assessment and certification in a State disaggregated manner. At the citizen level, advantages include instant online registration and application in sector/trade wise disaggregated opportunities in the nearest training centres. In addition, the rural youth can refer family and friends to join DDU-GKY or RSETI through the app/web portal. Finally, the business community can upload opportunities in the system, which then generates a list of potential candidates for placements according to the criteria inserted. Likewise, training partners and PIAs can digitally shortlist and approach candidates for trainings according to demographics.

Impact:

Kaushal Panjee has been implemented in all States and UTs in India, covering 689 Districts and 7,426 blocks. So far, 22 lakh candidates have been registered and 2.6 lakh have taken part in DDU-GKY across its 1,700 training centres. Trainings were conducted across the country under 1,587 projects in partnership with over 724 PIAs in 50 sectors, securing more than 600 job roles until the end of FY 2019-20. Currently, more than 500 trainers are registered monthly in the system, with several receiving offers from PIAs. Likewise, over 4,000 jobs were posted by more than 110 employers till date. In the short span since its launch, Kaushal Panjee has won important awards for its achievements. They include the Gold Award and the Award of Merit of

the SKOCH Awards 2018, and the Digital Transformation Awards 2019, both in skill related categories.

Source: DDU GKY Team, DoRD