

**Institutional Distinctiveness:**

DDUGKY Scheme - Deen Dayal Upadhyaya Grameen Kaushalya Yojana (Funded by World Bank, implemented by Ministry of Rural Development)

Fund Sanctioned - Tamilnadu State - 8.83 Crores (1350 candidates), Karnataka State - 12.23 Crores (1500 candidates) – In both cases highest target given so far in both states under the scheme . The vision of the Institution is to provide for contemporary knowledge delivery of global standards, excellence in knowledge creation in emerging areas and mutually rewarding University - Societal interaction. In a nutshell, we are for developing a generation of youngsters who are Job creators and not Job seekers. As a renowned Institute located at the prime space in the city (both in TN and KA), we identified the need of developing the rural community through Education and Sustainable livelihood. Therefore, the Institution has joined hands with the Ministry of Rural Development, Government of India which has a similar Vision and Mission, Sustainable and inclusive growth of rural India through a multi-pronged strategy for eradication of poverty by increasing livelihood opportunities, providing social safety net and developing infrastructure for growth and improvement of quality of life in rural India. Hence the DDU GKY scheme is implemented with commitment even during the pandemic to ensure the transformation of rural poor youth into an economically independent and globally relevant workforce which is the vision of DDU GKY scheme under various sectors like Healthcare, Logistics, Green Jobs and Strategic

Manufacturing. So far 135 candidates have registered for training under the scheme in TN from various districts like Ramanathapuram (Rameswaram), Thiruvallur, Virudhunagar, Vellore, Kanyakumari, Kallakuruchi, Ranipet etc., among which 55 candidates have completed training and 41 candidates are placed. Amongst this Ramanathapuram and Virudhunagar are classified as aspirational districts by NITI Aayog and therefore the Institution is aiding the government in bringing up the under developed districts through the scheme. In the state of Karnataka, five districts are chosen for inclusive growth, which are Yadgir, Dakshina Kannada, Chikabalapura, Bengaluru rural and urban. In this Yadgir is an aspirational district as defined by NITI Aayog. The Dr. M. G. R. Educational and Research Institute strongly felt the burden of bringing up the aspirational districts in both the states and hence meticulously proposed to train the under privileged rural community in line with the Institutes Vision statement. Not only that, the Institute has prioritized the scheme in such a way that the training center is located within the main campus which shows the zeal in aiding both the Government of India and the respective State governments in way of providing quality training in par with the professional candidates with the best infrastructure and resources. The focus is to develop the rural candidates with multifaceted outlook hence the training includes soft skills, IT skills and English. The success of the DDU GKY scheme in Dr. M. G. R. Educational and Research Institute reflects the quality, branding and societal

impact of the Institution which is the best when it comes to offering quality education to the younger generation.