

Brainstorming Workshop on Emerging Skill
Development Needs and Opportunities for Rural Youth
under DDU-GKY
(7th – 8th July, 2022)



NATIONAL INSTITUTE OF RURAL DEVELOPMENT AND
PANCHAYATI RAJ
(Ministry of Rural Development, Government of India)
RAJENDRANAGAR, HYDERABAD - 500 030
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1. Need for Training Program

According to the World Economic Forum's "Future of Jobs Report", as the adoption of technology increases, 50% of all employees will need reskilling by 2025. This is no different for our DDU-GKY candidates who will be hitting the job market. Accordingly, DDU-GKY need to explore strategies to meet emerging skill development needs and opportunities for rural youth under DDU-GKY, in collaboration with Dr Akanksha Shukla, Associate Professor, Centre for PG Studies and Distance Education and Media Expert.

2. Objective

At the end of the session, participants will be able to:

- Key area in emerging skills for employability for rural youth
- Scope of Digital Marketing Self branding for DDUGKY candidates.

3. Content

- Emerging Skill Development Needs in India
- Emerging Skill Development Needs and Aspirations of Youth: An Elucidation
- Bridging the Skill Development Gaps for rural youth under DDU-GKY – Needs and Current Developments
- Emerging Needs: Thematic Area Digital Marketing & Self-advertising / branding for DDU-GKY candidates
- Need to Develop Skills in Self-advertising / branding for DDU-GKY candidates: A case study
- Views from SRLM/ MEPSC/ CTSA/
- Perspectives from training partners on Emerging Skill Development Needs

4. Training Mode & Duration

Offline Training for 1st half of 2 days & with online participants from SRLM & PIAs

5. Venue – NIRD&PR

**DDU-GKY Team
NIRD&PR**