

## Employer

DDU-GKY is the placement-led skill training initiative of the Ministry of Rural Development (MoRD). We invest in training of a job-ready, skilled workforce, transforming poor rural Indian youth into skilled productive employees to empower industry with the right manpower for success and growth [Read More](#) [1]

- [Recruit from us](#)
- [DDU-GKY Advantages](#)

How we engage with Employers?

You can engage with us directly in three ways, as Champion Employers, as Captive Employers and through Industry Internships.

### Champion Employers

Employers who can train and place 5,000 or more rural poor youth in 2 years are eligible to partner with us as 'Champion Employers'. Subsequently, during the tenure of the MoU, they need to train and employ or place a minimum of 2,500 rural youth annually.

Who should consider becoming Champion Employers?

Does your business employ or place blue or grey collar employees in large numbers? Are your employees the engine of growth and/or rapid expansion? If your answer is "Yes", then you should definitely consider partnering with DDU-GKY as Champion Employers.

You could be a retail chain, rapidly expanding and opening new stores in different geographies or a security and facilities management provider entering new markets and territories and even a rapidly expanding logistics company, partner with us to leverage the benefits of a skilled workforce.

Read about one of our Champion Employers [here](#) [2].

Understand more about how partnering with us benefits your business.

What does being a Champion Employer entail?

Champion employers engage with us through an official Memorandum of Understanding (MoU).

### Usual responsibilities of Champion Employers:

1. Convert or set-up co-branded Training Centres conforming DDU-GKY Champion Employer norms,
2. Submit Projects for consideration and approval/ sanction,
3. Mobilize and train rural poor youth as per commitments (2,500 each year for the duration of the MoU),
4. Follow curricula as determined by NCVT or Sector Skill Councils (SSCs) for specific job roles, ensure third party assessments and offer OJT where possible/ needed,
5. Find suitable employment opportunities (with the organization or outside) for at least 70% of all trained, with a minimum salary package of Rs. 6,000/- per month,
6. Facilitate Career Progression (growth in role with commensurate growth in income) for all placed individuals (within or outside the organization),

7. Provide timely information as needed by the Program as part of its regular MIS or monitoring and evaluation interventions.

### **Usual responsibilities of DDU-GKY:**

1. Sanction a grant as per project norms, towards cost of training (with central and state shares as mandated in the SOPs),
2. Prioritize approvals of training projects
3. Support mobilization through States where the projects are sanctioned

If you are interested in entering into a Champion Employer engagement with DDU-GKY, [contact us here](#) [3].

Captive Employers:

Businesses who can employ 500 or more in their own organization or one of their subsidiaries and have suitable in-house training facilities, are eligible to partner with us as Captive Employers

Who should consider becoming Captive Employers?

If you or your group businesses need manpower to grow and fulfil your business goals, and you have ready training facilities, then you should consider becoming a Captive Employer with DDU-GKY.

You could be a security services provider, rapidly expanding in different geographies or an industry with planned expansion in your factory or even a rapidly expanding logistics company, partner with us to leverage the benefits of a skilled workforce.

What does being a Captive Employer entail?

Captive Employers engage with us through an official Memorandum of Understanding (MoU).

### **Usual responsibilities of Captive Employers:**

1. Convert your existing Training Centres to conform with DDU-GKY norms,
2. Submit Projects for consideration and approval/ sanction,
3. Mobilize and train rural poor youth as per commitments (500 each year for the duration of the MoU),
4. Follow curricula as determined by NCVT or Sector Skill Councils (SSCs) for specific job roles, ensure third party assessments with OJT where possible/ needed,
5. Place within the organization or subsidiaries, at least 70% of all trained, with a minimum salary package of Rs. 6,000/- per month,
6. Provide a career path with opportunities to grow within the organization
7. Provide timely information as needed by the Program as part of its regular MIS or monitoring and evaluation interventions.

### **Usual responsibilities of DDU-GKY:**

1. Sanction a grant as per project norms, towards cost of training (with central and state shares as mandated),
2. Prioritize approvals of training projects
3. Support mobilization through States where the projects are sanctioned

If you are interested in entering into a Captive Employer engagement with DDU-GKY, [contact us here](#) [4].

Industrial Internships

Businesses that employ a large number of skilled workers, and need to rapidly increase their workforce to grow their businesses can engage with DDU-GKY using the Industrial Internships approach. Herein, DDU-GKY offers an easier engagement where the business needs to assure absorption of candidates.

Who should engage with DDU-GKY in Industrial Internships?

A skilled labour intensive business which needs to add workforce to scale but does not have any training facilities can engage with DDU-GKY in the Industrial Internship mode. For instance, if you are a business specializing in handicrafts and you need skilled workers to build scale. If you can ensure learning on-the-job, then you should choose the Industrial Internships route. Herein, DDU-GKY ensures access and retention of candidates for a period of 12 months through financial support. All you need to do is to employ the candidate after the completion of 12 months at a minimum salary of Rs. 10,000/- per month.

What does Industrial Internship entail?

Industrial Internships engage with us through an official Memorandum of Understanding (MoU).

If you would like to sign up for the Industrial Internship program, [write to us here](#) [5].

Peek into

Training Center

[Peek into Training Center](#) [6]

Our PIA's

[Our PIA's](#) [7]

Trades and Skill Sectors

we cover

[Trades and Skill Sectors we cover](#) [8]

Work with us in placements or recruit from our graduates

Typically, the training process consists of:

**Mobilization:** getting the right candidates into the training program, through visiting villages, meeting with all relevant youth, identifying the right candidates using aptitude tests and enrolment with proper documentation.

**Training:** setting up and delivering the program at modern and well-equipped training centres, qualified trainers, quality content (both online and offline) and pedagogy, engaging training methods, work readiness inputs, and work oriented counselling. Training duration can range from 576 hours to 2304 hours (from a minimum of 3 months to 1 year). DDU-GKY uses technology extensively to monitor progress and training success of individuals:

1. [Geo-tagged Bio-metric Attendance recording and tracking.](#)
2. [CCTV Recording of training in progress at the training centre.](#)
3. Formative Assessments delivered through an online platform in addition to offline tests

**Training Assessment and certification:** Independent third party external assessment to determine the skill, knowledge and attitude of trainees working with NCVT or SSCs of NSDC for curricula, assessment and certification. DDU-GKY graduates duly receive a Skill Training Certificate upon successful completion.

**Placement:** each trained candidate is offered placements through Job Melas and Placements Cells of the PIAs. DDU-GKY mandates that at least 70% should be placed at a minimum salary of Rs. 6,000/- per month (CTC).

**Post placement support:** Candidates placed often have very myriad needs, both monetary and

psychological. Providing assistance in terms of adjusting in a new city or helping them manage their monthly finances is a key responsibility. This ensures that candidates placed tend to remain in their jobs and grow in their careers

Trainers play a crucial role in delivering quality skilled workforce. DDU-GKY ensures that qualified domain experts, assessed through written tests and certification, are recruited as trainers in every training centre as well as a PIA wide resource team to deliver and prepare a suitable and work-ready workforce. In addition, DDU-GKY has recently invested in 'Training of Trainers' program [click here to learn more about the program](#) [9] in facilitation skill (teaching ability) expansion of trainers across various training centres.

At DDU-GKY, we recognize the following types of placements:

- Captive placements are encouraged for partners that have the capacity to train and absorb candidates into their own workforce.
- Placements in organizations providing regular monthly wages
- Placement in Government organizations or organizations involved in public service delivery
- Foreign placements providing the minimum salary of INR 25,000 per month to candidates.

If you want to peek into one of our training centres, [click here](#). You can also enter into a relationship with us as a Placement Cell. A placement cell needs to aggregate jobs, discover work conditions, crowd-source reputation of the employer and build negotiations for monthly salaries and career paths for trained youth. If you want to partner with us as a Placement Cell, [write to us here](#) [10]

DDU-GKY is the right place to look for skilled workers, be them in automotive, gems & jewellery, hospitality, healthcare, retail services, CNC milling etc. Currently, DDU-GKY is running training programs for more than 330 job-roles.

If you are interested in sourcing all your manpower from our trained candidates, please fill in this form and our relevant partners and placement cell co-ordinators will get in touch with you:  
[Click here](#) [11]

Strategic HR and DDU-GKY

Talent today plays a large role in the success of an organization. People who are capable in domain skills and can work in teams, interact with each other meaningfully, commit to goals and perform productively constitute talent. But where do you find talent which is ready to work from day one? This is where DDU-GKY comes in.

If you are a HR leader, and can predict the talent needs of your organizations for the coming 12 months, then you should consider talking to us. Why? Because DDU-GKY currently has nearly 1,100 training centres offering courses in over 82 sectors covering over 330 job-roles. We are a progressive team who can engage with you, involve you in our training programs, allow you to customize training to suit the specific needs of your organization for a promised number of jobs through the year.

We have some of the best institutions as our training partners, like Pearson IndiaCan, a part of Pearson Group, the global leader in education & training or Don Bosco Group or AISECT or Centum Workskills and over 300 others to choose from. We have also pioneered standards in skill training to ensure quality in processes and outcomes. Modern equipment in training centres coupled with training hours in soft skills, functional skills and computer literacy and work readiness modules, our training partners ensure that rural youth who qualify are ready to work from day one.

Our training partners are also eager to engage with and involve your functional teams into training programs by way of guest lectures, industry visits, case studies and interactions to ensure that you have the opportunity to fashion young minds as well as choose the most suitable candidates from an eligible talent pool.

To partner with us for your strategic HR requirements, [write to us here](#) [12].

## How to recruit from us

Recruiting from our pool of trained and skilled workers is easy. All you have to do is to fill this form and we will contact you with profiles. In fact, you will find that once you enter into a relationship, it gets easier to not only recruit but also build your own workforce.

### Post a Job

Name \*  
E-mail address \* Please  
enter your official email address only.  
Organization \*  
Mobile \* Enter 10 digits  
Mobile Number here

[Generate a new captcha](#) [13]

What code is in the image? \* Enter the characters shown in the image.

Please wait...

Username \*

Password \*

- [Create new account](#) [14]
- [Request new password](#) [15]

Employers Speak

[Submit an Information request](#) [16]

Find out how you can partner with us....submit the form below and our Partnership advisors will get in touch with you. All the information you give us will remain confidential and No Spam!

Cognizant of the tremendous latent potential of our youth, it is felt that there is a strong need to unleash this potential and reap the demographic dividend. Apollo Medskills strives to fill the demand -supply gap, nurtures lower /middle income youth who require direction, mentorship, training and creates employment opportunities for them to elevate themselves by arming them with the power of education in the Health Care space.

### R.K Prabakar

Chief Executive Officer

Apollo Knowledge (The Education and Learning Division of Apollo Hospitals)

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It is evident that India must strengthen its manufacturing capacity... 'Make in India' and 'Skill up Rural India' therefore go hand-in-hand, and we welcome them as strongly as we do the Ministry of Rural Development's Skill Development programme, DDU-GKY.

## **John Yates**

Chief Executive Officer  
Manipal City & Guilds

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DDU-GKY is a dynamic scheme which aims for inclusive growth...targeted at the most vulnerable, this scheme has the potential to transform the rural and skill training landscape of the country.

## **Dr. V. Raghunathan**

Chief Executive Officer  
GMR Varalakshmi Foundation, GMR Group

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The Skilled Tailoring Institute by Raymond is an employability linked social initiative... After completing the course, student are provided job opportunities that enable them to earn a livelihood and lead a life of dignity.

## **Sanjay Behl**

Chief Executive Officer  
Raymond Limited

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The DDU-GKY scheme will be crucial to fill the urgent requirement of skilled workforce in the logistics and supply chain sector.

## **Divya Jain**

Founder & CEO

Safeducate Learning Pvt. Ltd. (A Safexpress Company)

- [1](#)
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There is a need and therefore an opportunity for a skill revolution in our country. We appreciate the initiative taken by the MoRD and are very keen to be a part of this exciting journey.

## **Jamshed S. Daboo**

Managing Director

Trent Hypermarket Ltd. (Tata and Sons Group)

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Being the pioneers in the field of training automobile sector in India... I am thankful to the DDU-GKY project initiated by the MoRD in supporting the automobile sector.

## **Vinodh Raj**

Managing Director

TTi Global Pvt Ltd (India)

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## Advantages

- World-class training through international benchmarking and best practices
- Ensuring quality output and minimum service standards through well-defined Guidelines and Standard Operating Procedures (SOPs)
- Quality Initiatives such as Training of Trainers (ToT) to build efficacy and scale
- Curriculum as defined by Sector Skill Councils or NCVT and aligned to industry expectations
- Mandatory training in soft skills, spoken English and basic computer literacy
- Emphasis on technology-led training infrastructure
- Industry-ready discipline ensured through geo-tagged, time-stamped biometric attendance
- Monitoring of training standards via CCTV recording
- Guest lectures from industry leaders and domain experts
- Mandatory third party Assessment and Certification of trained candidates
- Multiples modes of engagement with employers to meet with multiple employer expectations

**Source URL:** <http://ddugky.gov.in/content/employ>

## Links

- [1] <http://ddugky.gov.in/content/recruit-us-0>
- [2] <http://ddugky.gov.in/content/casestudy>
- [3] <http://ddugky.gov.in/node/add/enquiry?ref=Q2hhbXBpb25fRW1wbG95ZXJfZW5nYWdlbWVudA==>
- [4] <http://ddugky.gov.in/node/add/enquiry?ref=Q2FwdGI2ZV9FbXBsb3llcl9lbmdhZ2VtZW50>
- [5] <http://ddugky.gov.in/node/add/enquiry?ref=SW5kdXN0cmIhbF9JbnRlcm5zaGlwX3Byb2dyYW0=>
- [6] [https://www.youtube.com/embed/3UOFW7RTKRU?width=640&height=480&autoplay=1&showinfo=1&controls=1&autohide=0&iv\\_load\\_policy=0&iframe=1&wmode=opaque](https://www.youtube.com/embed/3UOFW7RTKRU?width=640&height=480&autoplay=1&showinfo=1&controls=1&autohide=0&iv_load_policy=0&iframe=1&wmode=opaque)
- [7] <http://ddugky.gov.in/list-training-centers>
- [8] <http://ddugky.gov.in/content/industry-list>
- [9] <http://ddugky.gov.in/training-trainer-barefoot-technicians>
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