

Our Partners



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SKILL UP
RURAL INDIA,
LEAD
THE WORLD.

DDU-GKY
Deen Dayal Upacharya
Grameen Kaushalya Yojana
Empowering India • Powering the World

DDU-GKY

An Introduction



India is poised for take-off on its next growth story. While you are driving your company to realize its full potential, we at the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) will empower you with the required skilled workforce.

DDU-GKY is a placement-led skilling initiative by the Ministry of Rural Development (MoRD) that transforms poor rural Indian youth into a future-ready, skilled workforce through world-class training.

DDU-GKY can provide skilled workers in any sector par-India. By training holistic, job-ready candidates DDU-GKY helps industries prosper and grow, not just nationally but on a global level.



Targets rural youth from poor families in the age group of 15 to 35 years



Social and regional inclusion—emphasis on women, minorities, SC/ST, Left Wing Extremist districts, J&K, North East



Priority to international and captive placement



Emphasis focus on standards-led delivery pegged to international standards



Shift in emphasis from placement to retention and career progression



Minimum monthly wages from 6,000 to 15,000. \$50 USD for foreign placement



DDU-GKY Advantage



- Ensuring **world-class training** through industry benchmarks
- **Industry aligned curriculum** certified by sector skill councils and NCVT
- Dedicated courses for **soft skills, spoken English and basic computers**
- Emphasis on **technology-led training infrastructure**
- Industry-ready discipline ensured through **geo-tagged, time-stamped biometric attendance**
- Monitoring teaching standards through **review of CCTV recording of training activities**
- Quality control through **Standard Operating Procedures**
- Improved retention through **salary top-up by MoRD** for the first six months
- Mandatory **3rd party assessment and certification** of trained candidates

Employers leveraging the DDU-GKY Advantage



Apollo MedSkills was established by Apollo Hospital in response to India's rapidly growing health care industry, with an exclusive focus on imparting **world-class training** to healthcare workers in India.

In their search for skilled employees that could maintain the global standards associated with their brand, they turned to DDU-GKY and became a Champion Employer. They have committed to placing 10,000 DDU-GKY candidates over the next 2 years.



Amalgamated Bean Coffee Trading Company Limited (ABCTL), the corporate entity behind **Café Coffee Day (CCD)** was facing a shortage of skilled labour, when looking to rapidly expand its retail locations across India. To fill in the gaps, they partnered with DDU-GKY as a Champion Employer.

ABCTL will be providing jobs to 1 lakh DDU-GKY candidates over a period of the next 5 years.



With factories in New Delhi and Bangalore, finding and recruiting skilled Sewing Machine Operators was proving to be a challenge for **Shahi Exports Pvt Ltd**. DDU-GKY projects in Odisha have helped Shahi Exports significantly reduce their transactions costs in recruiting high quality workers.

Shahi Exports are now committed to hiring 4,000 DDU-GKY trainees and are in the process of establishing a textile factory in Bhubaneswar.

DDU-GKY

Endorsed by Industry Leaders



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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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The logo for GMR Varalakshmi Foundation, featuring the letters 'GMR' in a stylized font with a red and blue gradient, followed by the text 'Varalakshmi FOUNDATION' in a smaller font.

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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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“ 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)



“ 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



“ 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)



“ 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)





The Complete Man
Raymond
SINCE 1923

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The Skilled Tailoring Institute by Raymond is an employability linked social initiative. After completing the course, students 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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DDU-GKY Invites You



Harness the untapped potential of skilled rural youth of India with a seamless government-industry combine. Hire the DDU-GKY trained future-ready workforce, for your company's and India's future.

Partner with us today and lead the world.

Contact:

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY),
Ministry of Rural Development, Thapar House, Western Wing, 1st
Floor, Janpath, New Delhi-110 003.

Tel: 991104642392 | Fax: 011-23740627