Our Partners

SKILL UP RURAL INDIA, LEAD THE WORLD.

http://ddugky.gov.in
With an ambitious agenda to benchmark wage placement-Linked programs to global standards, the Ministry of Rural Development (MoRD) launched the Deen Dayal Upadhyay Grameen Kaushalaya Yojana (DDU-GKY) on the 25th of September, 2014, based on 15 years of experience in implementing skill training programs.

DDU-GKY has a unique focus on poor rural youth and is a critical component of the National Skill Development Policy. It evolved to cater to the occupational aspirations of the rural poor and to equip them to participate in the global job market. Designed to benefit the Prime Minister’s ‘Make in India’ Campaign, it aims to position India as the skill capital of the world.
According to Census 2011, India has 55 million potential workers between the ages of 15-35 years in rural areas. At the same time, the world is expected to face a shortage of 57 million workers by 2020. This presents a historic opportunity for India to transform its demographic surplus into a demographic dividend. The Ministry of Rural Development implements DDUGKY to drive this national agenda for inclusive growth, by catering to the needs of poor rural youth.

There are several challenges preventing India’s rural poor from competing in the modern market, such as the lack of formal education and marketable skills. DDUGKY bridges this gap by funding training projects benchmarked to global standards, with an emphasis on placement, retention, career progression and foreign placement.

If you can provide jobs for the rural poor youth by mobilizing the capacity for world-class training, DDUGKY can fund you.
ENABLE POOR AND MARGINALIZED TO ACCESS BENEFITS
Demand-led skill training at no cost to the rural poor

INCLUSIVE PROGRAM DESIGN
Mandatory coverage of socially disadvantaged groups (SC/ST 50%, Minority 15%, Women 33%)

SHIFTING EMPHASIS FROM TRAINING TO CAREER PROGRESSION
Pioneers in providing incentives for job retention, career progression and foreign placements

GREATER SUPPORT FOR PLACED CANDIDATES
Post-placement support, migration support and alumni network

PROACTIVE APPROACH TO BUILD PLACEMENT PARTNERSHIPS
Guaranteed Placement for at least 75% trained candidates

ENHANCING THE CAPACITY OF IMPLEMENTATION PARTNERS
Nurturing new training service providers and developing their skills

REGIONAL FOCUS
Greater emphasis on projects for poor rural youth in Jammu and Kashmir (J&K), the North-East region and 25 Left-Wing Extremist (LWE) districts (KODIL)

STANDARDS-LED DELIVERY
All program activities are subject to Standard Operating Procedures that are not open to interpretation by local inspectors. All inspections are supported by geo-tagged, time-stamped videos/photographs

BIOMETRIC ATTENDANCE
To de-duplicate beneficiaries and prevent recycling of candidates
States implementing DDUGKY projects can be categorized into two types – Annual Action Plan (AAP) States and Yearly Plan (YP) States.

Having fulfilled certain capacity conditions, AAP States sanction DDUGKY projects on the basis of annual approvals and protocols set by MoRD. In the case of YP states, instead of the State Government, it is MoRD that sanctions projects. This is done on the basis of recommendations and financial commitment of the concerned State Government.

All projects are appraised and monitored by Technical Support Agencies (TSAIs). The TSAIs for YP states are appointed by MoRD, while AAP states are directly responsible for appointing TSAIs.

“Pearson’s vocational team at IndiCOn is proud to be associated with DDUGKY. The fact that we are making a lasting impact on the beneficiaries...is at the core of Pearson’s purpose.”

Mr. Deepak Mahanty, Managing Director, Pearson India
WHO CAN BECOME A PIA

Priority Given to Applicants offering:

- Foreign Placement: Placement of candidates in overseas jobs with a minimum salary of 500 USD
- Captive Employment: Placement of candidates in own or subsidiary firm
- Industry Internships: Support for internships with co-funding from industry
- ‘Champion Employers’ PIA: assuring placement of 10,000 DDU-GKY candidates in 2 years (with career progression)
- Educational Institutions: High Repute Institutions with a minimum National Assessment and Accreditation Council (NAAC) grading of 3.5 or Community Colleges with University Grants Commission (UGC) All India Council for Technical Education (AICTE) funding

Minimum requirements

LEGAL
- Any organisation that is a registered legal entity under the relevant laws of India can partner with DDU-GKY as a PIA, subject to other essential conditions of eligibility. These include organizations registered under the Companies Act of India 2013 (including Section 25 companies), the Indian Trusts Act 1882, Societies Registration Act 1860, the Cooperative Societies Act 1913, State Cooperative Societies Acts, State Trust Acts, State Societies Acts, Multi-State Cooperatives Act 2002, Limited Liability Partnerships Act 2008 and Government agencies. Currently, Sole Proprietorship firms or Partnership firms are not allowed for registration as a PIA under DDU-GKY.
- Existence as an operational legal entity in India, for more than three financial years at the time of application under DDU-GKY • condition not applicable to NSDC partners.

FINANCIAL
- Positive net worth in at least two of the last three financial years • condition not applicable to NSDC partners.
- Turnover is required to be at least 25% of the size of the project cost.

In addition, project appraisal will consider factors such as:

- Alignment of organisational values with DDU-GKY
- Relevant skillful and placement experience
- Ability to place a minimum of 75% of the trained candidates at a minimum remuneration of Rs. 6000
- Organizations’ leadership and team capacity
- Proposed plan and readiness to implement the project
- Capacity of the organization for effective, transparent and accountable management of the projects

Consortium of two PIAs can apply, subject to approval.
**KEY ROLES OF A PIA**

- Set up website and provide up-to-date MIS information (as mandated).
- Undertake Quality Management & Monitoring as per the Guidelines, coordinating with states and MOIL.
- Assessment and certification of trainees: Independent assessment and industry alignment.

**TRAINING REQUIREMENTS**

DDU-GKY funds a variety of skilling programs provided 70% placement is guaranteed.

DDU-GKY mandates trade specific skills for which the curriculum shall be aligned with National Council for Vocational Training (NCVT) or Sector Skill Councils (SSC) standards which are designed by the industry to meet the industry demand.

In addition to the trade specific skills, training must be provided in employability and soft skills, functional English and computers.

Training duration can range from 516 hours to 2004 hours (from a minimum of 3 months to 1 year) and allows for On-the-job Training (OJT) subject to a ceiling.
DOU-GKY mandates independent third party certification to assess the skill, knowledge and attitude of trainees. Currently, only NCVT or Sector Skill Councils certifications are allowed. In special cases, exceptions may be approved by MoRD.

PIA CATEGORIZATION AND FUNDING NORMS

Category A
Eligible for Project Size: Up to Rs. 50 crore
Project Period: Up to 5 years

a) Foreign placement-PIA, i.e. an eligible entity that has placed 300 or more candidates annually in overseas jobs with a minimum salary of USD 500 or more (per month) in the last two financial years preceding the date of application for a project; or
b) A 'Champion Employer' who has a valid 'Champion Employer MoU' with MoRD for assured placement of 10,000 candidates in 2 financial years, provides opportunity and support for career progression & co-branding of skill courses; or
c) A 'Captive Employer', i.e. an eligible entity that has provided 500 or more captive jobs annually (in own or subsidiary organizations) in the last two financial years preceding the date of application for a project; or
d) Captive Employer including subsidiaries: An eligible entity with a turnover of Rs. 100 crore in previous three financial years, and placement of 500 or more candidates in own or subsidiary agencies/companies in last two financial years from the date of application for a project; or
e) Educational Institutions of high repute, i.e. an eligible educational institute with a minimum score of 3.50 out of 4.00 CGPA in NAAC grading, or is a Community College which has received funding from UGC or AICTE in the last two financial years; or
f) An existing PIA with MoRD that has completed three or more projects under DOU-GKY (or SSY-GKY) in the last five financial years and has been issued a project closure certificate; or
g) An eligible entity which has trained 20,000 beneficiaries and has provided placements to 75% trainees during the previous 5 financial years.
### Category B
**Eligible for Project Size:** Up to Rs. 5 crore  
**Project Period:** Up to 2 years  

- An eligible entity which has annually placed 200 to 499 candidates in overseas jobs with a minimum salary of USD 500 or more, per month in the last two financial years from the date of application for a project; or  
- An eligible entity which has provided 200 to 499 captive jobs annually in their own or subsidiary agencies/companies in the last two financial years from the date of application for a project; or  
- An existing PPA with MoRD which has completed at least one IDU-GKX or SGGV-PPA project in the preceding three financial years and has fulfilled all the conditions set in the project; or  
- Training Institutions which are in operation for more than 5 years and have an annual turnover greater than Rs. 15 crore in preceding 3 financial years from the date of application for a project (such entities need not have any background experience in implementation of SGGV-PPA or IDU-GKX projects); or  
- An entity which is an NSDC partner, i.e. where NSDC has a stake, either through equity or loan  

### Category C
**Eligible for Project Size:** Up to Rs. 5 crore  
**Project Period:** Up to 2 years

All other entities that do not qualify as Category ‘A’ or Category ‘B’ (as explained above) or those who do not have prior experience in skillling and have undergone PPA orientation course organized by MoRD.

### Funding Pattern

<table>
<thead>
<tr>
<th>Installment</th>
<th>25% of project cost</th>
<th>On signing of MoU after project sanction.</th>
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<tbody>
<tr>
<td>2nd Installment</td>
<td>50% of project cost</td>
<td>On utilization of 60% of the funds from the 1st installment, achieving 40% of corresponding physical targets for the funds released and submission of audited reports. Online daily updation of information on MBS system.</td>
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<tr>
<td>3rd Installment</td>
<td>75% of project cost</td>
<td>On utilization of 90% of disbursed, achieving 90% of corresponding physical targets for the funds released and submission of audited reports. Online daily updation of information on MBS system.</td>
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<tr>
<td>4th Installment</td>
<td>10% of project cost</td>
<td>On submission of project closure.</td>
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*“Pipal tree considers MoRD as a valuable and long term partner in achieving the social well-being of the poor...We look forward to working with MoRD.”*  
Mr. Sanjeev Puranikar  
Co-Founder and CEO  
Pipal Tree Ventures
Industry Internships aim at promoting employability and building an industry-ready labour force. Internship providers are required to provide a 12-month internship to candidates with a minimum monthly stipend of Rs. 3000 followed by captive placement for at least 75% of the interns with a minimum monthly salary of Rs. 10000. DGCIOX provides financial support for boarding and lodging costs as well as one-time travel cost of the interns.
1. Read the DDU-GKY Guidelines and other notifications issued by the Ministry from time-to-time, as available under the “Resources” tab on the website.

2. Apply for a Permanent Registration Number (PRN) through the website www.ddugky.gov.in.

3. After submission of PRN application form through the website, you will receive a 4 digit Temporary Registration Number (TRN) by email from the Ministry as proof of the submission of the PRN application form. Keep it safely. This TRN has to be referred to in all your communication.

4. If you do not receive your PRN within a fortnight, send a follow up email to DDUGKY on the specified email ID.

5. After due verification and validation by MoRD you will get PRN.

6. After receiving the PRN, download the Project Application form separately for ‘DDU-GKY Projects’ or ‘Rashini Projects’, as the case may be, as per details mentioned below:
   www.ddugky.gov.in/Resources/Application form for new projects under DDU-GKY
   www.ddugky.gov.in/Resources/Application form for new projects under Rashini

7. Submit application form with complete and accurate details through the channels given in the application form. Also learn about customised application submission formalities of AAP states.

8. Ensure that you receive weekly status updates on your project application by email.

9. Prepare to be a Champion DDU-GKY Partner, ready to transform a million lives.
TOWARDS BUILDING DREAMS, BUILDING LIVES

"Even though I couldn’t complete my education, I have been able to create my own identity because of DDU-GKY. Now everyone knows me by my name."
Seema Bhardwaj
Textile Expert,
Orient Craft Limited, Faridabad

Seema’s commitment has made her a textile expert today and is known by one and all in her company. She is looked at with respect despite not having been able to complete her education.

"I couldn’t put two and two together as a child. Having been from an extremely poor family. But now, I’m in charge of making sure that my customers get exactly what they’ve paid for. I make sure that the right product reaches the right customer."

Snehl Mehta
Customer Sales Executive,
Shoppers Stop, Malviya

Amir has paved the way, not just for himself but also for countless others who are now following his example.

DDU-GKY Invites You
To provide jobs for India’s rural poor youth by mobilizing the capacity for world-class training.

Contact us at:
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