

## Our Partners



<http://Mduky.gov.in>

SKILL UP RURAL INDIA,  
LEAD THE WORLD.



**DDU-GKY**  
Deen Dayal Upadhyaya  
Gramteen Kaushalya Yojana  
Empowering India • Powering the World

**DEEN DAYAL  
UPADHYAY  
GRAMEEN  
KAUSHALYA  
YOJANA**



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 Kaushalya 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.



**VISION  
AND  
MISSION**



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 DDU-GKY 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. DDU-GKY 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, DDU-GKY can fund you.

FEATURES OF  
DEEN DAYAL  
UPADHYAYA  
GRAMEEN  
KAUSHALYA  
YOJANA



**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 (HIMMANT), the North-East region and 27 Left Wing Extremist (LWE) districts (ROSHNI)



**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

## IMPLEMENTATION MODEL



States implementing DDU-GKY 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 DDU-GKY 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 (TSAs). The TSAs for YP states are appointed by MoRD, while AAP states are directly responsible for appointing TSAs.

### MoRD

- Provides central government component of funding for AAP and YP states
- Policy making, technical support and facilitation agency
- Monitoring and Implementation support for YP states
- Ensuring compliance of protocols by AAP states

### State Skills Missions

- Provide state government component of funding
- Oversee all operations in AAP states in accordance with MoRD protocols
- Monitoring and Implementation Support in YP states

### PIAs

- Implement skilling courses and placement programs in accordance with guidelines and protocols

"Pearson's vocational team at India Can is proud to be associated with DDU-GKY. The fact that we are making a lasting impact on the beneficiaries...is at the core of Pearson's purpose."

Mr Deepak Mehrotra,  
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': PIAs assuring placement of 10,000 DDU-GKY candidates in 2 year (with career progression)
- Educational Institution of High Repute: Institutes 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 1912, 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

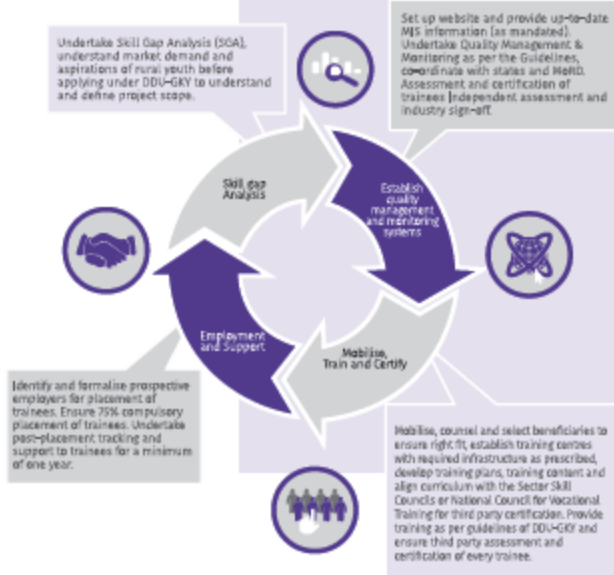
- Positive net worth in at least two of the last three financial years = condition not applicable to NSDC Partners
- Turnover is required to be at least 25% of the size of the project cost

#### In addition, project appraisal will consider factors such as:

- Alignment of organisational values with DDU-GKY
- Relevant skilling 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



## TRAINING REQUIREMENTS

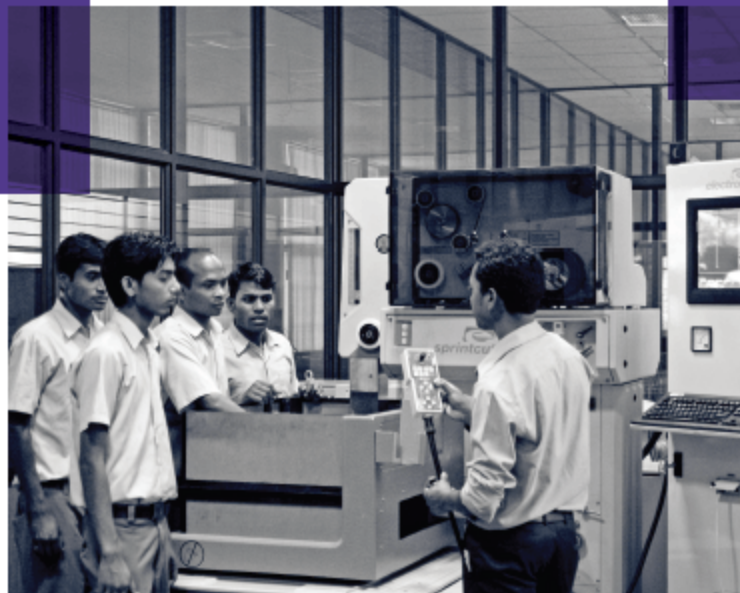
DDU-GKY funds a variety of skilling programs provided 75% placement is guaranteed.

DDU-GKY mandates trade specific skills for which the curriculum shall be aligned with National Council for Vocational Training (NCVT) or Sector Skill Council (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 576 hours to 2304 hours (from a minimum of 3 months to 1 year) and allows for On-the-job Training (OJT) subject to a ceiling.

## TRAINING ASSESSMENT AND CERTIFICATION



DDU-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 500 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 DDU-GKY (or SGSY-SP) in the last five financial years and has been issued a project closure certificate; or
- g) An eligible entity which has trained 20000 beneficiaries and has provided placements to 75% trainees during the previous 5 financial years





## PROJECT FUNDING PATTERN

### Category B

Eligible for Project Size: Up to Rs. 15 crore

Project Period:  
Up to 3 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 PIA with MoRD which has completed at least one DDU-GKY (or SGSY-SP) 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 SGSY-SP or DDU-GKY 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 skilling, and have undergone PIA orientation course organised by MoRD.

1st Installment	25% of project cost	On signing of MoU after project sanction.
2nd Installment	50% of project cost	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 MIS system.
3rd Installment	75% of project cost	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 MIS system.
4th Installment	100% of project cost	On submission of project closure.

"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 Santosh Purulakar  
Co-Founder and CEO  
Pipal Tree Ventures

## INDUSTRY INTERNSHIPS



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 monthly stipend of Rs 3000 followed by captive placement for at least 75% of the interns with a minimum monthly salary of Rs. 10,000. DDU-GKY provides financial support for boarding and lodging costs as well as one-time travel cost of the interns.

Stipending an average of 75% stipend per month.

Project Grant for Skilling and Placement					
Sl. No.	Items	576 hrs (In Rs.)	1152 hrs (In Rs.)	1728 hrs (In Rs.)	2304 hrs (In Rs.)
<b>COMMON COSTS FOR RESIDENTIAL / NON-RESIDENTIAL COURSES</b>					
1	Total Training Cost per candidate (Training cost per hour)	13,696	19,712	23,952	26,800
2	Uniform (1 set for trainees less than or equal to 6 months and 2 sets for others trainees)	1,000	1,000	2,000	2,000
3	Tablet Computer (Only for category A & B) (Rs)	3,000	3,000	3,000	3,000
4	Post-Placement Support (Provided to Candidates through PAs)				
a	Within District of domicile (Rs 1000 per month for 3 months)	3,000	3,000	3,000	3,000
b	Within State of domicile (Rs 1000 per month for 3 months)	3,000	3,000	3,000	3,000
c	Outside State of Domicile (Rs 1000 per month for 3 months)	6,000	6,000	6,000	6,000
Additional support cost for Residential Courses					
<b>BOARDING &amp; LODGING COSTS - RESIDENTIAL COURSES</b>					
5	Boarding & Lodging cost*				
a	State Headquarters (Rs 100 per candidate per day)	16,944	23,688	44,628	53,760
b	District Headquarters (Rs 100 per candidate per day)	16,800	23,520	32,480	43,200
c	Other locations (Rs 75 per candidate per day)	6,750	13,500	18,750	25,500
6	One-time Travel Cost for Residential Training as per Article or max. Rs 5000 per candidate	4,500	4,500	4,500	4,500
<b>FOOD AND TRANSPORT COSTS - NON-RESIDENTIAL COURSES</b>					
7	Food and Transport cost per candidate*	3,000	10,000	23,000	26,000
<b>ADDITIONAL SUPPORT COSTS FOR PAs</b>					
8	a. Live Distance Training support (at least 10% of teaching hours) per candidate	500	500	500	500
b	Retention support (For every candidate employed continuously for 365 days with a break of maximum 60 days)	1800	3600	3600	3600
c	Career Progression (For every candidate who gets Rs 10,000 per month and holds the job for 3 months within 1 year of training)	3,000	3,000	3,000	3,000
d	Counseling support including medical checkup for candidates placed in foreign countries (per candidate)	16,000	16,000	16,000	16,000
<b>SUMMARY OF 2021-22 FUNDING COMPONENTS</b>					
Category A&B PAs (Residential)	(i) Minimum Cost per candidate (1+2+3+4+5+6)	32,946	45,732	11,710	61,382
	(ii) Maximum Cost per candidate including additional support to PA (1+2+3+4+5+6+7+8+9+10+11)	83,838	84,812	196,242	122,382
Category A&B PAs (Non-Residential)	(i) Minimum Cost per candidate (1+2+3+4+7)	30,696	45,732	58,542	71,602
	(ii) Maximum Cost per candidate including additional support to PA (1+2+3+4+7+8+9+10+11)	53,598	63,632	82,842	94,612
Category C PAs (Non-Residential)	(i) Minimum Cost per candidate (1+2+3+4+6)	22,696	48,732	52,712	62,812
	(ii) Maximum Cost per candidate including additional support to PA (1+2+3+4+6+7+8+9+10+11)	54,618	79,832	96,342	111,342
Category PAs (Non-Residential)	(i) Minimum Cost per candidate (1+2+3+4+7)	25,696	48,732	54,542	66,602
	(ii) Maximum Cost per candidate including additional support to PA (1+2+4+7+8+9+10+11)	48,598	63,632	75,642	89,612

Minimum Remuneration for Placement						
Sl. No.	Items	075 hrs (In Rs.)	1702 hrs (In Rs.)	1728 hrs (In Rs.)	2304 hrs (In Rs.)	Internship (In Rs.)
1	Minimum remuneration for placements in India (per month)	6,000	6,000	12,000	12,000	10,000
2	Minimum remuneration for placements abroad	25,000	25,000	25,000	25,000	*

Grant-in-Aid for Industry Internships		
Sl. No.	Items	Total (In Rs.)
1	Boarding & Lodging cost (Rs. 1,000 per month for a period of six year)	60,000
2	One-time Travel Cost	4,500

## STEPS TO PARTNER AS PIA



- 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](http://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 DDU-GKY 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](http://www.ddugky.gov.in/>Resources) ->Application form for new projects under DDU-GKY  
[www.ddugky.gov.in/>Resources](http://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 Bhatti  
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 being 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."*

Syed Mahdi Amir  
Customer Sales Executive,  
Sheppers Soap, Madia

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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Grameen Kaushalya Yojana (DDU-GKY),  
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