

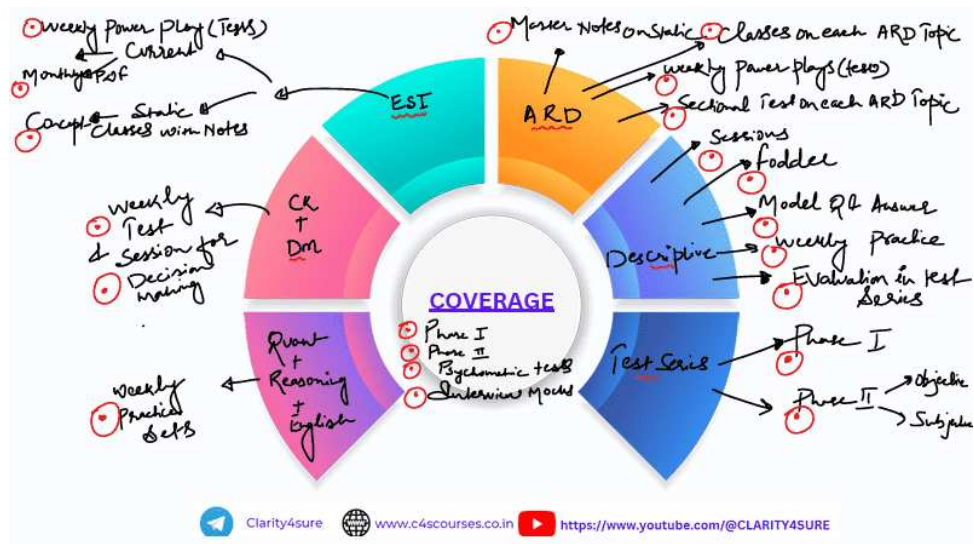
SCHEME HANDOUTS



DDUGKY

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1 About DDUGKY

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) is the **demand-driven placement-linked skill** training initiative of the **Ministry of Rural Development (MoRD)**, Government of India, uniquely aimed at rural poor youth between **15 and 35 years of age**, with the purpose to create income diversity in poor families and help rural youth realize their career aspirations. The concept of DD Scheme has already been explained in MGNREGA chapter.

2 Background

- DDU-GKY was set up to provide hopes and aspirations for a better quality of life to a large section of the rural poor. India has approximately 55 million rural youth between the age group of 15-35 years who are below poverty line and with 16.16 million persons entering the working age each year, there is a need for them to be skilled, reskilled and up-skilled.
- However, it is estimated that only 4.69% of the total workforce in India has undergone formal skill training as compared to 68% in UK, 75% in Germany, 52% in USA, 80% in Japan and 96% in South Korea. On the other side, there is a demand for 109.73 million skilled manpower by 2022 in 24 key sectors.
- Therefore DDU-GKY seeks to fill this gap by imparting specific set of Modular Employable Skills² (MES) needed to access full time jobs in the formal sector.

3 Coverage

DDU-GKY is currently being implemented in 28 States and UTs, impacting youth from 689 districts, by over 1575 projects being implemented by over 717 Project Implementing Agencies (PIAs). At present, DDU-GKY has over 12 lakh candidates in training.

4 When scheme started

- DDU-GKY has its origins in the '**Special Projects**' component of the **Swarnajayanti Gram Swarozgar Yojana (SGSY)**, which was positioned as a holistic livelihoods intervention in 2004.
- The SGSY special projects provided time-bound training and capacity building for bringing a specific number of Below Poverty Line (BPL) families above poverty through skilling and placement in jobs that provided regular wage employment. Up until May 2013, around 8.60 lakh had been trained and 6.80 lakh youth had been given placement.
- This programme was revisited under a **new Skills framework and repositioned under Aajeevika as Deen Dayal Upadhyaya – Grameen Kaushalya Yojana (DDU-GKY) on Antyodaya Diwas (25 Sept 2014)** with the launch of new Guidelines and Standard Operating Procedures (SOPs).

Recognizing the need for skill development, **National Skill Development Policy** was formulated in 2009.

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Given the paradigm shift in skilling and entrepreneurship ecosystem in the country and the experience gained through implementation of various skill development programmes, the policy was revised and the second **National Policy for Skill Development and Entrepreneurship, 2015** was notified on July 15, 2015.

The Policy also seeks to coordinate and strengthen factors essential for growth of entrepreneurship across the country.

A number of initiatives have been taken by the Government to meet the objectives of the Policy.

These, inter-alia, include -

- **PMKVY**
- Setting up of **Sector Skill Councils (SSCs)**
- Implementation of Skills Acquisition and Knowledge Awareness for Livelihood Promotion (**SANKALP**), an outcome-oriented World Bank supported project
- Implementation of Skills Strengthening for Industrial Value Enhancement (**STRIVE**) scheme, a World Bank assisted project launched with the objective of improving the relevance and efficiency of skills training provided through Industrial Training Institutes (ITIs) and apprenticeships;
- Launching of **Skill India Portal** to provide information of trainees, training providers and trainers.
- Mobilisation/ outreach activities through Kaushal/Rozgar Melas, Skills Career Counselling Scheme in making skilling aspirational.
- **DDUGKY**
- The Government of India introduced the **National Skills Qualifications Framework (NSQF)** in 2013. The NSQF is responsible for organising the qualifications through a series of levels of data, knowledge, aptitude and skills.

5 Services under DDUGKY

DDU-GKY provides demand-driven placement-linked skill training so that an individual can learn a new skill, earn his/her way to a new identity, gain respect and fulfill income and career aspirations. The following services are to be provided to every enrolled candidate:

- Face to face counselling and guidance
- Finding out what the candidate is good at, and helping him/her choose a skill based on aptitude
- Learning of new skills and new technology in modern fully equipped training centres
- A government accepted certificate to be earned upon successful completion
- Placement opportunities and interaction with potential employers
- Enable the candidate to find a job that pays a minimum salary of Rs. 6000/- per month (at least 75% of all those who successfully completed training will be placed)
- Support to shift to a new city and job (if needed)

DDU-GKY is industry agnostic. That said, its current training partners offer training programs in over 82 sectors, covering over 450 job-roles or trades. Candidates can only choose from skills offered in their vicinity/ assigned projects in their district.



6 Beneficiary

Rural youth from poor families in the age group of **15 to 35 years** are eligible for the scheme. While DDU-GKY aims for Participatory Identification of Poor (PIP) as the aspired process for inducting needy candidates, interim any of the following will ensure eligibility into DDU GKY sponsored skill training programs:

- Ownership of/ inclusion in **BPL Cards**
- Ownership of/ inclusion in **BPL PDS Cards** (also called Antyodaya Anna Yojana in some states)
- Ownership of/ inclusion in **RSBY Card** (Rashtriya Swasthya Bima Yojana)
- Family members of **Self Help Group (SHG) members** of a registered SHG in the village
- Family members of paid workers under the **Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)** with a minimum of 15 days of work in the last 12 months
- Further, to promote social inclusion, DDU-GKY insists on mandatory coverage of socially disadvantaged groups (**SC/ST 50%, Minority 15%, Women 33%**) and **3% for Persons with Different Abilities (PwDs)** through reservations/ earmarked funds in every project.\

Exception in age limit - the upper age limit for women candidates, and candidates belonging to Particularly Vulnerable Tribal Groups (PVTGs), Persons with Disabilities (PwDs), Transgender and other Special Groups like rehabilitated bonded labour, victims of trafficking, manual scavengers, trans-genders, HIV positive persons, etc. shall be extended by **10 years to 45 years**.

6.1 Documents

Any of the following documents may be furnished as identity proof for enrolment: • Birth Certificate • BPL Card of self or household (where candidate's name is also mentioned) • MGNREGA worker card of any member of household, with a minimum of 15 days of completed work in the last 12 months • Rashtriya Swasthya Bima Yojana³ (RSBY) card of household • Antyodaya Anna Yojana (AAY) card of household • BPL PDS card of household • National Rural Livelihood Mission -Self Help Group identification or certificate for any member of candidate's household Apart from the above, the reserved category would need to furnish any of the following proofs: • SC/ST Certificate issued by competent authority • Disability Certificate issued by competent authority • Self-certification by the candidate for his/her status as minority community

7 Training

Under DDU-GKY, several educational institutions of repute, corporate training houses and NGOs have been sanctioned projects. The DDU-GKY is the first skill training initiative in the country to have set benchmarks for minimum standards and quality benchmarks in service delivery through its framework of Guidelines and Standard Operating Procedures (SOPs), and all its sanctioned projects implemented by its partners (PIAs) need to comply with all applicable standards. **DDU-GKY approves training programmes with curriculum as recommended by**

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NCVT (National Council for Vocational Training) or as identified in the Qualification Packs (QPs) based on NOS (National Occupational Standards) by the respective SSCs (Sector Skills Council) of NSDC (National Skill Development Council)

In some training programmes, which are of longer duration, like 12 months, the candidate will get the opportunity to complete a school year. The training centre will provide linkages with National Open Schools so that one can enroll for the class as well as complete the class examination along-side the training program.

7.1 Training Fees & Duration

DDU-GKY subsidizes 100% cost of skill training of candidates at its approved training centres implemented by its PIAs in sanctioned projects. There are no fees, registration charges, examination or certification charges and no placement charges. However, candidates are required to attend all classes and OJT, put in hard work and effort to learn a trade and achieve **a minimum of 70% marks in the final exam to pass.**

DDU-GKY offers **three-month, six-month, nine-month and twelve-month training courses**, the duration for which are 576 hours, 1152 hours, 1728 hours and 2304 hours respectively. OJT (On-the-Job Training) is also a part of these trainings, with 30 days for a 576 hours (three month) course, 60 days for a 1152 hours (six-months) course and 90 days for a 1728 hours (nine-months) course and 120 days for a 2304 hours (twelve-month) course.

Based on the need of the employer and the requirement of the job, candidate could also be placed in a **foreign job, with a minimum salary of US \$500 per month (Rs. 30,000/- approximately).**

DDU-GKY mandates two types of training in every course (i) Generic Training on Soft Skills, English and Information Technology (ii) Trade Specific Skill training for different durations ranging from 576 hours to 2304 hours. The training plan may also provide for on-the-job training (OJT) as part of the training module.

The training content is currently required to be aligned with earlier National Council for Vocational Education & Training (NCVET) or Sector Skill Council (SSC)



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DDU-GKY looks at the Industry Internship Program as a valuable approach promoting employability and providing a valuable future ready work force, and occupies a place of pride under Category 'A' PIAs. Under the Industry Internship program, a potential PIA is eligible for:

1. Grant-in-aid to support the cost of boarding & lodging of interns at the rate of Rs. 9000 per candidate for a period of one year.
2. A one-time travel cost for candidate from the residence to the internship training center on actual basis with a cap of Rs. 5000
3. The PIA shall pay a stipend of Rs. 3000 per month to each candidate during the period of internship.
4. The PIA shall also be required to give captive placement in a job with a salary of minimum Rs. 10000 per month after completion of internship.
5. Industry Internships can continue for over a year but the Grant-in-aid support from MoRD shall be limited to a period of one year.

7.2 On job Training

Most of the skilling courses have provision for providing On-the-Job Training (OJT). The **maximum permissible days for OJT are 30 days for three month course, 60 days for six month course, 90 days for a nine month course and 120 days for a one year course.** In case of courses having duration between three months to 12 months, besides the standard duration of three, six, nine and 12 months, the maximum OJT allowed shall be one-third of the total course duration or 120 days, whichever is lower.

7.3 Certification

Candidates will be provided a government recognized certificate upon successful completion of the training. In the case of training programs implemented under **NCVT curricula**, NCVT through its accredited assessors will perform the external assessment on completion of the duration of the course and provide the necessary co-branded certification upon passing. In case of QP-NOS, accredited third-party assessors appointed by SSCs of NSDC will perform the external assessment upon completion of the duration of the course or minimum hours as identified by DDU-GKY and provide successful candidates with co branded certification. Most employers recognize the Certificate as a symbol of learning and achievement, which will get one a job with higher salary. It will also be recognized when applying for Government jobs

7.4 Post Placement Support

under DDU-GKY candidates are also eligible for **post-placement support, wherein Rs. 1,000 per month will be transferred directly to his/her bank account for a period of two months in case**



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he/she is placed within the district of domicile, for three months if placed within the state of domicile and for six months in case the placement happens outside the state of domicile. This is in addition to the salary earned from the employer and is to enable the candidate to focus on the job and settle down at the earliest.

7.5 Migration Support

Apart from the post-placement support mentioned above, States implementing the DDU GKY programs (through their SRLMs) are in the process of setting-up Migration support centres across all operational states which would provide the following services:

- Registration of workers and facilitating access to identity related documents
- Access to immediate housing support or transit accommodation at a subsidized cost
- Access to information on basic social services: housing-related, schools, hospitals, etc.
- Access to information on basic Government services, social programmes/ schemes, etc.
- Financial inclusion, bank linkages, salary remittance from remote locations, financial counselling, and linkages to social security
- Healthcare counselling, health education and linkages with formal institutions/schemes
- Legal education, mediation and counselling services for workers facing disputes at work

8 Features

- Demand Driven
- Placement linked Training Programme
- Mandatory and assured placement
- Establishment of RSETI's
- Focus on underprivileged rural youth
- Social Inclusion
- Post Placement Support
- Career Progression Support
- Regional Inclusion – Himayat – J n K, Other programmes in LWE affected areas

- **Himayat:** It is a special scheme for the youth of both rural and urban areas of Jammu and Kashmir.
- **Roshni:** It is a special initiative for the rural youth of poor families in 27 Left-wing Extremist (LWE) districts across states.
- **Northeast Region:** 10% of DDU-GKY programme funds are reserved for projects in North-East. The centre contributes 90% of training costs to provide opportunities for rural youth from the North-East Region.

9 Initiatives for Transparency in the scheme

- Geotagged, time stamped biometric attendance
- Online check of inventory in training units
- CCTV and Audio recording of class room



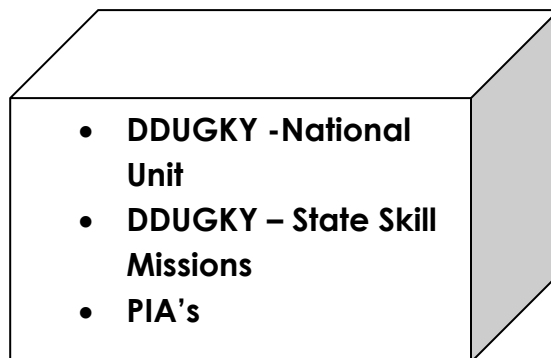
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- Mapping of PIA in PFMS
- Independent project appraisal through – **NIRD, NABCONS** etc
 - All states projects details are available on KAUSHAL BHARAT/KAUSHAL PRAGATI (MPR) system.
 - Public Financial Management System (PFMS) has been implemented in DDU-GKY for financial monitoring. All States have been registered on PFMS.

KAUSHAL PANJEE system has been upgraded with new features like candidates dashboards to edit, update profile, employer registration etc.

10 Implementation

Three tier structure



PIA Selecting Criteria

| | |
|--|---|
| <p>(i) Entities registered under the Companies Act of India 2013 (including Section 25 companies), the Indian Trusts Act, 1882, Societies Registration</p> | <p>Act, 1860, the Cooperative Societies Act, 1912, State Cooperative Societies Acts, State Trust Acts, State Societies Acts, Multi-State Cooperatives Act 2002, Limited Liability Partnership Act 2008 and Government agencies.</p> <p>(ii) Existence as an operational legal entity, in India, for more than three years at the time of application under DDU-GKY (this condition is not applicable to NSDC partners).</p> <p>(iii) Positive net worth in at least two of the last three years (this condition is not applicable to NSDC Partners)</p> <p>(iv) Average three years turnover that is at least 25% of the size of the project cost</p> <p>(v) Consortium of two PIAs can apply subject to conditions</p> |
|--|---|

DDU-GKY prefers the following partners:

- **Champion Employers** – Employers who can train and place 5,000 or more rural poor youth candidates in 2 years are eligible to partner with DDU-GKY as 'Champion Employers'. During the tenure of the MoU, champion employees need to train and



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employ/place a minimum of 2,500 rural poor youth annually. Find suitable employment opportunities (with the organization or outside) for at least 75% of all trained, with a minimum salary package of Rs. 6,000/- per month (for a training program of duration 3 months) Example - Apollo Mediskills (the training division of Apollo Healthcare) • Coffee Day Global Ltd (the owners of Cafe Coffee Day)

- **Captive Employers** – Businesses who can employ 500 or more candidates in their own organisation or one of their subsidiaries and have suitable in-house training facilities are eligible to partner with DDU-GKY as Captive Employers.
- **Industry Internships** – Organisations with a turnover of more than Rs.100 Crores per year and who can offer Industrial Internship opportunities for more than 500 candidates are eligible to be partners with DDU-GKY.
- **Foreign placement** – Organisations who can train and place more than 500 candidates overseas are eligible to be partners with DDU-GKY.
- **Educational Institutes of high repute** – Institutes with a score of more than 3.5 CGPA in NAAC grading or a community college recognised by AICTE or invested into by the UGC with the ability to train and place people in wage employment are eligible to be partners with DDU-GKY.

11 Fund Sharing

Centrally Sponsored Scheme

| | | |
|---|----------------------|-------------------|
| All States (Excluding North-East & Himalayan states) | Central Share – 60% | State Share – 40% |
| For all North East States including Sikkim | Central Share – 90% | State Share – 10% |
| For Himalayan states (Himachal Pradesh and Uttarakhand) | Central Share – 90% | State Share – 10% |
| Jammu & Kashmir | Central Share – 100% | State Share- Nil |

DDU-GKY provides funding support for placement linked skilling projects ranging from Rs. 40,088 per person to over Rs.1.91 lakhs, depending on the duration of the project and whether the project is residential or non-residential. The Ministry has aligned to Common Cost Norms for Skill Development schemes issued by Government vide Notification no. 25/2016. DDU-GKY funds projects of different duration, ranging from 576 hours to 2304 hours and allows for On-the-Job Training (OJT) subject to ceiling. Funding components include support for training costs, boarding and lodging (residential programmes), transportation costs, post-placement support costs, career progression and retention support costs.



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Fund release to PIAs under DDU-GKY is scheduled in four installments as follows:

| Installment | Value | When sanctioned |
|-----------------------------|---------------------|--|
| 1 st installment | 25% of project cost | <ul style="list-style-type: none">• On signing of MoU and Identification of Training Center. |
| 2 nd installment | 25% of project cost | <ul style="list-style-type: none">• On Spending 60% fund disbursed as 1st installment as visible on website;• Achieving 20% of Training target completion & Assessment and with 7% verified Placement.• Submitting Audited expenditure statement like P&L Statement, balance sheet etc, with respect of previous year for cases after 30th September. |
| 3 rd installment | 25% of project cost | <ul style="list-style-type: none">• On Spending 90% fund disbursed as 1st & 2nd Installments as visible in website.• Achieving 60% of training targets competition and assessment and with 25% verified placement.• Submitting Audited expenditure statement like P&L Statement, balance sheet etc, with respect of previous year for cases after 30th September. |
| 4 th installment | 25% of project cost | <ul style="list-style-type: none">• On Achieving 100% of training targets competition and assessment (inclusive of sub-targets such as SC/ST, Minorities etc) and with 70% verified placement.• Submission of Project Closure documents as well as signed check list. |

12 RSETI's

Ministry of Rural Development (MoRD) is implementing Rural Self Employment Training Institute (RSETI) scheme as a **sub-scheme of National Rural Livelihood Mission (NRLM)**. RSETI is a Bank lead, MoRD funded training institution established by the Sponsor Banks in their lead Districts to impart skill and entrepreneurship development training to rural poor youth free of cost. Any unemployed youth in the age group of 18-45 years having an aptitude to take up self-employment or wage employment and having some basic knowledge in the related field can undergo training at RSETI. While thrust of RSETI training is to promote self-employment of rural poor, some of the trained candidates may also seek regular salaried jobs/wage employment.

RSETI concept is based on **RUDSETI (Rural Development and Self Employment Training Institute)**, a society established jointly by three agencies i.e. Syndicate Bank, Canara Bank and Sri Manjunatheswara Trust based at Ujire in Karnataka.

One RSETI is established in every district in the country. Concerned bank is the lead bank in the district takes responsibility for creating and managing it. Government of India will provide one - time grant assistance, upto a maximum of Rs. 1 crore for meeting the expenditure on construction of building and other infrastructure.

After successful completion of the training, they will be provided with credit linkage assistance by the banks to start their own entrepreneurial ventures.



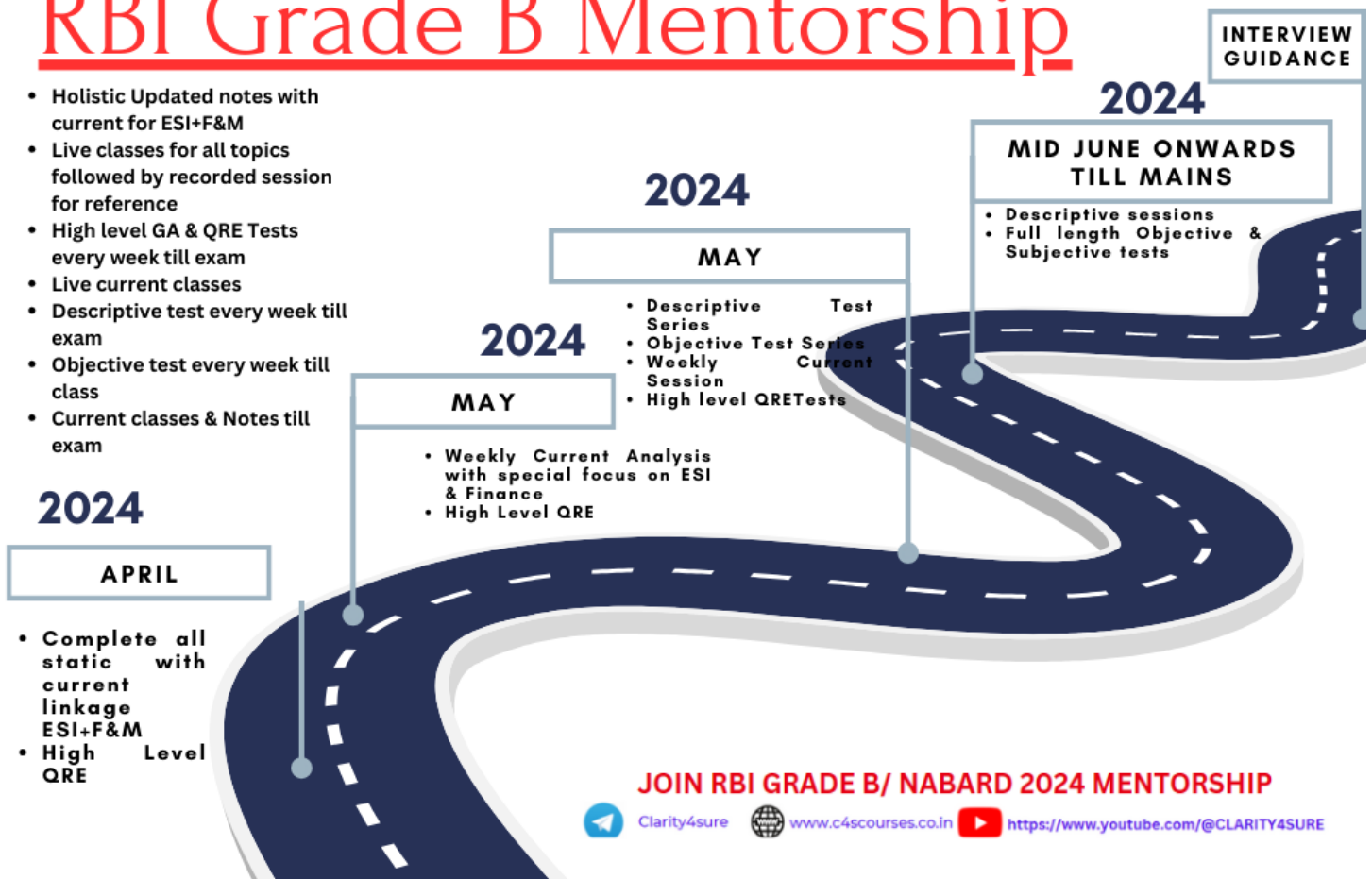
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Selection of Trainees & Batch Size:

- Age 18-45 years
- At least 70% of the trainees should be from the rural BPL category certified by the DRDA. Proper weightage, as per SGSY guidelines will be given to SC/STs, minorities, physically challenged and women.
- An ideal size of a batch should be 25-30 candidates.
- Shramadan/Yoga, presentation of MILLY would become a common input in training module.

C4S

RBI Grade B Mentorship



PRACTICE Q

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) is theX.....placement-linked skill training initiative of the Ministry of Rural Development (MoRD), Government of India, uniquely aimed at rural poor youth between 15 and 35 years of age, with the purpose to create income diversity in poor families and help rural youth realize their career aspirations. Arun a resident of Ambikapur village wants to get training under DDU-GKY. Shyam a friend of Arun has earlier completed his training on 1 April 2024 in RK steel and got placed there which has a placement capacity of 1000 youths. Training courses may be implemented by the Industry/Employer as per the requirement of the industry to train the candidate with minimumY..... hours of skilling and maximum 2304 hours of skilling for which DDU-GKY Funding shall be made available.

Q1. Which of the following option satisfies the blank X in the passage?

- a. Supply Driven
- b. Industry Driven
- c. Demand Driven
- d. Skill Driven
- e. More than one can be correct

Q2. Which of the following card if Arun will present will make him eligible for the programme?

- a. Aadhar card
- b. MGNREGA Job Card
- c. BPL Card
- d. RSBY Card
- e. More than one can be correct

Q3. Shyam has been placed in RK Steel, RK Steel can be example of which of the following type of employer?

- a. Champion
- b. Captive
- c. Short Term Training
- d. Foundation
- e. None

Q4. What does blank Y stands for?

- a. 300
- b. 348
- c. 420
- d. 520
- e. 576

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Q6. The above mentioned scheme is an example of?

- a. Central Sector scheme
- b. Central Sponsored scheme
- c. State Sponsored scheme
- d. PPP Scheme
- e. More than one can be correct

Q7. Which of the following subsidiary of NABARD is associated with appraisal of the scheme?

- a. NABFID
- b. NABCON
- c. NABSKILL
- d. NABSURAKSHA
- e. None

Q8. Shyam may be eligible for Post placement support till month of?

- a. June
- b. August
- c. October
- d. December
- e. Either a or c

Q9. Over 14 lakh youth have been trained under the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) so far, of whom around 60 per cent have been employed by various organisations, government data showed, As per media reports which state has trained maximum no. of youth in DDUGKY?

- a. Bihar
- b. Maharashtra
- c. Odisha
- d. Karnataka
- e. None

Q10. Which state recently organised 'Talento 24,' a programme to provide employment, and a former students' meet as part of the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDUGKY) scheme?

- a. Kerala
- b. Karnataka
- c. Bihar
- d. Uttar Pradesh
- e. None

