



Frequently Asked Questions – DDUGKY (PIAs)

PASCHIM BANGA SOCIETY FOR SKILL DEVELOPMENT



Question 1. How will an association with DDU-GKY benefit my organization?

DDU-GKY is uniquely placed in the skill training eco-system of the country. As part of the Ministry of Rural Development, it caters to the largest potential worker stream in the country, the 551million strong rural poor youth between the ages of 15 and 35. Through its parent program of Aajeevika, it has access to numerous Self-Help Groups (SHGs) across the country where the members not only facilitate in mobilization but also in ensuring attendance, facilitating village or community level participation and monitoring progress at regular intervals. It is also connected with rural Employment schemes like the MGNREGA, has credible access to Gram Sabhas and Gram Panchayat through its sister agencies and an experiential knowledge spanning over decades of running successful programs in the hinterland. This ensures that DDU-GKY can access and mobilize a large number of committed youth to training centers and facilitate training and transformation.

In addition, DDU-GKY has invested in the making of Guidelines and Standard Operating Procedures (SOPs) to define minimum benchmarks, systematize processes, define service level standards and build transparency in operations as well as managing delays and defaults. In addition to processes, it also lays down applicable guidelines for making claims and demands on achievement of outcomes, thereby eliminating any role of individuals or personalized inspections. DDU-GKY is also in the process of adopting a distributed ERP system, called e-Kaushal and the Public Financial Management System (PFMS) to facilitate programme management, and ensure transparent investments and tracking of fund utilization.

So if you are an educational institute of repute, a large employer with training infrastructure or a large private skill-training expert, committed to delivering better quality training and output, DDU-GKY is the right partner to grow with.

Question 2. What are the various trades covered under DDU-GKY?

We cover a wide range of industries and sectors such as Agriculture, Automotive, Beauty & Wellness, Construction, Electronics, Gems & Jewellery, Healthcare, Logistics, Retail and Tourism & Hospitality amongst many others. To view the complete list, please click [Industry List](#)

Question 3. What are the various job-roles covered under DDU-GKY?

From a welder making the Maruti car to an Entrepreneur in the Agriculture sector to an X-Ray machine assistant in a Super Specialty Hospital to a Sales Person selling premium shirts to a Back-Office professional working on computers, DDU-GKY's current training partners offer training programs in over 82 sectors, covering over 450 job-roles or trades. Please click on the link below to view the list.

[Industry List](#)

Question 4. What are the eligibility criteria to partner with DDU-GKY?

Any registered organization (other than proprietorships or partnerships) can apply to be a Training Partner. If you are already registered with National Skill Development Corporation (NSDC) as a partner can also apply directly to us.

At the time of application, a partner should have positive net worth in at least two of the last three financial years and a turnover of at least 25 percent of the size of the project cost. The training partner should also be making profits for at least 1 year in the last 3 years to ensure sustainability of the relationship. DDU-GKY allows for a consortium of partners to apply, however in such circumstances, one of the partners has to become the lead partner and ensure the delivery of all objectives and outcomes of the ministry.

That said, DDU-GKY prefers the following partners:

- Organizations who can train and place more than 500 candidates in **overseas wage employment each year**
- Organizations who can enter into Champion Employer MoU, train and place over 10,000 candidates in 2 years (See employer's section for more information)
- Organizations who can enter into Captive Employer MoU, train and absorb over 500 candidates every year in their own business or in subsidiary businesses
- Organizations with a turnover of more than Rs. 100 Crores per year, who can offer **Industrial Internship opportunities** for more than 500 candidates
- Organizations who have completed **3 SGSY-SP or DDU-GKY projects** in the last 5 years
- Organizations with **project experience** of more training than 20,000 candidates, of whom at least 75% have been placed in wage employment

Question 5. What is the application process to partner with DDU-GKY?

To begin with, you would need a Permanent Registration Number (PRN). This is a number allocated after a partner registers with the DDU-GKY as a PIA. The application form for a PRN has been provided in the website (www.ddugky.gov.in.) In the form, you are required to provide organizational details like Address, Registration Certificate issued by the Registrar of Companies or Registrar of Societies, a scanned copy of the picture of the main premises etc. On completion of the form, and the verification process by the Ministry, the PRN is issued. Project applications without this number cannot be considered. For step-by-step guidance on how to apply for the PRN please click on the PRN User manual.

Question 6. Can the proposal be submitted online?

Yes, proposals can now be submitted online. Please log on to www.ruralskills.in and click on the Application User manual for step-by-step guidance.

Question 7. What are the documents that need to be furnished along with the proposal?

The online format for submitting proposals is comprehensive and involves provisions of several documents and reports like Population Demographic and Skills Gap Study for the district/ state proposed, audited financial reports (B/S & P/L Statements) etc. The online s/w continuously prompts users to upload necessary documents and evidences as needed in each and every step. You will need to read the instructions in the manual carefully, before starting to fill in the project proposal.

Question 8. As a training provider, what would be my responsibilities/role?

DDU-GKY invests in projects, but it's our training partners who play the all-important role of becoming the bridge between industry and candidates. Building a project requires partners to complete a proposal, and strategic tasks that involve:

- **Skill Gap Analysis (SGA):** Undertake SGA, understand market demand & supply dynamics and aspirations of rural youth before applying under DDU-GKY to understand and define project scope
- **Establish quality management and monitoring systems:** Set up website and provide up-to-date MIS information (as mandated). Undertake Quality Management & Monitoring as per the Guidelines, co-ordinate with states and MoRD. Assessment and certification of trainees, independent assessment and industry sign-off
- **Mobilize, Train and Certify:** Mobilize, counsel and select beneficiaries to ensure right fit, establish training centers with required infrastructure as prescribed, develop training plans, training content and align curriculum with the Sector Skill Councils (SSC) or National Council for Vocational Training (NCVT) as per guidelines of DDU-GKY and ensure third party assessment and certification of every trainee
- **Employment and Support:** Identify and formalize prospective employers for placement of trainees. Ensure 75% compulsory placements of trainees. Undertake post-placement tracking and support to trainees for a minimum of one year

Question 9. Post submitting the proposal, what are the various steps involved for the final selection?

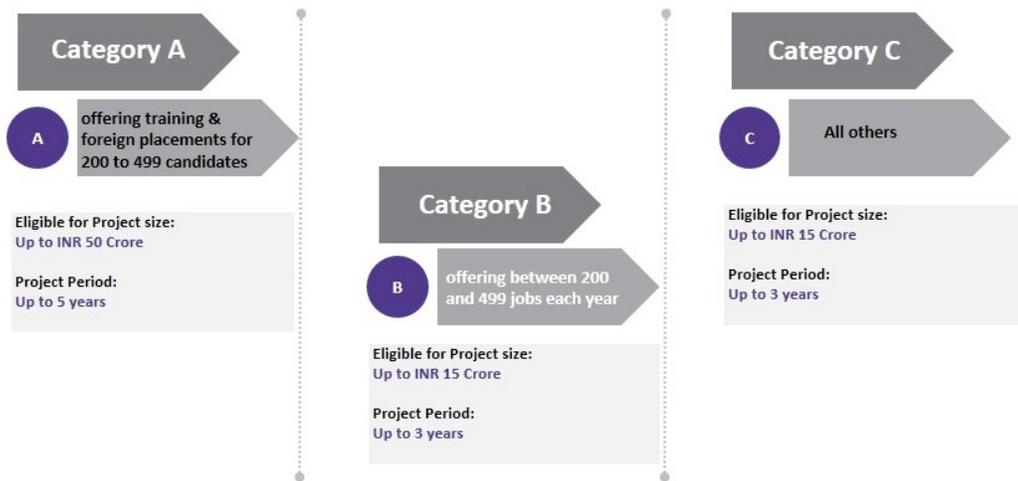
Once the project proposal is submitted and accepted through an acknowledgement issued by the Ministry, the proposal is then appraised for its financial and project merits, scored automatically and prioritized accordingly. The proposal is then approved by competent authority of the programme division and recommended for considerations of the Empowered Committee appointed by the Ministry. The Empowered Committee of the Ministry, reviews all proposals submitted against the needs of industry and state demographics and sanctions on the basis of recommendations of the central and state departments.

Question 10. What kind of financial and operational support will be provided by DDU-GKY?

DDU-GKY offers a fixed cost with incentives on achievement of outcomes and support training partners that meet eligibility requirements. We also encourage innovations, not only in training and pedagogy, but also in projects that can lead to better outcomes over time. The investment model follows the preferences indicated below through a simple process of categorization of partners and projects.

Our investment is on the basis of three different project sizes as highlighted below:

PIA Categorization



Question 11. What is the current set-up in states to help us implement the program?

In some states, DDU-GKY has empowered the states to plan, sanction and implement training projects as sufficient capacity exists or has been created. Such states are referred to as Action Plan States (APS). In such states, a Chief Operating Officer (COO) or Mission Director (MD) as part of the State Rural Livelihoods Mission (SRLM) or a dedicated State Skills Mission (SSM) usually leads the program. The COO or MD is supported by a State Programme Manager (SPM), usually dedicated to DDU-GKY and District Programme Managers (DPM) in each of the districts of the state, or at least in the priority districts of the state. The operations team is assisted by a Technical Support Agency and other staff like Finance, IEC (Communications and Advocacy) etc. In states where such capacity is being developed or invested into, the SRLM or SSM usually has a dedicated State Programme Manager and District Programme Managers for DDU-GKY. In addition to the programme management teams, there are a host of village to district level resources that can be accessed during mobilizations, like for instance Self Help Groups (registered under the Aajeevika programme of the Ministry), Panchayati Raj Institution Officers, local District Administration (DMs/ SDMs/ JMs/ SJMs/ Block Development Officers among others). In some states, there are also other shared resources like Gram RozgarSewaks (GRSs) in Odisha, self-appointed Committees (VPRCs in Tamil Nadu) etc. There are also Prime Minister's Rural Development Fellows (PMRDF) appointed in over 160 districts of the country. All these resources can be accessed for support in mobilization and tracking placements through contact with family members of community members in the villages.

Question 12. I have submitted my proposal. How can I check the status?

Once you submit your project proposal, you can track it by writing to the Ministry. You should contact the Deputy Secretary (Skills) for the same. Please refer to the Guidelines for the applicable time frame for response on your projects proposals. In case there are any clarifications sought by the Ministry, you will be contacted by relevant personnel and given a time frame to comply/ provide documentary evidences etc.

Question 13. Are there any quality benchmarks or set procedures developed by DDU-GKY for implementing the program?

Yes, DDU-GKY has invested in the making of Guidelines and Standard Operating Procedures (SOPs) to define minimum benchmarks, systematize processes, define service level standards and build transparency in operations as well as manage delays and defaults. Please click on the link to view the Guidelines and Standard Operating Procedures (SOPs).

Question 14. What is Skill Gap Analysis (SGA)?

Placements, job retention and career progression are the desired outcomes of DDU-GKY. Achievement of these outcomes is linked to the existing and potential demand for skilled manpower in industry across various sectors. A study of the demand for skilled manpower, from the district level upwards to the national level is called the Skill Gap Analysis. This requires the PIA to study the local, regional and national industry in their preferred sectors to identify demand through replacement of existing labor on account of age or shift in technology or creation of new jobs through fresh investments or line expansions at various job-roles. Matching demand with supply opportunity through demographic analysis of the region completes the Skill Gap Analysis for the making of a Project Proposal, PIAs need to factor in time, as projects are for longer durations with batches becoming eligible for placements regularly. Additionally, DDU-GKY requires that there is social inclusion of disadvantaged sections of society like women, SCs/STs, Minorities and Persons with Disabilities (PwDs). The operating ratios are: 50% (29% SCs/ 21% STs), 33%Women, 15% Minorities and 3% PwDs. These percentages however, apply for the project and can differ from time to time as notified by the Ministry, as well as for specific areas in the country.

Question 15. How should a typical training center look like and what are the infrastructural facilities that should be available to the candidates?

DDU-GKY, through its framework of Guideline and detailed SOPs has mandated standards applicable for the academic and non-academic areas of the training centers (Chapter 6 of SOP Part 1). In addition, DDU-GKY also has suggested co-branding requirements in the SOP Part 1 to enhance the aesthetic appeal of the training centers. At present, the Ministry has put in place a rating and grading scale to identify Model Training Centers. Below are the actual images of some of the training centers:



Question 16. What is the fund flow mechanism in place currently?

As per the Guidelines of DDU-GKY, PIAs are paid in 4 instalments of 25%, 50%, 15% and 10% of the total cost of the project sanctioned. DDU-GKY has empowered states who have built their capacities to plan, sanction and implement training projects as Action Plan States. In these states, the center transfers the funds in 2 equal instalments of 50% each to the State Rural Livelihoods Mission (SRLM) or State Skill Mission (SSM), who in turn make the payments to the PIAs in the same instalment plan as above. In other states, where such capacity is still being developed, the National unit of the Ministry directly approves and sanctions projects and makes all payments in the above instalment plan. All processes of investment decisions, programme management and monitoring tasks are completed by Central Technical Support Agencies (CTSAs) on behalf of the Ministry of Rural Development. The CTSAs are independent entities with adequate resources and past experiences of managing large skilling projects in rural India. At present, National Institute of Rural Development & Panchayati Raj (NIRD & PR) and NABARD Consultants (NABCONS) serve as our Central Technical Support Agencies. All payments will be made according to the following release conditions:

Instalment	Funding %	Release Condition
1	25% of project cost	On sanction of project and signing of MOU.
2	50% of project cost	On: <ul style="list-style-type: none"> a. Spending 60% of funds disbursed as 1st instalment as visible in web site. b. Achieving 40% of physical target inclusive of sub-targets such as for SC/ST, minorities etc. c. Submitting audited expenditure statement like P&L statement, Balance sheet etc. with respect of previous year for cases after 30th September.
3	15% of project cost	On: <ul style="list-style-type: none"> a. Spending 90% of funds disbursed as 1st and 2nd instalments as visible in website.

		<ul style="list-style-type: none"> b. Achieving 90% of physical target inclusive of sub-targets such as for SC/ST, minorities etc. c. Submitting audited expenditure statement like P & L statement, Balance sheet etc. with respect of previous year for cases after 30thSeptember.
4	10% of project cost	On achieving all targets and submission of project closure documents as well as signed scorecard. However, the release of the 4thinstalment will not be held up till the one-year tracking is complete.

Question 17. What is the role of the Technical Support Agencies (TSA)?

Central and State Governments may engage Technical Support Agencies (TSAs) to complete all processes of investment decisions, programme management and monitoring and quality control tasks. TSAs will undertake:

- Monitoring of training
 - Due diligence of training center
 - Inspection of training center
 - Monitoring of video /audio clips and reports uploaded by PIA
- According approvals on behalf of MoRD or State
- Recommending approvals to MoRD or State
- Monitoring compliance of PIAs with the Program guidelines and/ or SOP
- Compiling and submitting reports to MoRD/ State

Question 18. Would we need to develop the curriculum for the training or would it be provided by DDU-GKY?

Content, pedagogy and training delivery of the course is the responsibility of the PIA. The PIAs are expected to set-up Academic Councils with subject matter experts at the Headquarters, who in turn need to determine and propose the content, pedagogy, delivery and assessments as part of the project proposal. The course content should be in tune with the requirement of industry/trade. National Council should certify it for Vocational Training (NCVT) or Sector Skills Council (SSC) or any other agency notified for the purpose by MoRD. In special cases certification by nationally acknowledged proprietary training brands will also be considered provided MoRD has approved it. Other important aspects are:

- Training and course content should facilitate learning by rural poor youth who may not have exposure to English.
- There should be mandatory modules on soft skills, functional English and basic IT skills for a minimum of 160 hours in a 3 months course duration. For more information, please go through the Guidelines.
- Mixed media modules, interactive pedagogy, which includes games and role-plays. Curriculum and daily session plan should be uploaded on the PIAs website and transferred on to <http://ddugky.gov.in>.
- Adequate practical and on the job training /internship must be incorporated into the training module where necessary.
- Course material and exercises should be available online so that trainees who wish to use it to revise and improve themselves are able to do so. Keeping in mind the

proliferation of mobile based learning opportunities, the development and deployment of mobile phone based content is expected.

Question 19. What are the activities to be undertaken for mobilizing candidates?

The quality of candidates mobilized has a significant impact on retention during training as well as in the jobs they are placed in as well career progression.

- **Institutional Tie-ups:** In the areas identified by SRLM for implementing the programme, the PIA should carry out mobilization by involving institutions of the poor established under Aajeevika as well as GPs. Both GPs and Aajeevika institutions have an important role in ensuring that the skills and placement needs of all eligible persons in all habitations are addressed.
- **Mobilization criteria:** The willingness of the candidate identified after mobilization to undergo the training programme has to be ascertained. The selection process for identifying the trainees has to be transparent and open to all stakeholders. There is a fine balance to be had between aspiration, eligibility and aptitude. While all residents have a right to be considered, it could well mean that not all those who are considered for a particular trade are selected. This is acceptable, provided records are maintained that show that aptitude tests did not indicate a match between aspiration and potential or the aspirant was not eligible.
- **Focus on Inclusion:** PIAs shall give priority in mobilizing and selecting candidates identified as focus/special groups in the DDU-GKY Programme guidelines. They should also adopt a GP saturation model while mobilizing. This serves two purposes.
 - It ensures that none of the residents who are desirous of being skilled and placed are left out from being considered.
 - It allows both parents and candidates to support each other during training and placement. This is especially important if training or placement happens to be in a location distant from their place of residence.
- **Counselling:** Candidate counselling should provide information to prospective trainees on the nature of work in the sector/trade, availability of jobs, deliverables by the employer, entitlements, growth prospects and risks involved. This is aimed at helping both candidates and parents make informed choices and to match aptitude with aspirations. Within the frameworks developed by SRLMs, counselling may also include creation of on-job counselling sources as well as Job Melas.
- **Selection:** Selection is the stage after counselling. A list of those selected on the basis of aptitude tests (psychometric and others) and counselling (by trained counsellors) is prepared and uploaded on the designated MIS. While it should be ensured that all those desirous of being skilled and placed are considered and put through counselling and aptitude tests, it is possible that not all will be found to have the aptitude required for the training program being organised by that particular PIA. These cases should be separately identified and taken on a state data base for follow up by the SRLM so that these persons get a chance to enrol for another trade with the same or another PIA at the earliest.

Question 20. Who are the stakeholders that should be reached out to for support?

Gram Panchayats, District & Block Administrations, SRLMs/ SSMs, CTAs, Ministry (Centre & State), respective Ministers and their offices, NCVT/ SSCs of NSDC, Accredited Assessment

Agencies, Public Grievance Cells and Anti-Corruption Cells/ Vigilance Departments for various aspects.

Question 21. Is there any communication material provided by DDU-GKY that can be used to reach out to stakeholders?

Yes. Please click on the link to download the DDU-GKY campaign aimed at Rural beneficiaries as well as the National campaign aimed at employers.

[IEC materials](#)

Question 22. What would be the approximate unit training cost per candidate?

The unit training cost per candidate along with basic sub-components under DDU-GKY for courses of different durations are as follows:

S. No.	Item	3 month	6 month	9 month	12 month
1	Training Cost (Rs.)	13696.00	19152.00	23562.00	26602.00
2	Boarding and Lodging (Unit Cost/day for residential training)				
a	State Headquarters @ Rs. 166 per day	14940.00	29880.00	44820.00	59760.00
b	District Headquarters @ Rs. 120 per day	10800.00	21600.00	32400.00	43200.00
c	All other locations other than (a) and (b) above @ Rs 75 per day	6750.00	13500.00	20250.00	27000.00
3	Food and To & Fro charges	9000.00	18000.00	27000.00	36000.00
4	Post Placement Support				
a	Placement within District of domicile (Rs 1000 per month for 2 months)	2000.00	2000.00	2000.00	2000.00
b	Placement within State of domicile (Rs 1000 per month for 3 months)	3000.00	3000.00	3000.00	3000.00
c	Placement outside State of domicile (Rs 1000 per month for 6 months)	6000.00	6000.00	6000.00	6000.00
5	Uniform cost (cost of one pair is Rs 1000, 2 pairs provided in case of 9 m and 12 m course)	1000.00	1000.00	1000.00	1000.00
6	Minimum wages for placements in India (per month)-Cost to Company(CTC) or minimum wages whichever is higher	6000.00	8000.00	12000.00	15000.00
7	Minimum wages for placements abroad	25000.00	25000.00	25000.00	25000.00

Question 23. What is the minimum qualification of a trainer?

DDU-GKY lays huge emphasizes on the quality of trainers hired for its skilling program. It is important to ensure that only those persons are deployed as trainers who have the requisite

exposure to the requirement of prospective employers. They should also possess the knowledge, skills and attitude needed to be a good trainer in his/her domain. In the first instance this has to be tested and verified by the Q team of the PIA and verified by the SRLM or its TSA. Knowledge can be tested with the help of written tests and administering practical tests can test the skills of the trainer. However attitude can be tested only in the real classroom situation. This is why it has been mandated that all class room and lab sessions should be recorded using CCTV cameras. Samples of the footage drawn using statistically valid techniques should be examined by domain experts in the Q team of the PIA and verified by the SRLM or its TSA every month. Based on this each trainer in the DDU-GKY ecosystem should be graded separately for knowledge, skills and attitude.

Question 24. Is there any capacity building training that will be provided to the trainers?

At DDU-GKY we organise regular Training of Trainers (ToT) programs facilitated by eminent industry experts and academic councils with international certification to build the capacities of our trainers. Apart from that DDU-GKY has launched its Internet enabled eSOP Training and Certification software to ensure the availability of trained and certified manpower across the skilling eco-system. Please click on the link to view the same <http://ddugkysop.in>

Question 25. How will the monitoring and evaluation of the project take place?

Monitoring is a continuous measurement of progress while the project is on-going. This involves checking and measuring progress, analysing the situation and reacting to new events, opportunities and issues. Following are the steps that will be taken periodically to monitor and evaluate the project:

- Fortnightly monitoring and guidance notes to PIAs using online MIS of PIA: TSAs will monitor the online MIS on a regular basis and issue/upload fortnightly guidance notes to identify and notify non-compliance and for improving the use and functioning of online MIS.
- Monitoring of compliance by PIAs on points raised in guidance notes: PIAs will be required to comply with the points raised in the guidance notes within a week of the upload of guidance notes.
- Monthly inspection of training centers by Q team of PIA: Q team of PIA will undertake monthly inspection of training centers. The proceedings of these visits will be recorded through GPS-enabled video/audio clips and uploaded along with action points for compliance by the training center manager and trainers in the workflow MIS and monitored for compliance.
- Bi-monthly inspection of training centers by State TSA: SRLM officials/ State TSA will undertake bi-monthly inspection of training centers. The proceedings of these visits will be recorded through GPS-enabled video/audio clips and uploaded in the workflow MIS along with action points for compliance by center managers and trainers and monitored for compliance.
- Tri-monthly inspection of training centers by MoRD's CTSA: MoRDs CTSA will undertake tri-monthly inspection of training centers. The proceedings of these visits will be recorded through GPS-enabled video/audio clips and uploaded in the workflow MIS and monitored along with action points for compliance by center managers and trainers and monitored for compliance.
- GPS enabled bio-metric attendance of trainer and trainees: Deployment of geo-tagged, time stamped Aadhar-linked biometric devices for taking attendance of trainers and

trainees and pushing it in real time to a central server visible to the Q team of the PIA and State/MoRD CTSA will be one of the pre-requisites for starting up a training center.

- Read-only access to project bank account: PIAs will have to open a separate bank account for the DDU-GKY project and register the account details on CPSMS so that read-only access is available to the TSA/SRLM of the bank account of the PIA. Using this the TSA/SRLM will monitor:
 - Timely salary payment to trainers
 - Timely payment of monthly post-placement support to placed candidates
 - Timely payment of monthly transport and food support to non-residential trainees
- Online logging of training centers: Daily opening and closing of training centers has to be logged online along with geo-tagged time stamped photographs of the class room and lab.

Question 26. What is the current MIS in place?

An Internet based 3-tier concurrent monitoring system across SRLMs/ DDU-GKY SSMs, CSAAs and MoRD is developed based on the Programme Guidelines and detailed SOPs for all service delivery processes. This is a CSA led initiative (called MRIGS) and is currently being field-tested by NABCONS.

Also an Internet based Project Proposal Application Form has been developed by DDU-GKY to ensure consistency across states and achieve the goals of the programme division. This includes built-in prioritization of PIAs and projects and also scoring of proposals.

DDU-GKY has also modified and implemented Public Financial and Monitoring System (PFMS), an online fund management, fund release and re-conciliation system used by various government agencies. It enables transfer of funds to various agencies and to beneficiary accounts and is inter-linked with the core banking system of over 90 banks all across India.

However moving forward, DDU-GKY proposes to develop a comprehensive IT system, called eKaushal system. eKaushal system is envisaged to be available across both web and mobile, capture data and documents related to program implementation and operation, support evidence based decision and policy making and facilitate exchange of information with all the key stakeholders and other skill development programs. This internet-enabled workflow driven ERP platform will handle all aspects of programme management including submission of proposals, release of funds, training center management etc. Therefore MRIGS and Online application form would subsume under eKaushal with PFMS integrated into it.

Question 27. How will the assessment and certification be done?

DDU-GKY has put in place the following processes to carry out assessments and certification:

- Continuous Assessment: Internal and continuous assessment should be an integral part of the course curriculum. This should be in the form of announced and unannounced quizzes, assignments and other types of tests. The questions asked, answers given and marks obtained by each trainee should be available in the password-protected area of the PIAs web site. This will be used by the PIAs own independent quality team when it makes monthly visits to each training center. During these visits each center and each trainer will be marked and ranked using a scorecard developed by NIRD. These marks will be verified during bi-monthly inspections of each training center by the SRLM or its TSA as well as by NIRD/NABARD Consultancy (NABCONS). The results of PIAs own quality inspections is to be made available on the PIAs web site as it is a list of action points from each visit and details of compliance on each.

- Third party certification: Independent certification and assessment by third party agencies of both curriculum and the skill, knowledge and attitude level of each trainee as acceptable to the industry or employer is mandatory. This is to ensure that DDU-GKY pass outs are of a high standard and are eagerly sought after by employers. The names and details of the certificates and the assessment agencies shall be mentioned in the project proposal. These should include only those agencies that have been empaneled by NCVT/SSC/notified by MoRD in the case of skills and NIOS in the case of school bridge courses for school dropouts.
- Own certification in cases of established brands: Own certification in cases of established brands could be used provided MoRD has approved it in advance.

Question 28. What type of placements are recognised by DDU-GKY?

Placement at DDU-GKY is defined as continuous employment for a minimum of three months. The period of continuous employment need not be with the first employer. However the trainee should have worked and received payment for three continuous months, proof of which can either be in the form of a salary slip or a certificate indicating salary paid signed by the employer and salary received by the person placed along with a bank statement. A minimum placement of 75% of trained candidates is a non-negotiable in DDU-GKY.

DDU-GKY recognises the following type of placements:

- Captive placement: PIAs having their own requirement train and absorb the trained persons in their own organisations. PIAs submitting projects for captive placement should submit details of their own manpower requirement based on a realistic estimate of current needs. Captive placement for a second batch of trainees will not be allowed, if more than 50 % of DDU-GKY youth placed with the same organisation has left within a span of six months. This is being insisted so as to minimize the danger of an “attrition based” placement model.
- Placement providing jobs having regular monthly wages at or above the minimum wages: The proof of regular wage employment is demonstrated by the salary slip from the Human Resources department of the organization. In case the organization does not have a HR department, certificate issued by the employer indicating wages paid and counter signed by the employee along with the bank statement indicating that wages have been paid by crossed demand draft or money transfer will demonstrate proof of regular wage employment.
- Placement in government organisations/ with government contractors involved in public service delivery: Placement in public service delivery programs such as National Rural Health Mission (NRHM), MGNREGS etc. and institutions such as PRI, etc. are allowed provided it is continuous and full time and minimum wages is provided and proof of employment is available.
- Placement in jobs in foreign countries: Placement in jobs, which can provide a minimum salary of Rs. 25,000/- are permitted. Trainings that have the potential to provide salaries in the above range will only be approved.

Question 29. Are there any monetary support or incentives given to the training partners?

Yes, DDU-GKY is the pioneer in offering incentives on achievement of its outcomes in retention and career progression. Following are the different types of support grants provided for the in Guidelines:

- **Retention Support:** Candidates who remain in work for one year are successful in making the transition and very rarely slip back into unemployment. Therefore an additional resource at the rate of **Rs. 3000/- per person** is made available to PIAs to retain candidates in employment for 365 days

- **Support for Career Progression:** A major challenge of DDU-GKY is to assist those placed to progress in their careers. This has been addressed in the form of an additional payment to PIAs at the rate of **Rs. 5000/- for every person trained** by the PIA who crosses a salary of Rs. 15,000/- per month and holds it for a minimum of 90 calendar days within one year of completion of training
- **Incentives for live distance training:** PIAs are encouraged to adopt studio based interactive training methods of content delivery to ensure that master trainers can reach out to large number of trainees. An amount of **Rs. 500/- per candidate** will be payable to the PIA if at least 30% of the teaching hours are covered using the live distance training techniques
- **Incentives for facilitating foreign placements:** An amount of **Rs. 10,000/- per trainee** will be payable to the PIA for providing counseling sessions to trainees who are offered placements in foreign countries

The support structure as above is over 160% of the total cost of training offered to each PIA for a 3-month duration course.

Question 30. How can I share my best practices and view the same of other implementing partners?

At DDU-GKY we regularly laud and post the best practices carried out by our training partners on our website. To view some of the existing best practices, please click on the link [IndiaCan](#)