



# Frequently Asked Questions – DDUGKY (Industries)

**PASCHIM BANGA  
SOCIETY FOR SKILL  
DEVELOPMENT**



### **Question 1. What is DDU-GKY and Sagarmala?**

Deen Dayal Upadhyaya – Grameen Kaushalya Yojana (DDU-GKY) is a sub component of National Rural Livelihoods Mission (NRLM) or Aajeevika. DDU-GKY is a Placement Linked Skill Development of Ministry of Rural Development (MoRD). DDU-GKY is implemented through a 3 tier structure with MORD at the apex as the policy making, facilitation and coordination agency; the State Skill Missions (SSMs) / State Rural Livelihood Missions (SRLMs) as the state level nodal implementation support agencies and external organizations (Corporates, Societies, NGOs, Private Skill Training providers) as Project Implementation Agencies (PIAs) who serve as the skill and placement providers under the program. The Project Cost of the scheme is shared by MoRD and State Skill Mission in the ratio 60:40. Paschim Banga Society for Skill Development (PBSSD) acts as the implementing arm for executing the scheme. Please visit <http://ddugky.gov.in/> for further information.

The Ministry of Shipping, Government of India (GoI) has started a scheme called Sagarmala, which among other aspects focuses on the community development for coastal areas. Skill Development is an essential component within the Sagarmala scheme. To make these interventions, the Sagarmala DDU-GKY convergence project shall be launched in the districts of Purba Medinipur and South 24 Parganas in West Bengal. Paschim Banga Society for Skill Development (PBSSD) shall act as the nodal agency for implementation of the scheme in the state. Please visit <http://ddugky.gov.in/> for further information.

### **Question 2. How will an association with DDU-GKY benefit my business/organization?**

Performance of an organization is dependent on the workforce having the right mix of skills; and often lack of skilled manpower causes delays and potential loss of revenue. DDU-GKY is working hard to provide adequate skilled manpower, in industry relevant job roles, so that employers have access to a wide talent pool to hire from. Following are the advantages of associating with us:

- World-class training through international benchmarking (National Occupational Standards, NOS) aligned to NSQF and best practices
- Ensuring quality output and minimum service delivery benchmarks through its framework of Guidelines and detailed Standard Operating Procedures (SOPs)
- Quality Initiatives instituted such as Training of Trainers (ToT) to build efficacy and scale, a special focus on ASK (Attitude, Skills & Knowledge) in learning
- Curriculum as defined by respective Sector Skill Councils through their QPs aligned to NOS or NCVT and aligned to industry expectations
- Mandatory training in soft skills, spoken English and basic computer literacy adding to a minimum of 160 hours
- Emphasis on technology-led training infrastructure
- Industry-ready discipline ensured through geo-tagged, time-stamped biometric attendance
- Monitoring of training standards via CCTV recording
- Guest lectures from industry leaders and domain experts
- Mandatory third party Assessment and Certification of trained candidates

**Question 3. What are the various sectors covered under DDU-GKY?**

We cover a wide range of industries and sectors such as Agriculture, Automotive, Beauty Often, employers have a hire & fire policy. Wellness, Construction, Electronics, Gems & Jewellery, Healthcare, Logistics, Retail and Tourism & Hospitality amongst many others. To view the complete list, please click

[Industry List](#)

**Question 4. What are the various job-roles covered under DDU-GKY?**

There are over 450 job roles covered under DDU-GKY. Please click on the link below to view the list.

[Industry List](#)

**Question 5. In what way can we engage with DDU-GKY**

Besides recruiting from DDU-GKY graduates in interactions with the placement cells of our PIAs, you can also engage with us directly in three ways, as Champion Employers, as Captive Employers and through Industry Internships.

**Question 6. What is the eligibility to become a Champion Employer?**

Does your business employ or place blue-collar employees in large numbers, say more than 5,000 each year? Are your employees the engine of growth and/or rapid expansion? If your answer is “Yes” to any of the above questions, then you should definitely consider partnering with DDU-GKY as Champion Employers. Employers or Training organizations that can train and provide employment for 10,000 or more rural poor youth in the 2-3 years are eligible to partner with us as ‘Champion Employers’. Subsequently, during the tenure of the MoU, they need to train and employ or place a minimum of 5,000 rural youth annually.

There are many advantages to the association as Champion Employers:

- Affiliation and recognition by the Ministry of Rural Development, Government of India
- Support cost for the cost of training of candidates, which results in a minimum of 7-8% saving in training and recruitment costs
- On-ground support in mobilization of rural poor youth using shared resources like Self-Help Groups, Network of Village Resource Persons, Panchayati Raj Institutions with direct presence in over 200,000 rural areas across the country among others
- Standardized processes in SOPs and established Guidelines that reduce the pain of individuals and regional priorities, detailing requirements like Project Proposals, Inspections, Physical Infrastructure norms etc.
- Transparent financial management through the use of public resources like the Public Financial Management System (PFMS) of the CGA, Ministry of Finance
- Preferential treatment in appraisals and approvals of training projects across all states
- Preferential treatment in release of funds

**Question 7. As a Champion Employer, what would be my responsibilities?**

The usual responsibilities of Champion Employers are:

- Convert or set-up co-branded Training Centers conforming DDU-GKY Champion Employer norms
- Submit Projects for consideration and approval/sanction
- Mobilize and train rural poor youth as per commitments (5,000 each year for the duration of the MoU)
- Follow curricula as determined by NCVT or Sector Skill Councils (SSCs) for specific job roles, ensure third party assessments and offer OJT where possible/ needed
- 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)
- Facilitate Career Progression (growth in role with commensurate growth in income) for all placed individuals (within or outside the organization)
- Provide timely information as needed by the Program as part of its regular MIS or monitoring and evaluation interventions

**Question 8. What is the application process to become a Champion Employer?**

Champion employers engage with us through an official Memorandum of Understanding (MoU). If you are interested in entering into a Champion Employer engagement with DDU-GKY, [contact us here](#)

**Question 9. Who are the major Champion Employers associated with DDU-GKY?**

Currently, four organizations have entered into a relationship with the Ministry under Champion Employer policy. They are:

- Apollo Mediskills (the training division of Apollo Healthcare)
- Coffee Day Global Ltd (the owners of Cafe Coffee Day)
- Manpower Group
- Shivashakti Biotechnologies Pvt. Ltd.

Another seven organizations have presented to the Champion Employer review committee. They are:

- Maruti Udyog Ltd
- Safe-Educate (the training division of SafeXpress Ltd)
- Narayana Healthcare (the owners of Narayana Hrudalayas)
- Team Lease (one of the leading staffing companies in India)
- Qess Corp (IKYA Foundation)
- KAYA (a group company of Marico)Future Corporate (Big Bazaar Group)

**Question 10. What support will DDU-GKY provide to a Champion Employer?**

DDU-GKY will perform the following functions to support a Champion Employer:

- Sanction a grant as per project norms, towards cost of training (with central and state shares as mandated in the SOPs)
- Prioritize approvals of training projects
- Support mobilization through States where the projects are sanctioned
- Other benefits include:
  - Affiliation and recognition by the Ministry of Rural Development, Government of India
  - Support cost for the cost of training of candidates, which results in a minimum of 7-8% saving in training and recruitment costs
  - On-ground support in mobilization of rural poor youth using shared resources like Self-Help Groups, Network of Village Resource Persons, Panchayati Raj Institutions with direct presence in over 200,000 rural areas across the country among others
  - Standardized processes in SOPs and established Guidelines that reduce the pain of individuals and regional priorities, detailing requirements like Project Proposals, Inspections, Physical Infrastructure norms etc.
  - Transparent financial management through the use of public resources like the Public Financial Management System (PFMS) of the CGA, Ministry of Finance
  - Preferential treatment in appraisals and approvals of training projects across all states
  - Preferential treatment in release of funds

**Question 11. What is the eligibility to become a Captive Employer?**

If you or your group businesses need manpower to grow and fulfill your business goals, and you have ready training facilities, then you should consider becoming a Captive Employer with DDU-GKY.

Businesses who already can train 500 or more in their own training facilities and employ them in their own organization or one of their subsidiaries, are eligible to partner with us as Captive Employers.

**Question 12. As a Captive Employer, what would be my responsibilities?**

The usual responsibilities of Captive Employers are:

- Convert your existing Training Centers to conform with DDU-GKY norms
- Submit Projects for consideration and approval/sanction
- Mobilize and train rural poor youth as per commitments (500 each year for the duration of the MoU)
- Follow curricula as determined by NCVT or Sector Skill Councils (SSCs) for specific job roles, ensure third party assessments with OJT where possible/ needed
- Place within the organization or subsidiaries, at least 75% of all trained, with a minimum salary package of Rs. 6,000/- per month
- Provide timely information as needed by the Program as part of its regular MIS or monitoring and evaluation interventions

**Question 13. What is the application process to become a Captive Employer?**

Captive employers engage with us through an official Memorandum of Understanding (MoU). If you are interested in entering into a Captive Employer engagement with DDU-GKY, [contact us here](#)

**Question 14. Who are the major Captive Employers associated with DDU-GKY?**

Coffee Day Global, partnered with us as Champion Employers (as their manpower requirement exceeds 5,000 each year) is a captive employer who absorbs all rural youth trained under DDU-GKY within the organization. Similarly, Apollo Mediskills, Narayana Healthcare, Team Lease and Safe-Educate are all captive employers who are taking advantage of the Champion Employer policy.

**Question 15. What support will DDU-GKY provide to a Captive Employer?**

DDU-GKY will perform the following functions to support a Captive Employer:

- Sanction a grant as per project norms, towards cost of training (with central and state shares as mandated in the SOPs)
- Prioritize approvals of training projects
- Support mobilization through States where the projects are sanctioned

**Question 16. What is the eligibility to partner through Industrial Internship?**

A skilled labor intensive business, which needs to add workforce to scale but does not have any training facilities can also engage with DDU-GKY in the Industrial Internship mode. This is the perfect engagement for businesses that employ a large number of blue or rust collar employees and need to rapidly increase their workforce to grow their businesses. For instance, if you are a business specializing in handicrafts and you need skilled workers to build scale. If you can ensure learning on-the-job, then you should choose the Industrial Internships route.

**Question 17. Under Industrial Internship, what would be my responsibilities?**

The usual responsibilities of Industrial Internship Employers are:

- Submit Projects for consideration and approval/sanction
- Recruit a minimum of 200 candidates for Internships
- Pay a stipend of Rs. 3,000/- per month for 12 months of training
- Ensure On-the-Job training of candidates
- Absorb trained skilled workers after 12 months at a minimum salary of Rs. 10,000/- per month
- Provide timely information as needed by the Program as part of its regular MIS or monitoring and evaluation interventions

**Question 18. What is the application process to partner through Industrial Internship?**

Industrial Internship employers engage with us through an official Memorandum of Understanding (MoU). If you are interested in entering into an Industrial Internship Employer engagement with DDU-GKY, [contact us here](#)

**Question 19. What support will DDU-GKY provide to an Industrial Internship Employer?**

DDU-GKY will perform the following functions to support an Industrial Internship Employer:

- Support one-time travel cost to the location of placement, not exceeding Rs. 4,500/-
- Support retention of the candidate on the job with Rs. 5,000/- per month for 12 months
- Support mobilization through States where the projects are sanctioned

**Question 20. Would we need to develop the course content for the training or would it be provided by DDU-GKY?**

The course content should be in tune with the requirement of industry/trade. DDU-GKY does not provide the course content. The employer can use a course content certified by National Council for Vocational Training (NCVT) or Sector Skills Council (SSC) or any other agency notified for the purpose by MoRD.

**Question 21. Does DDU-GKY engage any implementing agencies we can collaborate with for training and placement?**

DDU-GKY is implemented in public-private partnership mode with leading educational institutions, corporate entities and NGOs. All PIAs currently implementing training projects sanctioned under DDU-GKY can be engaged with for the following:

- Recruitment of trained graduates as per requirements
- Offering the workplace as a Site for On-the-Job Training/ Internship
- Engaging with Faculty interventions wherein you can influence the training of candidates to suit your requirements
- Association for 'Training of Trainers' programs to ensure that the trainers are aware of the latest technology as well as focus on areas most suited for your requirements

**Question 22. How will it benefit us to recruit from DDU-GKY?**

The biggest advantage of recruiting from DDU-GKY is a cost savings of about 7-8%. This is essentially savings on mobilization and reimbursement of most or a part of the training cost. Rural poor youth tend to be more motivated and committed to the organization and the job when they get one as opportunities to fulfill their career and lifestyle aspirations are limited. With proper counseling and direction, they tend to work harder to integrate with mainstream society and driven by ambition to achieve personal and social goals. Also, they are malleable and can be moulded rather more easily in any culture and do not carry any burden that needs to be un-learned first. Therefore it's a win-win situation to recruit candidates from DDU-GKY skilling program.

When recruiting from the trained pool of rural youth from our PIAs, you need to plan the following:

- **Offer regular paying jobs with a minimum salary of Rs. 6,000/- per month (CTC).** One of the core purposes of DDU-GKY is to aid in poverty alleviation through adding diversity to the incomes of rural poor families. As a result, the minimum salary recommended is above the rural poverty line, defined as committed monthly expenses of Rs. 4,860/- for a family of 5 (Rangarajan Committee, 2014)
- **Provide for adequate support to facilitate transition (food + accommodation if needed).** In most of the cases, trained rural youth are migrating from their native villages for the first time, and are getting exposed to a city or industrial center for the first time. Adjusting to food and finding suitable accommodation are some of the challenges that they find difficult to cope with, and this often results in return to villages. By offering support for one meal and shared accommodation, you will ensure higher commitment as well as quicker adjustment to work-life.
- **Offer documentation support to the above in terms of salary slips/ joint certificates.** Our PIAs are required to track placed candidates and counsel them over phone or through in-person visits to motivate job retention over a period of 12 months. There are added incentives payable to PIAs for achievement of such outcomes. This requires continuous MIS which is evidenced through salary slips and joint employer-employee certificates
- **Offer a career path that you will afford to performing candidates over time.** Knowing 'what to achieve and in what duration' are motivators, be it for urban or rural trained youth.
- **Support our monitoring teams in their efforts to collect data & MIS from time to time.** In regular intervals, officers from the Ministry or its appointed monitoring & evaluation agencies will visit and interact with you, your line managers as well as placed candidates. This healthy interaction is to verify the claims of the PIAs (for disbursement of incentives) as well as an opportunity for you and your team to contribute proactively and constructively in bettering the quality and content of training service delivery. In addition to visiting teams, you can also write to the Ministry directly: The Deputy Secretary (Skills), Ministry of Rural Development, 3rd Floor, Eastern Wing, Thapar House, 124 Janpath, New Delhi 110 001. Each fiscal year, we conduct at least one meeting or panel discussion with CxOs and Line Managers.

If you are interested in sourcing your manpower talent from our trained candidates, please click on this link and fill in the form. Our relevant partners and placement cell coordinators will get in touch with you at the earliest.

**Question 23. I am already training and skilling youth in my facility. Can I partner with MoRD?**

Yes you can partner with MoRD as a training partner, you will have to check if you fulfill eligibility conditions as laid out and register with the Ministry for the same. However, if you are an employer and train youth specifically for jobs in your organization or industry only, you can partner with MoRD under any of the employer engagement policies like Champion, Captive or industrial internships.

**Question 24. Can I use my CSR fund component to train youth as per my requirements?**

Yes. You can use your funds in the CSR share to train youth under the DDU-GKY program. This is by way of sponsorship of candidates in one of the approved PIAs and training centers of the MoRD. Please write to the Deputy Secretary (Skills) for more information in this regard.



**Question 25. I need interns on regular intervals. How can I benefit from DDU-GKY?**

If you need more than 500 interns each year, who will learn a trade or a job-skill in your organization, working alongside one of your employees, and you can offer them a job in your organization after 12 months of training, then you can partner with the Ministry under the Industrial Internship program.

**Question 26. We need skilled manpower for various roles, some of which need longer training durations and costly training equipment like simulators etc. We have some such equipment already in place. How can we partner with DDU-GKY?**

You can partner with the Ministry under the Captive employer policy by way of a MoU. The DDU-GKY will offer you applicable cost of training and help you in mobilizing youth for your training programs, also using shared resources like Self-Help Groups and other village level resources.

**Question 27. We are an organization that offers foreign placements to skilled and experienced workers. How can we partner with MoRD or DDU-GKY?**

You can partner with MoRD as a training partner. Please see the eligibility criteria for training partners in this site.

**Question 28. We need to re-skill experienced candidates for foreign placements. Are there any such training programs under DDU-GKY?**

Currently, there are no re-skilling programs under the DDU-GKY, however, you can always engage with the Ministry to offer such training programs. The Ministry prioritizes all training proposals that offer foreign placements at the completion of the course.