



DDU-GKY - An Introduction

Overview

- **Vision: Transform rural poor youth into an economically independent and globally relevant workforce**
- **Objective of adding diversity to the incomes of rural poor families and cater to the career aspirations of rural youth.**
- **Launched on 25th September, 2014 with specific guidelines and standard operating procedures by the Ministry of Rural Development (MoRD).**

Uniqueness

- From training to career progression thru wage employment
- Equip unemployed rural poor youth with employable skills to secure regular wage based employment
- Skilling and placement free of cost
- Financial assistance for transport, accommodation and food during training
- Post placement support for up to 6 months
- Eases the pain of migration thru MSCs
- Implementation by states
- Infrastructure & delivery as per Standards & Guidelines
- Focus on PwDs, SC/ST (50%)/Minorities (15%)/ Women (33%)
 - Inputs – Counselling/Aptitude Tests
 - Process – Q-Team, DDs, Inspections, Trainers Certification & Salary, Assessment
 - Output – Certification/Placement-70%/Retention

Why DDU-GKY

- 55 million youth who belong to BPL families
- There is urgent need to skill, re-skill and up-skill them
- Estimates show only 4.69 % trained Indian workforce compared to 68 UK, 75 Germany, 80 Japan, 96 Korea.
- Projected demand of skilled workers is 109.73 million by 2022 in India alone
- DDU-GKY will prepare employability of potential workers

Who is eligible to apply?

If you are between 18 and 35 years of age, and have the commitment and discipline to work hard and change your life, you are welcome.

The programme is especially geared towards diversification of incomes of disadvantaged groups, including the following:

- **Women**
- **Persons belonging to particularly vulnerable tribal groups (PVTGs)**
- **Those included in SECC/PDS/RSBY/registered SHGs/MGNREGS job card**
- **Persons with disabilities (PWDs)**
- **(Age Relaxation upto 45 years)**

From the national level, we ensure social inclusion through:

- **50 % funds earmarked for SCs and STs,**
- **15% for minority groups,**
- **3% for Persons with Disabilities**
- **In each training program, 33% are to be women**

What do you need to get enrolled into a training

Proof of Identity and Age

- Aadhaar Card or Election ID Card or any government issued photo ID card
- Birth Certificate,

Proof of Eligibility

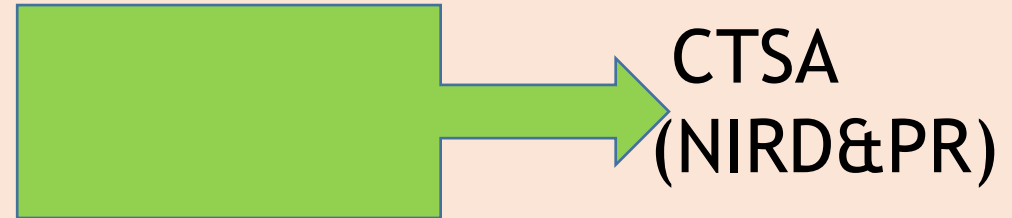
- BPL Card of self or your household (where your name is also mentioned)
- MGNREGA worker card of any member of your household, with a minimum of 15 days of completed work
- Antyodaya Anna Yojana (AAY) or BPL PDS card of your household
- NRLM-Self Help Group identification or certificate for any member of your household

Proof if claiming reservation or relaxation in age limit:

- SC/ST Certificate issued by competent authority, with any of the above
- Disability Certificate issued by a Registered Medical Practitioner, with any of the above

Implementation Model

Tier-1: Ministry of Rural Development
(MoRD)



Tier-2: State Governments(SIRD for Meghalaya)



Tier3: Project Implementing Agencies(PIAs)
Mobilisation, Training ,Assessment & Placement

Coverage

- Over 250 domains across 42+ sectors such as Retail, Hospitality, Health, Construction, Automotive, Leather, Electrical, Plumbing, Gems and Jewellery, etc.
- Soft Skills
- Covering functional english and computer literacy so that the training can build cross cutting essential skills
- Recognition

Trade specific skills are required to follow the curriculum and norms prescribed by Sector Skills Councils (SSC).

Duration of training by types

- **Three months course including on the job training of 30 days (covering total of 576 hours)**
- **Six months course including on the job training of 60 days (covering total of 1152 hours)**
- **Nine months course including on the job training of 90 days (covering total of 1728 hours)**
- **Twelve months course including on the job training of 120 days (covering total of 2304 hours)**
- **** There are no fees/no registration charges/no examination or certification charges/no placement charges**
- **** Attendance lower than 75 % will deprive of final assessment, certification and placement**

Eligibility Criteria for a Project

- Any registered organization (under Indian Trust Acts or any State Society Registration Act or any State Cooperative Societies or Multi-State Cooperative Acts or the Companies Act 2013 or the Limited Liability Partnerships Act 2008), or
- Registered with National Skill Development Corporation (NSDC) as a partner; or
- Government or a semi-government organization at the State and National Level; or
- DDU-GKY also allows for a consortium of partners to apply, wherein one partner takes the management lead and responsibility for goals and outcomes
- AND
- At the time of application, applicant should have positive net worth in at least 2 in the last 3 financial years and a turnover of at least 25% of the size of the project cost being proposed

PROJECTS – MEGHALAYA

Sl. No	PIA Name	Target	TCs Address	TCs Status
1.	Apollo Medskills Ltd	350	CID Bus Stop, Basistha Road, Beltola, Guwahati	In Active
2.	Niam Educational Foundation	805	C/O SIRD Campus, Nongsder, Block-1, Umiam, Ri-bhoi, Meghalaya-793103	In Active
3.	Don Bosco Youth Mission And Educational Services	550	Bosco Barefoot College, Nagopara, Dakuwapara,boko, Kamrup Rural, Assam	In Active
4.	Cardiac Research And Education Foundation	500	Extension Training Center,dakopgre,tura,meghalaya	In Active
5.	Gyanjyoti Foundation	595	ADEE Tower, Lalmati, Beltola, NH-37, Guwahati-781029	In Active
6.	Frostees Export India Pvt Ltd	500	House No- 38, Janakpur Path, Kahilipara, Near Dpi,pin-781019,guwahati,assam	Active
7.	Endeavor Careers Pvt Ltd	350	House No 100, Krk Bhawan,tetelia,guwahati,assam	In Active
8.	Wazir Advisors Private Limited	300	Pynthorbah Blocki Shillong Near Shiv Mandir	Active
9.	Orion Educational Society	292	Madanriting Block F, Shilong, East Khasi Hills Meghalaya-793021	Active
10.	Santhigiri Ashram	250	Damedyl Complex, Kynton-u-mon, Lad Nongkrem NH-44, East Khasi Hills District , Shillong Jowai Road-793021	In Active
11.	Assam Professional Academy Society	416	Keshab Tower 3rd Floor Above NCDC, Ulubari, Bora Service, Guwahati Shillong Rd, South Sarania, Lachit Nagar, Guwahati, Assam 781007	Active
12.	Sandip Foundation	553	JOGIPARA,AIR FORCE GATE TINIALI, Kamrup, Assam	In Active
13.	Safeducate Learning Private Limited	420	Borbari, VIP Road, Near Esser Petrol Pump, Kamrup, Assam	Active
14.	BASIX Academy For Building Lifelong Employability Ltd.	315	Bhagaduttapur, Kahilipara, Kamrup, Assam	Active
15.	Care Educational And Welfare Society	420	Byrnihat, Umling, Ri-bhoi, Meghalaya	Active
16.	Big Concepts Foundation Private Limited	300	H/No. 129, Maikhuli Village, PO Andamp; PS Pillangkata, Umling Block, Ribhoi District, Meghalaya.	Active

SL NO	PIA NAME	TARGET	TCs Address	TCs Status	Remarks
17.	Alfresco Solutions LLP	400	-	In Active	The TCs Due Diligence is undergoing.
18.	Dc Projects PVT. LTD.	415	-	In Active	
19.	Doctor Amrit Lal Ishrat Memorial Sunbeam Society	350	-	Active	
20.	Grameen Sneh Foundation	250	-	Active	
21.	Institute For Integrated Rural Development IIRD	300	-	In Active	
22.	Indian Institute Of Skill Development PVT. LTD.	455	-	In Active	
23.	Kundan Lal Govind Ram Educational Society	315	-	Active	
24.	Neon Mobicom And Tele Systems Private Limited	315	-	Active	
25.	Octafin Services Private Limited	350	-	In Active	
26.	SRK People Consultants PVT. LTD.	245	-	In Active	
27.	Sumathi Corporate Services PVT. LTD.	315	-	In Active	
28.	Syncomint Solutions Private Limited	455	-	In Active	
29.	Universal Ideal Sewa Samiti	353	-	In Active	
30.	V Mart Retail Limited	350	-	In Active	

PHYSICAL PERFORMANCE PIAs WISE (cumulative figure)

S.No.	PIA Name	Commenced	Trained	Placed
1	Apollo Medskills Ltd	341	305	103
2	Assam Professional Academy Society	105	90	33
4	Big Concepts Foundation Private Limited	35	0	0
5	Cardiac Research And Education Foundation	461	382	140
7	Don Bosco Youth Mission And Educational Services	235	149	65
8	Endeavor Careers Pvt Ltd	210	171	108
9	Frostees India Pvt Ltd.	325	210	106
10	Gyanjyoti Foundation	265	206	48
11	Niam Educational Foundation	658	558	424
12	Orion Educational Society	70	67	17
13	Safeducate Learning Private Limited	94	0	0
14	Sandip Foundation	105	0	0
15	Santhigiri Ashram	147	78	0
16	Wazir Advisors Private Limited	236	150	53
	TOTAL	3287	2366	1097

Thank you