



ORIENTATION ON DDU-GKY

Section A : Introduction

Acronyms

AP – Annual Plan State

BPL- Below Poverty Line

CTSA – Central Technical Support Agency

DMMU - District Mission Management Unit

GP- Gram Panchayat

MoRD- Ministry of Rural Development

NOS – QP - National Occupational Standards – Qualifications Pack

NCVT – National Council for Vocational Training

PIA – Project Implementing Agency

SECC – Socio-Economic and Caste Census

SOP – Standard Operating Procedures

SRLM – State Rural Livelihood Mission

SSC – State Sector Council

VLO – Village level Organization

YP – Year Plan State

- Understanding the concept of DDU-GKY and the process involved
- Complete overview of DDU GKY project covering different aspects from inception of project to successful execution with the involvement of various stakeholders



Overview

Different from SGSY

Salient Features

Implementation Model

Coverage

Funding Pattern & Fund Release Conditions

Training Cost

Incentives

Role of NIRDPR as CTSA

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1. Unique programme of MoRD

Objective is poverty alleviation and skill training of rural poor youth

Focuses on placement i.e. sustainable wage employment

Enables poor and socially disadvantaged groups to access benefits

2. Nation wide coverage with special schemes

Himayat - J&K

Roshini - 27 Left Wing extremist affected districts

SGSY(SP) – Multi States

3. Funding

MoRD : 60%

States : 40%

Exceptions:

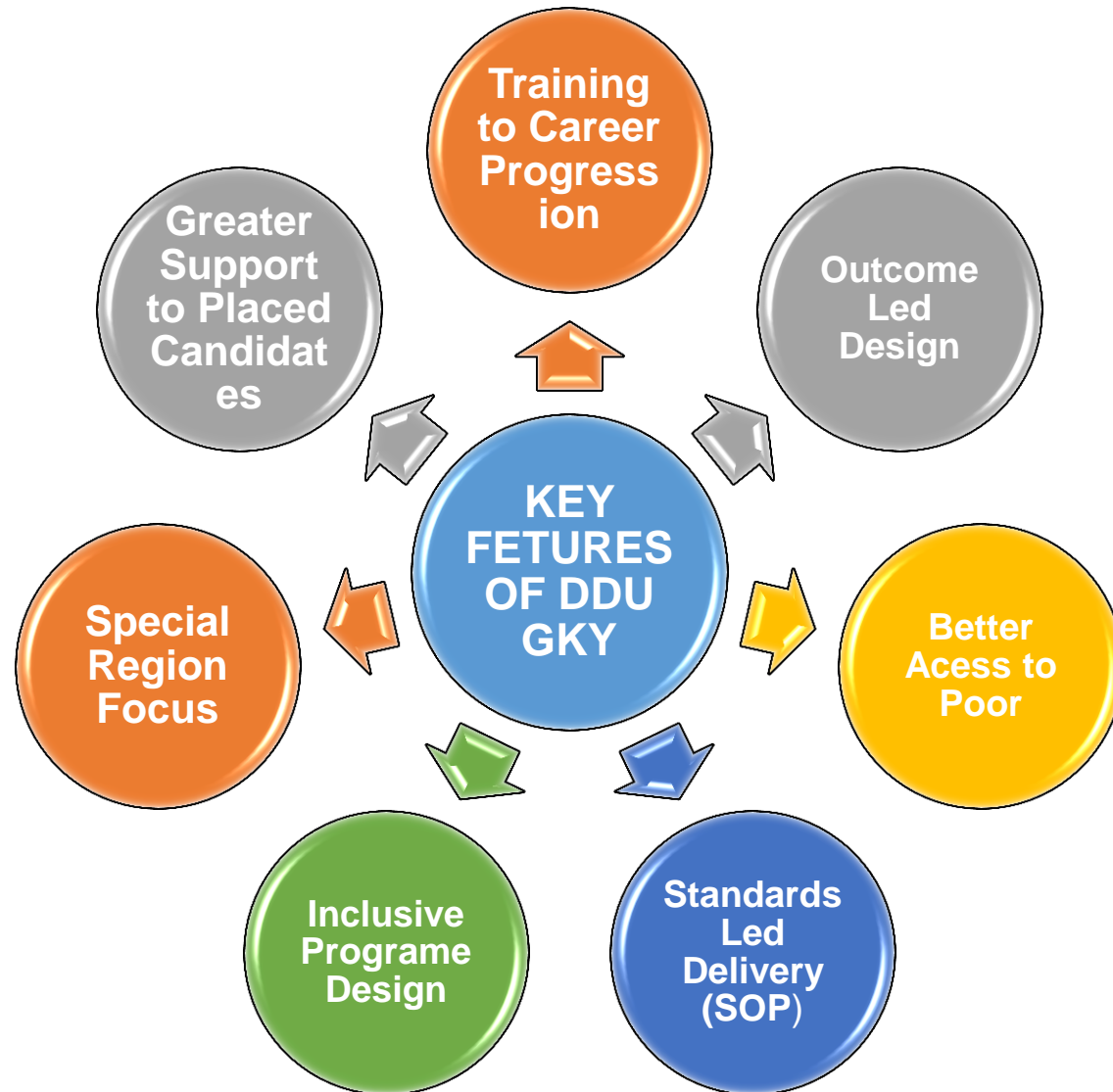
✓ North East – MoRD :90%; States : 10%

✓ J&K – MoRD : 100%

Covers support for training costs, boarding and lodging (residential programmes), transportation costs, post-placement support costs, Incentives to PIAs



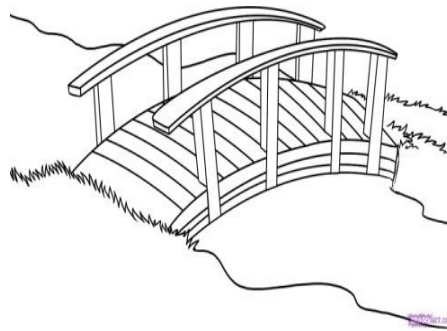
OVERVIEW – Key features



Unemployed youth



DDU GKY



Skilled Manpower shortage

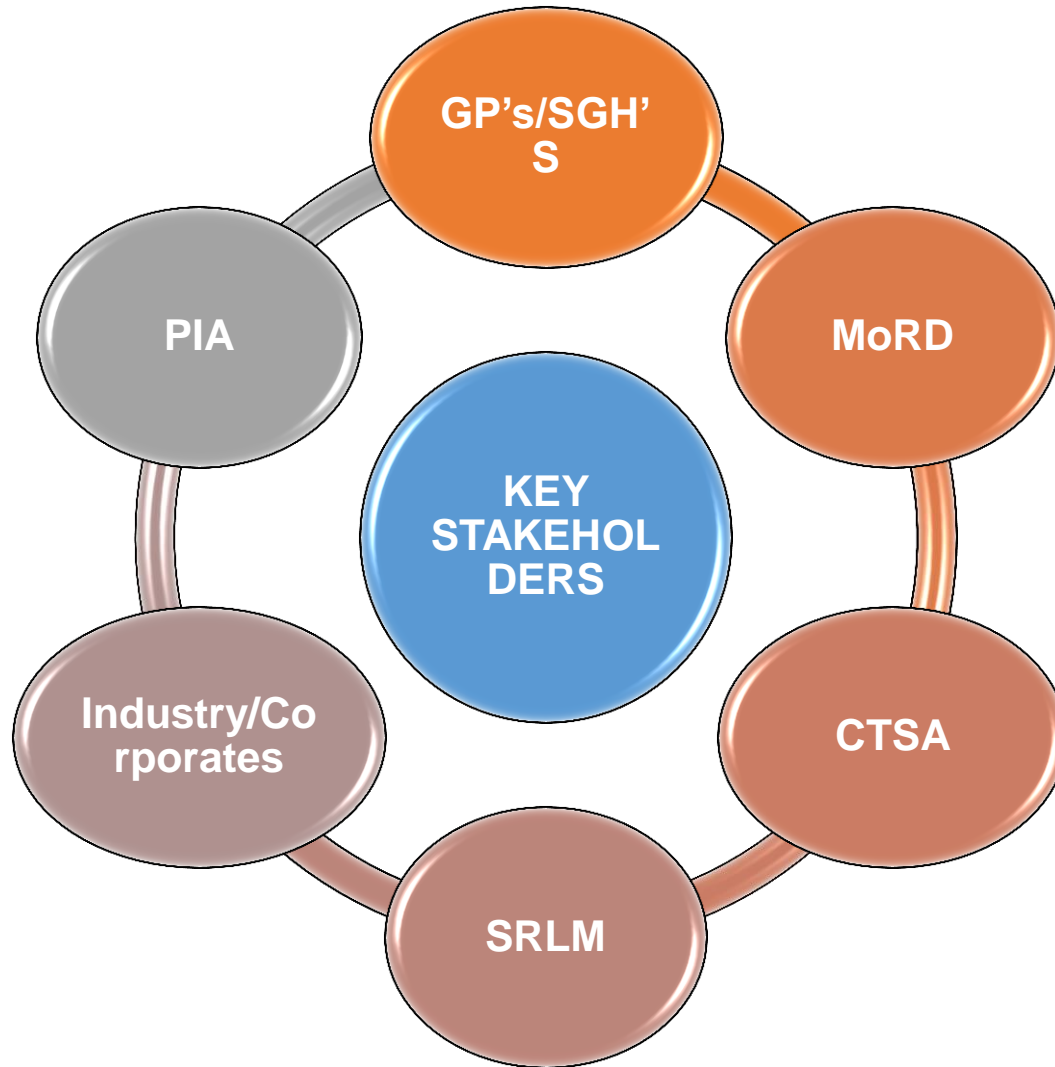


Source: IMaCS, Aon Hewitt & NSDC

- ❑ Identifying youth
- ❑ Training identified youth
- ❑ Ensuring migration support and handholding youth
- ❑ Measuring impact



OVERVIEW – Key Stakeholders

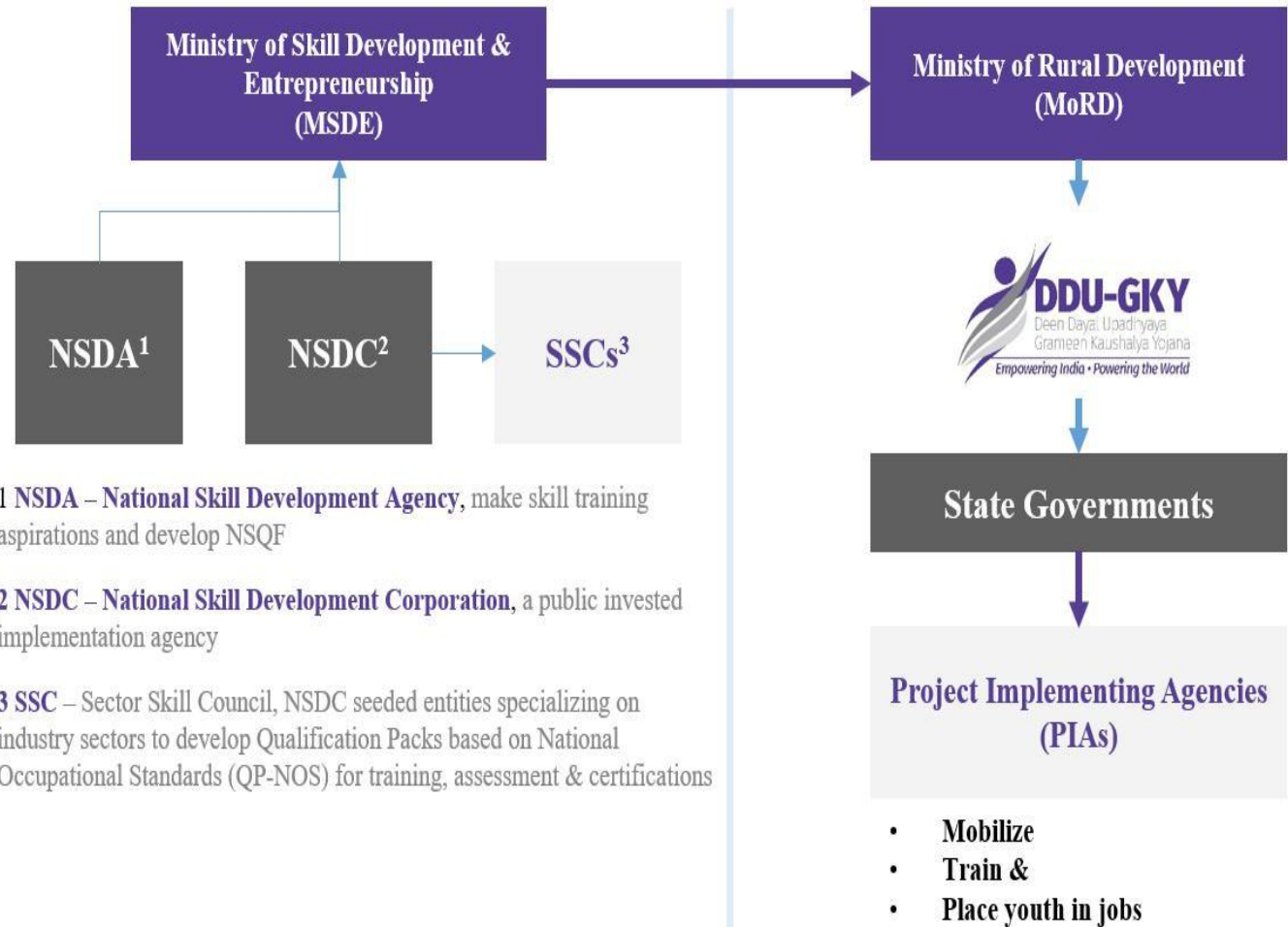


OVERVIEW - Stakeholders

National Policy for Skill Development & Entrepreneurship 2015

Policy architecture, covering:

- Skills demand
- Outcomes
- National Skills Qualifications Framework (NSQF)
 - Qualifications, assessment & certification framework
- Cost Norms
- Aspirations for skill training



Skill development is implemented in G2P (Government – Private Partnership) mode.

In DDU-GKY, registered private sector partners plan and implement skill training & placements, targeting rural youth from poor families. The Ministry frames policy, provides technical support & funding. State Governments identify skill demands, plan & implement their programs through private sector agencies.

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DIFFERENT FROM SGSY

Features	SGSY	DDU-GKY
Area covered	Multi state	State specific
Infrastructure	Basic classrooms	As per standards specified in SOP
Training fee	Fixed	Varies as per course, duration, tracking done by PIA
Training	Three month trainings	Any duration with defined curriculum and Activity-cum-Lesson Plan
Residential facilities	Basic hostels	As per standards specified in SOP
Placement	75% employment/ self employment	70% employment with one year retention mandatory
Focus on	Job	Career
Incentives, Post placement support, Assessment and certification	No	Yes

Emphasis on

1. Special Areas - Himayat, Roshni and North East Region
2. Quality of Training
3. Minimum Salaries for Placement
4. Tracking for One Year Post Placement
5. Career
6. Handholding
7. Migration support
8. Career progression
9. Alumni Network



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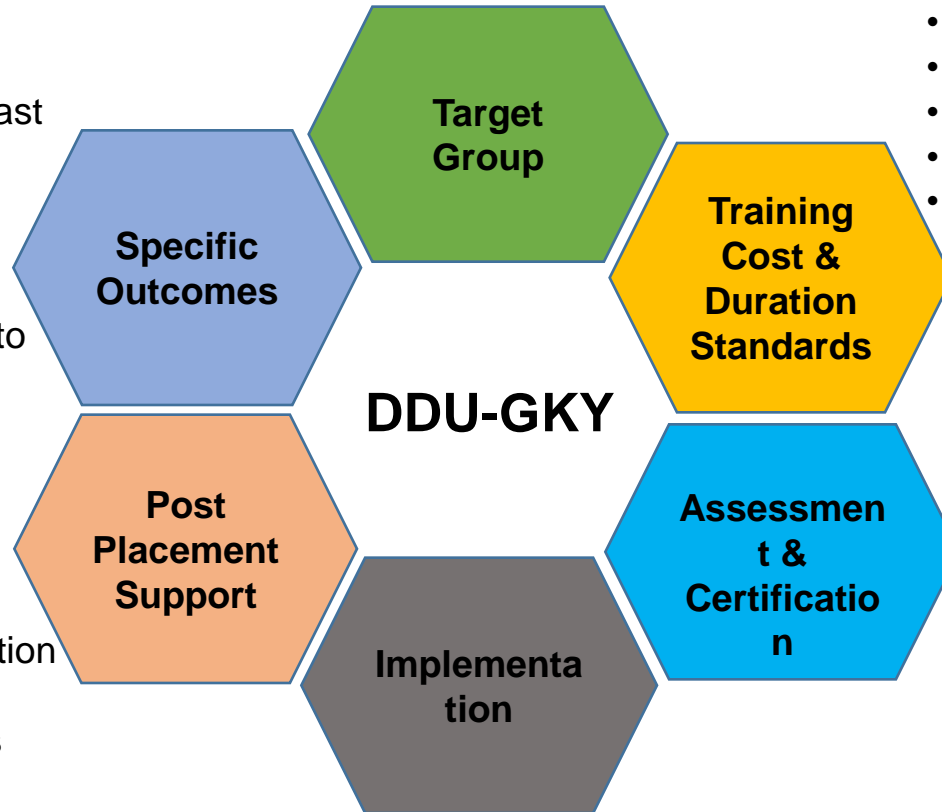
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SALIENT FEATURES

Targets rural youth from poor families - Age group of 15 to 35 (45 for vulnerable groups)

- Guaranteed Placement for at least 70% trained candidates
- Specifies minimum wage outcomes ranging from 6000 to 15000



- Training is free of cost
- Could be of any duration
- PC/Tablets to all students
- Standards led programme delivery
- All inspections are supported by geo-tagged, time stamped videos/photographs

- Incentives for Candidates Migration Support centres
- Incentives to PIAs

- Independent 3rd party assessment and certification by assessment bodies empanelled by the NCVT or SSCs.

- Implementation through training providers
- Focus on captive, global and reputed educational partners
- Minimum duration of Project 3 years

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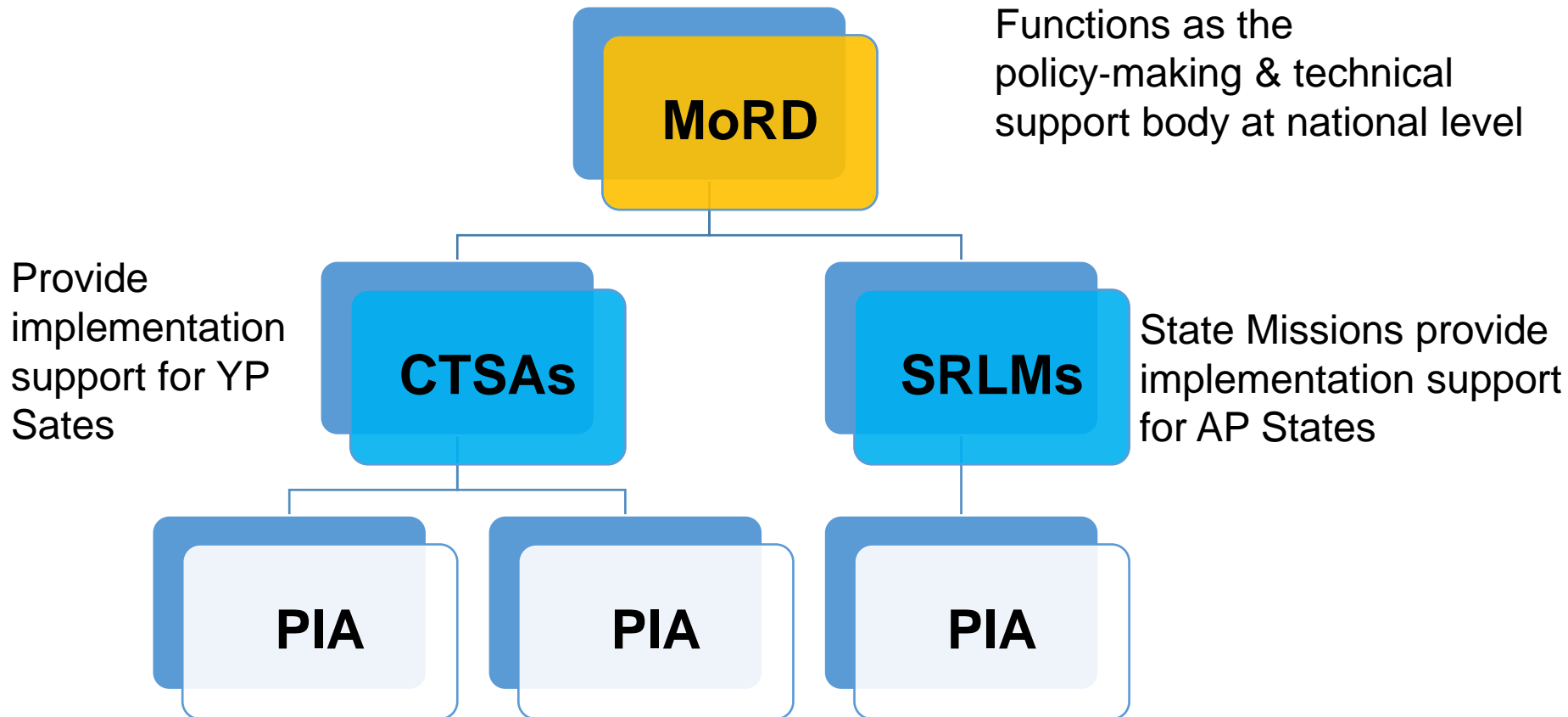
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IMPLEMENTATION MODEL

DDU-GKY follows a 3-tier implementation model



Implement the programme through skilling and placement projects.

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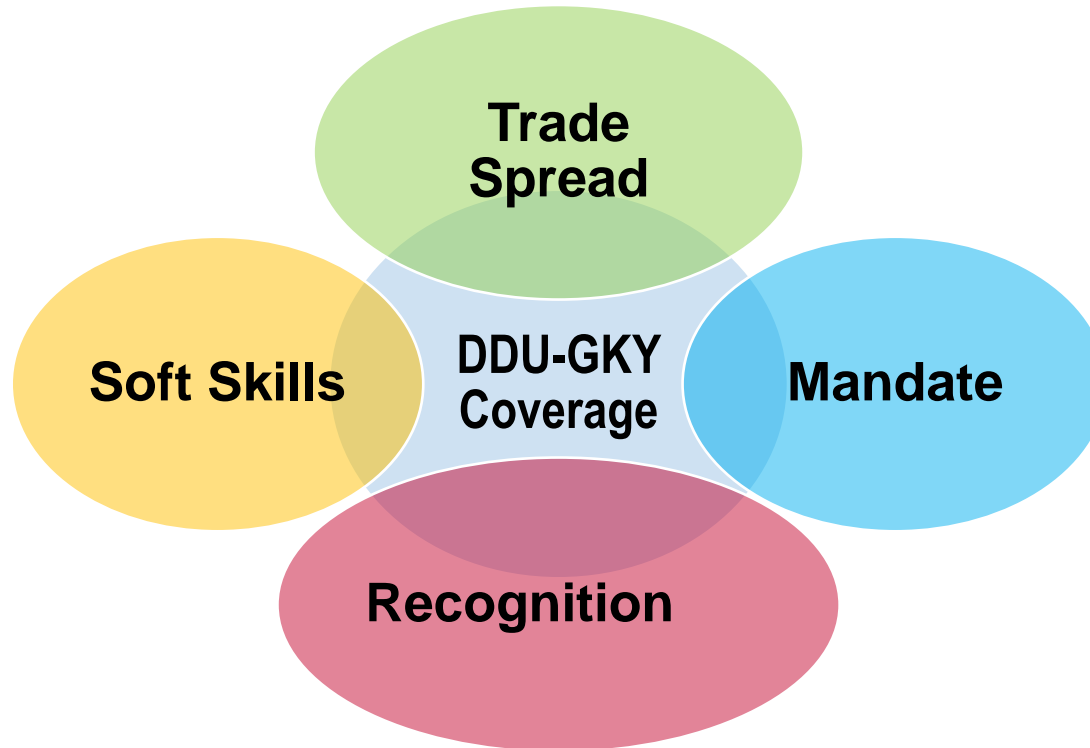
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Skill training programs including OJT covering over 250 domains across 50+ sectors

Covering functional English and computer literacy



Training should be demand based and lead to placement of at least 70% of the trainees

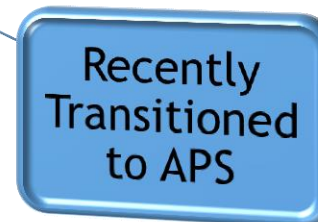
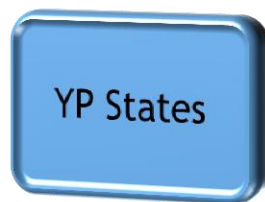
Follow the curriculum and norms prescribed by National Council for Vocational Training (NCVT) and Sector Skills Councils (SSC)

COVERAGE

1. Andhra Pradesh
2. Bihar
3. Gujrat
4. Punjab
5. Rajasthan
6. Tamil Nadu
7. Telengana

*Also, Roshni projects in
2 states - Odisha &
Chhattisgarh*

1. Andaman & Nicobar
2. Sikkim
3. Haryana
4. Meghalaya
5. Pondicherry



1. Assam
2. Jharkhand
3. West Bengal
4. Karnataka
5. Kerala
6. J&K

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The programme funding covers entire gamut of activities of training and placement

- a. Training – Residential & Non-residential
- b. Boarding & Lodging (for residential courses)
- c. Food and To & Fro (for non-residential)
- d. One time travel cost
- e. Cost of uniforms
- f. Post Placement Support
 - Initial sustenance allowance (post placement support) for 2/3/6 months depending on domicile – within district/state/outside state
 - Migration support centres in select locations



Incentives for PIAs

- For placement above 70%
- Career Progression Support
- Retention Support
- Foreign Placement Support
- Mobile Tracking Support
- Special Area Allowance
- Assessment & Certification Cost



FUND RELEASE CONDITIONS

1st Instalment
(25%)

- 25% of project cost
- Released on sanction of project
- Signing of MOU

2nd Instalment
(50%)

- 50% of project cost & released on the utilization of 60% of funds from 1st instalment
- Achieving 40% of the pro-rated physical targets for funds & released
- Submission of audited reports & daily online updating of info on e-Kaushal and PFMS.

3rd Instalment
(15%)

- 15% of project cost and released on utilization of 90% of the funds released
- Achievement of 90% of the corresponding physical targets
- Submission of audited reports and daily online updating of info on e-Kaushal and PFMS

4th Instalment
(10%)

- 10% of project cost
- Released on submission of project closure

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TRAINING COST

	Cost Item	Details
1	Training Cost - (Any duration) Covers PC Tablet cost and live distance training cost also	Category I – Rs. 40.40 per hour
		Category II – Rs. 34.65 per hour
		Category III – Rs. 28.80 per hour
2	Boarding and Lodging	'X' Category cities Rs. 300 per day
		'Y' Category cities Rs. 250 per day
		'Z' Category cities Rs. 200 per day
		Other Places Rs. 175 per day
3	Food and To & Fro Charges (Non-residential)	Rs.100/- per day
4	Post Placement Support	Placement within district of domicile Rs. 2000 for 2 months
		Placement within state of domicile Rs. 3000 for 3 months
		Placement outside state of domicile Rs. 6000 for 6 months
		Himayat: For 3 months training, Rs. 2000 per month for 6 month & more than 3 months training, Rs. 1000 per month for 2 months
5	Cost of uniforms	Courses with duration <=6 months - Rs. 1000/- & for >6 months – Rs.2000/-
6	One Time Travel Cost	Rs.4,500/- or Actual cost whichever is less

Refundable Security Deposit: A PIA may charge Rs.250/- as refundable security deposit from each candidate selected for a training batch. It will be collected at the time of commencement of training batch & shall be refunded to a candidate who completes the training and is successfully certified.

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1. Incentives for Placement of more than 70%
 - a. Rs.3000/- above 70% - 85%
 - b. Rs.5000/- above 85%

2. Retention Support
 - a. Continuous work for 12 months
 - b. Rs.3000/- per candidate out of which Rs.1000/- shared with candidate

3. Career Progression Support
 - a. Candidate who crosses salary of Rs.15,000/- per month
 - b. Rs.5000/- per candidate out of which $\frac{1}{3}^{\text{rd}}$ i.e. Rs.1333/- to be shared with the candidate



4. Foreign Placement Support
 - a. Minimum salary Rs. 25,000 per month
 - b. Rs.10,000/- per candidate
5. Mobile Tracking Support Cost
 - a. Rs.50/- mobile top up
6. Special Area Allowance
 - a. Addl. 10% for in special areas (NE States, J&K, HP, UK, And & NIC Island, Lakshadweep & Left Wing Extremism areas)
7. Assessment Certification Cost
 - a. Rs.1,500/- per candidate



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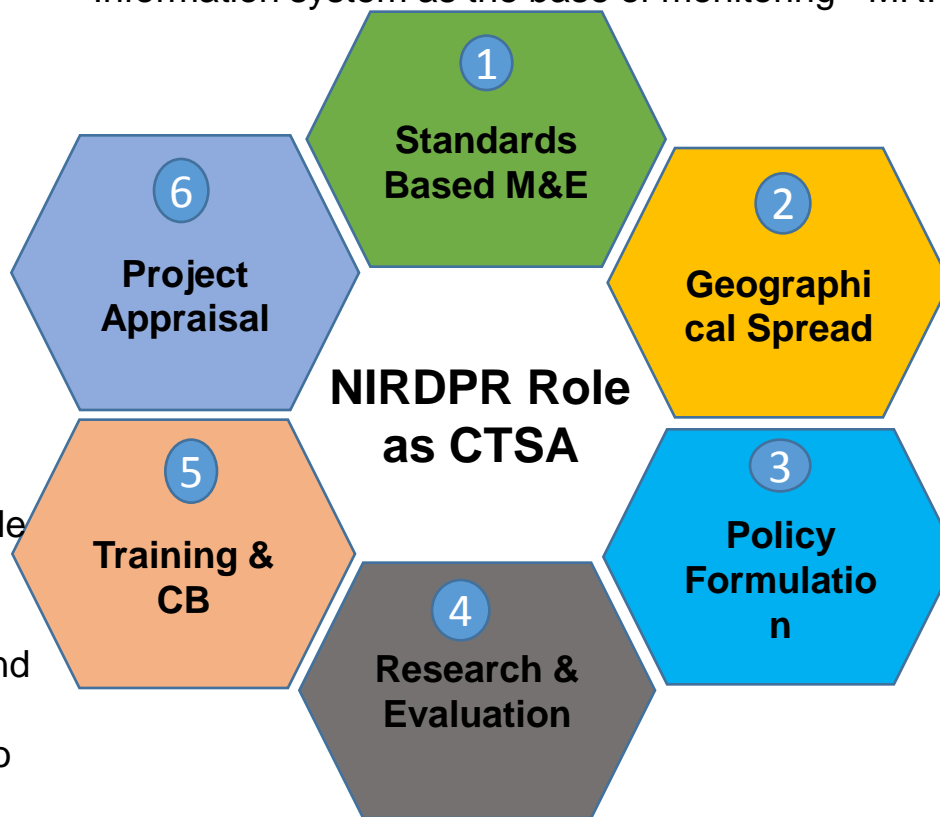
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ROLE OF NIRDPR AS A CTSA

- Standard Operating Procedures
- Monitoring covers both Physical and Financial
- Information system as the base of monitoring - MRIGS



- Part of PAC in the State
- Feedback on Appraisal done by State
- Appraisal

- Contents Development
- Trained 2113 people in 57 programmes this year
- e-learning portal and eSOP (3268 persons certified so far)
- Funds constraints

- Covers country along with NABCONS
- AP States – Substantially autonomous
- YP States – Higher role of NIRDPR

- Involved in all stages
- Crucial inputs for guidelines
- Designed and developed SOPs – in consultative mode to implement the programme

- Recently conducted a workshop on impact evaluation
- Put up research proposal to research division



Thank you