



Uttar Pradesh Skill Development Mission



(Dept. of Vocational Education, Skill Development and Entrepreneurship, Uttar Pradesh)
ITI Campus, Aliganj, Lucknow-226024

No. 329—UPSDM/Skills/DDUGKY/2.0/EoI/2025-26

Dated: 18/06/25

EOI for Submission of Project Proposals under (DDU-GKY 2.0), Uttar Pradesh Skill Development Mission (UPSDM) invites applications from the interested Project Implementation Agencies (PIAs) under DDUGKY 2.0 scheme to allot target of skilling of 20,000 candidates (allotted as per letter no. J-17036/03/2016-DDU-GKY(351720) Dated : 09-04-2025, which can be increased/decreased as per any further MoRD instruction) rural poor youth (Guideline Page no. 20, Point 3 Eligibility Clause 3.1 Rural Youth who are poor) for the financial year 2025-26. Interested PIAs having PRN, allotted from MoRD, and may apply on online portal of MoRD i.e. <https://kaushal.rural.gov.in> along with the non-refundable requisite fee of Rs 25,000 /- for Initial Screening (SoP Page No. 76) in favor of Mission Director, Uttar Pradesh Skill Development Mission. Those who clear Initial Screening will be intimated to deposit Rs.1,25,000 plus GST (SoP Page No. 78) for Qualitative Appraisal. The appraisal of DDU-GKY project will be conducted through the IT platform provided by MoRD only. Account details for both Initial Screening & Qualitative Appraisal fee submission is (Name of Account Holder Mission Director, Uttar Pradesh Skill Development Mission, DDU-GKY Account No. 06840100023680 IFSC Code-BARBONISHAT Bank-Bank of Baroda and Branch- Nishant-Ganj, Lucknow), Which will later be transferred to the Initial Screening and Qualitative Appraisal agency. Details for filling up online application form and deposit fees are available on the website. Applicant PIA should read the guidelines and Standard Operating Procedures (SOPs) carefully before filling up the application form. The Guidelines and SoPs are available on the website of MoRD i.e. <https://kaushal.rural.gov.in>. Under DDUGKY project, agencies that can train and place candidates according to the skill gap existing in different sectors are encouraged to apply. It is to be noted that the agency applying for the DDUGKY project shall bear the expenses as detailed above for undertaking Initial Screening and Qualitative Appraisal by (to be empanelled) agency. The Project Implementing Agency will be empanelled with UPSDM under any of the following four categories:

S.No.	Category	Eligibility Criteria	Project size & Period
1	A	Captive Employer	- Maximum Project Target 5000 or 40% of Human Resource of Captive Employer registered with ESIC or PF, whichever is lower - Project period of three years - Batch-wise funding
2	B	Existing Agencies having experience of greater than 50% placement outcome achievement (In DDU-GKY 1.0 till date of application)	- Maximum Project Target of 10,000 should not exceed at any given point of time - Individual Project Size capped at 1200 target, with the condition of continuous top up sanction based on outcome achievement or based on capacity created by performing DDU-GKY PIAs in the State - Project period of three years - Batch-wise funding - Not have been blacklisted by any State/GoI.

3	C	Skilling agencies with no prior experience in DDU-GKY but with experience in other skilling projects such as State Skilling Projects, SANKALP, PMKVY, in any state etc.	- Maximum Project Target 3,000 should not exceed at any given point of time. - Individual Project Size capped at 1200 target, with the condition of continuous top up sanction based on outcome achievement. - Project period of three years - Batch wise funding. - Not have been blacklisted by any State/GoI.
4	D	Start-ups for skilling recognised by Dept. of Industrial Policy & Promotion, Ministry of Commerce & Industry, GoI	- Maximum Project Size capped at 1200 target, with the condition of continuous top up sanction based on outcome achievement. - Project period of three years - Batch wise funding - Not have been blacklisted by any State/GoI.

1. In order to be eligible to apply for a project, an entity should be :-

- 1) Be a registered legal entity. Registered under Indian Trust Acts or any State Society Registration Act or Societies Registration Act, any State Cooperative Societies or Multi-State Co-operative Acts or the Companies Act 2013 or the Limited Liability Partnerships Act 2008, or SHGs and its federations namely Cluster Level Federation/Block Level Federations;

or

- A Government or semi-government organization at the State and National Levels

or

- NGOs must be registered with NITI Aayog's Darpan Portal

- 2) Be more than three years old at the time of application except Start-ups
- 3) Apply under only one category mentioned in above table,
- 4) Will not involve into franchising/subletting/outsourcing of any activity related to training,
- 5) Not blacklisted by any donor agency/ State Government/ Central Government/ any competent authority.
- 6) Net worth of the entity should be positive.
- 7) Will adhere to UPSDM and DDU-GKY schemes norms (as amended from time to time).

2. The following shall not be eligible for applying in DDU-GKY:

- a) Existing PIAs who got DDU-GKY Projects sanctioned and have recovery proceedings going on
- b) Existing PIAs who were unable to place 50% of Trained candidates under DDU-GKY 1.0 till date of application.
- c) Skilling agencies having officials at key managerial personnel as per accounting standard 18, who were earlier associated with defaulting PIAs against whom recovery proceedings were initiated due to default

- d) Sister concern/subsidiary of any organisation against whom default action for recovery of funds initiated
- e) Skilling Agencies having Directors involved in agencies that defaulted earlier with DDU-GKY. A provision shall be built into the system for validating the DIN of directors of the applicant organization through MCA database.
- f) Skilling Agencies blacklisted by any State/Central Government
- g) Any consortium.

In case of negative feedback or feedback on poor Performance received from any competent authority with which the agency has worked with in past, it will be liable to be rejected/terminated at any stage of empanelment process, before or even after empanelment at the discretion of UPSDM without giving any notice.

Note: Preference shall be given for running Residential Courses.

1. The Appraisal of the proposal shall be carried out with the following conditions:

A. Project Implementing Agencies (PIAs) are required to strictly follow the DDU-GKY Guidelines, Standard Operating Procedures (SOPs), Notifications/Order as notified by the Ministry of Rural Development (MoRD) and Uttar Pradesh Skill Development Mission (UPSDM) from time to time. This includes any updates or modifications to the guidelines and procedures.

B. Applicant agency can apply for any districts in any category (as mentioned in table above), priority will be given to Aspirational district, Projects for Special category (Person with special ability/ Manual Scavengers/Women Headed Households). Actual allotment may or may not be as per the preferences given by the applicant.

C. Projects applying under DDUGKY 2.0 PSDM have to comply with sub category training targets as given in the table below:

Category	Schedule Caste	Schedule Tribe	Others	Women	Persons with Disabilities (PWD)
Minimum Percentage of Overall Target	45%	1%	54%	33%	5%

D. Under DDUGKY 2.0, clubbing of two or more Qualification Packs shall not be allowed to avoid duplication of NOS. However, based on the requirement of fulfilling a minimum of 576 hours, relevant independent NOS and micro-credentials shall be allowed to be added to meet out the minimum required duration of training. (Guideline of DDUGKY 2.0 Ref. 5.2.9, page - 37).

E. DDUGKY 2.0 allows Training Course duration minimum of 3 months with 576 hrs. Of Training (Domain 396 hrs. and non-Domain 180 hrs.). In cases where the no. of domain hours is less than 396 hrs. is selected, then relevant independent NOS/micro-credential of that sector shall be allowed to be added to meet out the minimum required duration of training hours. If the Domain is more than 396

hrs, Clubbing is not permitted and Maximum domain hrs adopted by PIA is, not more than 600 hrs. Latest updates in trades are available at Trade master in Kaushal Bharat Portal.

F. The core outcome of DDU-GKY program shall remain placement (minimum 70%) be it with Wage Employment (minimum 50%), Self Employment or Gig Employment (maximum 20%). All placement shall be considered based on the verifiable proof of placement i.e Bank Statement showing receipt of Monthly Salary through bank transfer in case of wage employment, Service Charges in case of Gig Employment and Income in case of Self Employment. Placement in self-employment shall be assisted through credit linkage by Banks. All Such credit linked Self Employment by Project Implementing Agencies shall be incentivised under DDU-GKY.

G. Placement is to be made in the job roles for which domain training is provided. DDU-GKY shall be actively debarring cross placements in sectors where skill training acquired is not being used. However, if a candidate is placed in a sector that is different from the one in which they received training under the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), the salary she/he receives should be at least 20% higher than the minimum wage of semi-skilled category or rupees 12,000/-, whichever is higher applicable at the employer's location, as notified by the relevant department. This provision ensures that the candidate is adequately compensated for their skills and experience, even when employed in a different sector than the one they were trained.

H. Minimum Remuneration per candidate per month within India of ₹ 12,000 or Minimum Wages of location of Employment of semiskilled category whichever is higher and Minimum Remuneration per candidate per month outside India is ₹ 25000 per candidate.

Other Conditions Applicable:

- The Training and Completion of placement under DDU-GKY 2.0 should be done on or before 31st December, 2025 and 31st March, 2026 respectively.
- Target will be allocated based on the demand of trade, Existing Training Centre capacity and Capacity of the agency to give better placements and past performance. The fund flow will be as per the DDU-GKY 2.0 Guidelines.
- Those Agencies who can run the courses of various SSC listed in DDUGKY website may apply for this project. An indicative list of priority sector is given below-
1- Retail 2- Apparel Made-ups & Home Furnishing 3- Healthcare 4- IT-ITes
5-Telecom 6- Tourism & Hospitality 7- Futuristic Job Roles.
- Other courses except listed above, which is having high aspiration and industry demand will also be considered subjected to the decision of SRLM.

Note: 1- This EOI is being published based on the draft SOP issued by the MoRD, GoI. Subsequent appropriate amendments may be made later in accordance with the notified SOP.

2- UPSDM reserve all the rights in regard to allotment of Targets/Districts/ Trades. Those who are interested may please apply through the portal <https://kaushal.rural.gov.in> on or before 18th July, 2025.


(Pulkit Khare)
Mission Director

18/6/25