



No. 4460 /MP-DAYSRLM/SKILL/36/2025

Bhopal Date: 29 /07 /2025

**Expression of Interest (EoI) for Project Proposals under DDUGKY 2.0**  
**MP-DAYSRLM**

Drawing from the experiences of DDU-GKY 1.0, the DDU-GKY is evolving into DDU-GKY 2.0, which aims to further strengthen the linkage between training and job placements by ensuring that training is aligned with current and future industry demands. Madhya Pradesh Deen Dayal Antyodaya Yojna State Rural Livelihood Mission (MP-DAY-SRLM) invites proposals from eligible Project Implementation Agencies (PIAs) under the DDU-GKY 2.0 to allocate a total target of 4278 candidates including 1000 candidates under captive projects for the FY 2025-26. Agencies with a fresh Permanent Registration Number (PRN) from the Ministry of Rural Development (MoRD) are encouraged to apply through the MoRD online portal at [kaushal.rural.gov.in](http://kaushal.rural.gov.in).

Prospective PIAs are encouraged to thoroughly read & comply with the Deen Dayal Upadhyaya Grameen Kaushalya Yojana 2.0 (DDU-GKY 2.0) Guidelines, Standard Operating Procedures (SOP DDUGKY 2.0), Captive Employer Guidelines (MoRD Notification 18/2020 dated 6<sup>th</sup> Oct 2020) and notifications/orders issued by the Ministry of Rural Development (MoRD) and MP-DAYSRLM), including any subsequent updates or modifications available on the Ministry of Rural Development's website ([kaushal.rural.gov.in](http://kaushal.rural.gov.in)) before applying the project.

**1. Application Process:**

- **Initial Screening Fee:** As per Standard Instruction 1.4: Project appraisal process overview for Initial Screening of DDU-GKY 2.0 SOP, A non-refundable fee of ₹. 25,000/- is required for the initial screening process, payable to NABARD Consultancy Services Pvt. Ltd., Account No. 055505003119 at ICICI Bank Limited, IFSC Code: ICIC0000555, Branch code-0555, BKC ICICI towers Branch, ICICI Bank Ltd., ICICI bank towers, Bandra Kurla complex, Bandra(east), Mumbai-400051.
- **Quality Appraisal Fee:** As per Standard Instruction 1.5: Project appraisal process overview for Qualitative Appraisal of DDU-GKY 2.0 SOP, an agency that passes the initial screening will be required to pay a non-refundable Project Appraisal fee of ₹1,25,000 Plus applicable GST (Payable to NABARD Consultancy Services Pvt. Ltd.) in order to proceed to the Quality Appraisal process. *(Exempted for Captive Employer please refer the Standard Instruction 1.14 of DDUGKY 2.0 SOP)*

**2. Appraisal Process:**

As per the DDU-GKY Guidelines 2.0, all project appraisal related processes will be conducted through the integrated portal ([kaushal.rural.gov.in](http://kaushal.rural.gov.in)) platform provided by MoRD. Applicants must ensure that all necessary documentation, essential for both initial screening and qualitative appraisal, are uploaded and submitted during the application submission stage. Once submitted, alterations or modifications to the documents are not permissible.

**3. Eligibility Criteria & Categories of PIAs:**

Applicants must fulfill the eligibility criteria as outlined in Chapter 7: Skilling Agencies - Categories & Criteria of the DDU-GKY Guidelines 2.0. Those applying as captive employers must meet the eligibility criteria specified in point number 7, 'Eligibility Criteria for Captive Employers,' of the Ministry of Rural Development's Notification 18/2020, Guidelines for Captive Employment.

**4. The Appraisal of the proposals shall be carried out with the following conditions:**





- a) Madhya Pradesh, known for having the largest forest area in India and a significant population of Scheduled Castes (SC) and Scheduled Tribes (ST), places a strong emphasis on initiatives that support aspirational and tribal districts within the state. Agencies are encouraged to priorities SC & ST belt for mobilization & selection of candidates. Furthermore, projects aimed at assisting special categories, such as persons with disabilities, and other marginalized groups, are prioritized to ensure targeted development and empowerment.
- b) In the implementation of DDU-GKY 2.0 projects, priority will be given to sectors and trades that align with the current and anticipated market demands in Madhya Pradesh, alongside the traditional courses. The focus will be particularly on emerging and growth-oriented areas. The tentative list of priority sectors includes, but is not limited to, Artificial Intelligence, Renewable Energy and Green Jobs, IT-ITES, Healthcare and Allied Services, Smart Textiles, Tourism and Hospitality, Logistics and Supply Chain Management, Food Processing, Beauty and Wellness, Capital Goods, Textiles and Handicrafts, Media and Entertainment, Information Technology (including Digital Marketing, Data Science and AI, Cloud Computing, Cybersecurity), and Electronics. This is not an exhaustive list, and other relevant sectors may also be considered based on evolving market trends.
- c) Clubbing of two or more Qualification Packs (QPs) is not permitted to prevent duplication of National Occupational Standards (NOS). However, to meet the minimum training requirement of **576 hours**, relevant independent NOS shall be allowed to be added to meet out the minimum required duration of training hours. DDU-GKY 2.0 allows training course duration minimum of 3 months with 576 hours of training to maximum of 12 months with 2304 hours of training.
- d) In the state of Madhya Pradesh, only residential courses are permitted under DDU-GKY 2.0.
- e) All course content must align with the National Skill Qualification Framework and receive certification from NCVET, SSC, or other accredited agencies. Courses should be tailored to meet the learning needs of rural youth, especially those lacking English proficiency, and must include mandatory modules on soft skills, Life skills, English communication, and information technology.
- f) The DDU-GKY 2.0 program is designed to facilitate successful placements for trained candidates through various employment avenues, including wage employment, self-employment, and gig employment. The DDU-GKY Guidelines 2.0 stipulate that placements must consist of either continuous or non-continuous employment lasting a minimum of six months. Please refer to DDU-GKY Guidelines 2.0 & SOP for detailed information.
- g) The onboarding process for Captive Employers involves a two-step approval, starting with state-level project screening and followed by central-level review and approval. Once approved, industries sign a Memorandum of Understanding (MoU) with MoRD and participating states. please refer SOP DDUGKY 2.0 and Captive Employment Guidelines for detailed information.
- h) The Captive Employer must ensure wage employment for at least 70% of the trained candidates within its own organization or its subsidiaries, with each placement lasting a minimum of six months. Please refer SoP DDUGKY 2.0 and Captive Employer Guidelines for detailed information.
- i) All the sanctioned training and completion of appointment for placement under DDU-GKY 2.0 should be completed on or before 31<sup>st</sup> December 2025 and 31<sup>st</sup> March 2026 respectively.



The Proposals must be submitted by 30 August 2025. Late submissions will not be considered. Proposals deemed incomplete in any respect will be rejected outright.

The Competent Authority reserves the right to accept or reject any or all applications without providing any justification based on budget availability, sector preferences, district coverage, available target.

Submission of an application does not guarantee the allocation of targets to the PIA.

**Note:** This Expression of Interest (EoI) is being issued in alignment with the DDU-GKY Guidelines 2.0 and the Standard Operating Procedures (SOP) provided by the Ministry of Rural Development, Government of India. Please note that amendments may be applied in the future in line with the finalized SOP and any official notifications.

  
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