



**Kudumbashree
State Poverty Eradication Mission
Local Self Govt. Department
Govt. of Kerala**

I/150921/2025

Date:13-05-2025

**EoI for Submission of Project Proposals under Deen Dayal Upadhyaya Grameen
Kaushalya Yojana (DDU-GKY 2.0)-Kerala.**

KUDUMBASHREE, State Poverty Eradication Mission, implementing DDUGKY 2.0 in the State of Kerala invites applications from the interested Entities to become Project Implementing Agencies (PIAs) under DDU-GKY 2.0. As part of the Programme, Kudumbashree intends to allot target for skilling & placing rural poor youth in the State of Kerala. Interested Entities having valid PRN allotted by Ministry of Rural Development(MoRD), Government of India may apply online on the web portal <http://kaushal.rural.gov.in> along with non-refundable requisite fee of Rs.25000/- (Rupees Twenty-five Thousand only) paid in favour of State Poverty Eradication Mission Kudumbashree (Account . No. -3343101005199, Canara Bank, Micro finance Branch, Trivandrum, IFSC Code: CNRB0003343). Applicant Entity should read the Guidelines and Standard Operating Procedures (SOP) carefully before filling up the application form which is available on website <http://kaushal.rural.gov.in>

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

- Registered under Indian Trust Acts or any State Society Registration Act or 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.
- A Government or semi-government organization at the State and National Levels
- NGOs must be registered with NITI Aayog's Darpan Portal
- Be more than three years old at the time of application except Start-ups

Category of PIAs under DDU-GKY shall be as follows:

- Captive Employers
- Existing PIAs having experience of greater than 50% placement with DDU-GKY

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- c. Skilling Agencies who do not have any DDU-GKY experience
- d. Start-ups for Skilling recognized by Dept of Industrial Policy & Promotion, Ministry of Commerce & Industry, GoI.

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

1. Existing PIAs who got DDU-GKY Projects sanctioned and have recovery proceedings going on.
2. Existing PIAs who were unable to place 50% of Trained candidates under DDU-GKY.
3. 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.
4. Sister concern/subsidiary of any organisation against whom default action for recovery of funds initiated.
5. 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 organisation through MCA database.
6. Skilling Agencies blacklisted by Government.
7. No consortium shall be allowed.

It is to be noted that the agency applying for the DDU-GKY project shall bear the expenses for undertaking project appraisal by Kudumbashree/Project Appraisal Agency. The appraisal of the Proposals shall be carried out on the basis of Notification No. 20/2017.

Placement Conditions under DDU-GKY are as follows:

- The core outcome of DDU-GKY program shall remain placement be it with Wage Employment, Self-Employment or Gig Employment. All placement shall be considered based on the verifiable 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.
- Placement for this purpose is defined as continuous or non-continuous employment, for a minimum of six months be it with one employer or multiple employers. The period of employment need not be with one category of

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employment or with one employer. However, the trainee should have worked and received payment for six months, proof of regular wage employment demonstrated by the salary slip from the Human Resources department of the organization. In case the organization does not have a HR department, certificate issued by the employer indicating wages paid and counter signed by the employee along with the bank statement indicating that the employer has paid monthly wages through crossed demand draft or money transfer, NEFT, RTGS, UPI etc or Provident Fund or ESIC contribution will demonstrate proof of regular wage employment. Any proof of cash payment shall not be eligible for consideration as proof of placement or payment under DDU-GKY.

- Under DDU-GKY for considering a candidate as placed with monthly wages in Wage Employment/Self Employment/Gig Employment, eligibility of monthly income/monthly wages/service Charges, the notified minimum wages for Semi-Skilled Category shall be considered.
- Remuneration of candidate under DDU-GKY:

Sl. No.	Item	Less than 6 months Training Duration	6–12 Months Training Duration
1	Minimum Remuneration per candidate per month within India	10,000	15,000
2.	Minimum Remuneration per candidate per month abroad	25,000	25,000

- Placement is to be made in the job roles in which domain training is provided. DDU-GKY shall be actively debaring cross placements in sectors where skill training acquired, is not being used. However, placement in other trades shall be considered, provided the salary being paid in those trades are 20% higher than the job roles for which training is provided.
- While every effort has to be made to ensure that trainees get jobs that match their aspirations and aptitude, a minimum placement of 70% of trained candidates is a non-negotiable for claiming the total project cost in DDU-GKY. The ratio between Wage and Self Employment or Gig Employment, out of 70% shall be a minimum of 50% with wage employment and a maximum of 20% in Self Employment or Gig Employment.
- Placement verification shall be carried out only by State and Centre appointed entities.

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• **Other Conditions Applicable:**

- The Training and Completion of appointment for placement under DDU-GKY 2.0 should be completed on or before 31st December, 2025 and 31st March, 2026 respectively.
- Preference will be given to the agencies those who are willing to start Training centre in rural areas of Kerala.
- Target will be allocated based on the demand of trade, Existing Training Centre capacity and Capacity of the agency to give better placements. 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/courses is given below.
 - Aerospace & Aviation: Airline Customer Service Executive, Airline Ramp Executive, etc.
 - Instrumentation, Automation, Surveillance and Communication: Industrial Automation Specialist, Building Automation Specialist, Instrumentation Technician, etc.
 - Automotive :Automotive Service Technician (Two and Three Wheelers), CNC Operator / Machining Technician L3, CNC Operator / Machining Technician L4, Lathe Operator, Maintenance Technician Electrical L4, Tool Room Operator/ Technician, Welding Technician Level 4, etc.
 - Electronics & Hardware: Access Controls Installation Technician, Embedded Software Engineer, LED Light Design Engineer, Security System Service Engineer, Systems Design Engineer, etc.
 - Banking, Financial Services and Insurance: Goods & Services Tax (GST) Accounts Assistant, Loan Processing Officer, Accounts Executive (Accounts Payable & Receivable), Accounts Executive, etc.
 - Tourism and Hospitality: Multicusine Cook, F&B Service Steward, House keeping attendant & Trainee chef
 - Beauty & Wellness: Assistant Spa Therapist, Bridal Fashion and Photographic Makeup Artist, Beauty Therapist, Nail Technician & Tattoo artist.
 - Capital Goods: CNC Operator – Turning, Metal Inert Gas/Metal Active Gas/Gas Metal Arc Welder (MIG/MAG/GMAW), Tungsten Inert Gas Welder Level 5, etc.
 - Building and Construction: Mason (General), Bar bender and Steel fixer, Assistant Electrician, Construction welder, etc.
 - IT-ITES: Web Developer, Test Engineer, Junior Software Developer, etc.
 - Strategic Manufacturing: Pipe Fitter- Ship Building, Technician-

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Installation and Commissioning (Fire Safety System, Structural Fabricator – Ship, Marine Fitter and Rigger, etc.

- Other courses except listed above, which is having high aspiration and industry demand will also be considered subjected to the decision of SRLM.

Agencies are required to submit the online application through web portal <http://kaushal.rural.gov.in> or before 27th May 2025. The hard copies of the proposals along with the complete set of supporting documents should be submitted to Kudumbashree HO in the following address: The Executive Director, KUDUMBASHREE, State Poverty Eradication Mission, 2nd floor, TRIDA Rehabilitation Building, Chalakkuzhy Road, Medical College,

Thiruvananthapuram -695011, Kerala *on or before 31st May 2025*. The applications submitted during the tenure of EoI will only be considered for further processes.

EXECUTIVEDIRECTOR
Kudumbashree

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Signed by

Dineshan H

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