

**GOVERNMENT OF PUDUCHERRY
DISTRICT RURAL DEVELOPMENT AGENCY**

2nd Floor, Puducherry Housing Board Building,
Anna Nagar, Puducherry – 605 005.

Ref No: J-17080/01/DRDA/PSRLM/DDU-GKY/2019-20 /1087

Date: 18-7-25

To,

✓ The Jt. Secretary to Govt. (Skill),
Ministry of Rural Development,
Department of Rural Development,
7th Floor, NDCC Building –II, Jail Singh Road,
New Delhi – 110 003.

Sir/Madam,

Sub: DRDA-PSRLM-DDU-GKY- Puducherry State Rural Livelihoods Mission in
floating of EoI “Kaushal.rural.gov.in.” Portal-Requested- Reg.

With reference to the subject mentioned above, the Puducherry State Rural Livelihoods Mission is floating the Express of Interest (EoI) for empanelment of Project Implementing Agencies (PIAs) in “Kaushal.rural.gov.in.” Portal for the target of 658 candidates under DDU-GKY Version 2.0 in the Union Territory of Puducherry.

Therefore, it is request you to kindly arrange to publish the same advertisement (Copy enclosed) in “Kaushal.rural.gov.in.” web Portal as notification section at the earliest.

//By order of Secretary (RD)//

With regards,



**STATE MISSION DIRECTOR-
CUM-PROJECT DIRECTOR
PUDUCHERRY, SRLM**

Encl.: As above

Copy to:

The Secretary to Govt., (Rural Development), Chief Secretariat, Puducherry.

**Puducherry State Rural Livelihood Mission (PSRLM),
District Rural Development Agency (DRDA),
Government of Puducherry**



**Expression of Interest for Empanelment of Project
Implementing Agencies (PIAs) under DDU-GKY 2.0
Program
In UT of Puducherry**

Ref No: J-17080/01/DRDA/PSRLM/DDU-GKY/2019-20

Date of issue:

**Puducherry State Rural Livelihood Mission (PSRLM),
District Rural Development Agency (DRDA),
2nd Floor, Housing Board Building, Anna Nagar,
Nellithope, Puducherry - 605 005**

Disclaimer

The information contained in this Expression of Interest (EoI) document, or any information provided subsequently to applicants whether verbally or in documentary form by or on behalf of Puducherry State Rural Livelihood Mission (PSRLM) is provided to the applicant(s) on the terms and conditions set out in this EoI document and all other terms and conditions subject to which such information is provided.

This EoI is neither an agreement nor an offer and is only an invitation by PSRLM to the interested and eligible PIAs for submission of proposals. PSRLM reserves the right to cancel this document, and/or invite fresh proposals with or without amendments to this document without liability or any obligation for such document, and without assigning any reason. The State Project Approval Committee (SPAC) reserves the right to take final decision regarding empanelment/sanctioning the target

The purpose of this EoI is to provide the interested PIAs with information to assist the formulation of their proposals. Each applicant PIA shall go through the DDU-GKY 2.0 guidelines, understand the same, should conduct its own investigation and analysis and should check the accuracy, reliability, and completeness of the information in this EoI and wherever necessary obtain independent advice.

PSRLM makes no representation or warranty and shall incur no liability under any law, statute, rules, or regulations as to the accuracy, reliability, or completeness of this EoI. PSRLM may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this EoI.

Submission of proposal under EoI doesn't guarantee evaluation or allocation of project. Under no circumstances will PSRLM be held responsible or liable in any way for any claims, damages, losses, expenses, costs, or liabilities whatsoever (including, without limitation, any direct or indirect damages for loss of profits, business interruption or loss of information) resulting or arising directly or indirectly by application or non-application to this EoI.

EoI for Submission of Project Proposals under (DDU-GKY 2.0) Puducherry

Puducherry State Rural Livelihood Mission (PSRLM) invites applications from the interested Project Implementation Agencies (PIAs) under DDU-GKY2.0 scheme to allot target of skilling of 658 candidates, rural poor youth for the financial year 2025-26. Interested PIAs having PRN, allotted from MoRD may apply online portal of MoRD i.e. <https://Kaushal.rural.gov.in> along with the non-refundable requisite fee of Rs.25,000/- Plus applicable 18% GST for initial Screening. The Project applied agencies who clears initial screening will be intimated to deposit the appraisal cost for Qualitative Appraisal.

NABARD Consultancy Services (NABCONS) has been empaneled as Project Appraisal Agency under DDU-GKY for Puducherry State Rural Livelihood Mission (PSRLM). The appraisal of DDU-GKY 2.0 projects has to be conducted through the IT platform provided by MoRD.

The Qualitative Appraisal fees is fixed as Rs.1,25,000/- (Rupees One Lakh Twenty five Thousand Five Only) exclusive of GST for PIA applicant. Account details for fee submission regarding Initial Screening & Qualitative Appraisal are as follows

Name of the Account : NABARD Consultancy Services Pvt. Ltd.

Account No : 055505003119

IFSC Code : ICIC0000555

Branch Code : 000555

Bank Branch : BKC Branch, ICICI Bank Towers, South Tower, East Wing,
Ground Floor, BKC, Mumbai - 400051.

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. Kaushal.rural.gov.in. It is to be noted that the agency applying for the DDU-GKY project shall bear the expenses as detailed above for undertaking the project appraisal by the agency on behalf of PSRLM.

Under DDU-GKY project, agencies that can train and place candidates according to the skill gap existing in different Sectors are encouraged to apply.

- 1. In order to be eligible to apply for a project, an entity should be:**
 - A. Registered under Indian Trusts Act 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,
 - B. SHG federations namely Cluster Level Federations /Block Level Federations.
 - C. A Government or semi-government organization at the State and National Levels.
 - D. An NGO that must be registered with NITI Aayog's Darpan Portal.
 - E. More than three years old at the time of application except DPIIT registered Start-ups.

- 2. There shall be four categories of PIA under DDU-GKY:**
 - A. Captive Employer
 - B. Existing PIAs having experience of greater than 50% placement with DDU-GKY.
 - C. Skilling Agencies who do not have any DDU-GKY experience
 - D. Startups for Skilling recognized by Dept. of Industrial Policy & Promotion, Ministry of Commerce & Industry, GoI.

- 3. 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 anywhere in India under DDU-GKY.
 - B. Existing PIAs who were unable to place 50% of trained candidates under DDU-GKY.
(As of 31.03.2025)
 - C. Skilling agencies having officials at key managerial position 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 organizations 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 Government.
 - G. Consortiums shall not be allowed.

4. 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 MoRD and PSRLM from time to time. This includes any updates or modifications to the guidelines and Standard Operating procedures.
- B. Applicant agency must apply for any district from any category. PSRLM has given priority for Uncovered/Aspirational. Actual allotment across Aspiration/ Other districts may or may not be as per the preferences given by the PIA.
- C. Projects Applicant Agencies under DDU-GKY 2.0 PSRLM have to comply the sub category targets given in the table below:

Category	Schedule Caste (SC)	Minority	Woman	Others
Minimum % of overall Target	58%	16%	33%	42%

- D. Under DDU-GKY 2.0, clubbing of two or more Qualification Packs shall not be allowed to avoid duplication of National Occupational Standards (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.
- E. The trainers deployed by the training partners shall have requisite qualification, experience, knowledge, skills in their domain as defined in SIDH portal /SSC and shall be competent to train the candidates.
- F. All the trainers should have valid SSC ToT certification at the time of training centre inspection for due diligence Validation.
- G. DDU-GKY 2.0 allows Training Course duration minimum of 3 months with 576 hrs. of Training (Domain 416 hrs. and non- Domain 160 hrs.). Latest updates in trades are available at Trade master in Kaushal Bharat Portal. Only courses with a maximum duration of 6 months will be considered.

5. Placements:

- A. The core outcome of DDU-GKY program shall be placement of minimum of 70% with Wage Employment (minimum 50%) and Self-Employment (maximum 20%) All placement shall be considered based on the verifiable proof of placement as specified in the 2.0 guidelines.
- B. The candidate shall be placed in the same sector and job role in which the training was conducted. However, placement in other job roles is considered provided the salary being paid in those trades are 20% higher than the job roles for which training is provided.
- C. For 3 months courses Minimum Remuneration per candidate per month within India should be Rs.10,000 or Minimum Wages of location for Employment of semi-skilled category whichever is higher
- D. For 6 months courses Minimum Remuneration per candidate per month within India should be Rs.15,000/- or Minimum Wages of location of Employment of semi-skilled category whichever is higher.
- E. Minimum Remuneration per candidate per month outside India is Rs.25,000/- per candidate.

6. Sourcing of Candidates for Training: The candidates for training should be mobilized from three Blocks of Puducherry/region indicated below:

- Ariyankuppam
- Villianur
- Karaikal

7. Indicative list of priority Sectors and Courses:

The Agencies who can run the courses of various SSC listed in DDU-GKY website may apply for this project. An indicative list of priority sector/courses is given below:

- i. **Tourism & Hospitality:** Counter Sales Executive-Tourism and Hospitality, Food Delivery Associate, Kitchen Helper, Billing Executive (Facility Management), Pantry Assistant, Tour Manager, Travel Consultant, Customer Service Executive (Meet and Greet), Transport Coordinator-Tourism and Hospitality, Street Food Vendor, Front Office Assistant, Kitchen Trainee, Commis, Demi Chef De Partie, Sous Chef, Kitchen Steward, Restaurant Captain, Guest Service Associate (Food & Beverage), Housekeeping Assistant, House Keeping Manager, Guest Service Associate (Front Office), , Revenue Manager, Guest Service Associate (Housekeeping), Bartender.

- ii. **Healthcare:** Healthcare Quality Assurance Manager, General Duty Assistant Trainee, Yoga Wellness Trainer, Cupping Therapist, Telehealth Services Coordinator, Hospital Front Desk Coordinator, Duty Manager (Patient Relation Services), Frontline Health Caregiving Associate (Elective 1: Emergency Care, Elective 2: Sample Collection, Elective 3: Medical Equipment Care), Transplant Coordinator, Deputy Duty Manager - Patient Relation Services, Medical Equipment Assistant (Basic Clinical Equipment), Yoga Wellness Trainer, Ayurveda Dietician, Prakriti Evaluator, Geriatric Caregiver (Institutional & Home Care), Emergency Medical Technician-Basic.
- iii. **IT- ITES:** Junior Software Developer, Analyst Security Operations Centre, Analyst Application Security, Security Analyst, AI- Business Analyst, Embedded Software Development & Validation Engineer, Product Design Engineer Mechanical, Cloud Computing, Mobile Application Development, Web Technologies, IT Software Solutions for Business, Cybersecurity.
- iv. **Banking, Financial Services and Insurance (BFSI):** Banking and Insurance Relationship Associate, Sales Associate - Direct Channel, Back Office Associate - Financial Services, GST Assistant.
- v. **Apparel Manufacturing:** Sewing Machine Operator, Pattern Master, Cutting Supervisor, Fabric Checker, Quality control assistant, Embroidery Machine Operator.
- vi. **Hardware & Electronics:** Drone Service Technician, Multi Skill Technician (Electrical), Junior Engineer Drone (R & D), Electronic Hardware Assembly Operator, Battery System Repair Technician, Motor & Controller Repairing Technician, Motor and Controller Design Engineer, Battery System Design Engineer, Battery System Assembly Operator, Field Technician Computing And Peripherals, Digital Cable Technician - Access.
- vii. **Logistics:** Reefer Vehicle Operator cum Driver, Key Consignor Executive, Green Hydrogen Procurement Manager, Green Hydrogen Storage Hub Manager, Green Hydrogen Supply Chain - SHEQ Manager, Refrigerated Storage Unit Supervisor, EXIM Manager, Port Terminals/CFS/ICD Supervisor, Crane Operator – Port



8. Other Conditions Applicable:

- a) 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.
- b) Preference will be given to the agencies those who are willing to start Training centre in rural areas of Puducherry
- c) 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 shall be released as per the DDU-GKY 2.0 Guidelines.

9. General Instructions to the Applicant PIAs:

1. Failure to comply with the requirements of this EOI may render the proposals non-compliant and may be rejected.
2. Proposals must include all documentation specified in this document (as applicable).
3. Follow the format, specified in the DDU-GKY 2.0 on line proposal.
4. Comply with all requirements as set out in on line proposal.
5. Expression of Interest, DDU-GKY 2.0 Guidelines and Proposal Appraisal Notification No. 20/2017 of MoRD, GoI can be downloaded from PSRLM website (<https://drda.py.gov.in/>)
6. The proposals shall be submitted within the timelines prescribed at Section 1. Any extension in proposal submission date may be communicated through an official corrigendum on the PSRLM website (<https://drda.py.gov.in/>)
7. PSRLM will not be responsible for any costs or expenses incurred by firm in connection with the preparation or delivery of proposals.
8. The proposals of only those applicant PIAs who fulfill the terms & conditions of this EOI will be considered for evaluation. The proposal will undergo evaluation as defined in Notification No 20/2017 and the proposals not having specified valid documents will be rejected.
9. If any of the documents furnished by the applicant PIAs are found to be false/fabricated/bogus, such applicants are liable for blacklisting and will face necessary legal actions as per the rules in vogue.
10. The proposals submitted by fax/e-mail etc. shall not be considered. No correspondence will be entertained on this matter.

11. PSRLM reserves the right to modify and amend any of the above- stipulated conditions/criterion depending upon project priorities and any exigencies.
12. Empanelment with PSRLM does not guarantee any form of income/ award of work/allocation of target/retainer fee, etc.
13. The applicant PIA shall not assign or sublet any part of their work without obtaining permission in written form PSRLM.

Agencies are required to submit the online application through web portal <http://kaushal.rural.gov.in> on or before 10.08.2025, 11.59 PM. The hard copies of the proposals along with the complete set of supporting documents should be submitted to PSRLM in the following address: State Mission Director-cum-Project Director, Puducherry State Rural Livelihood Mission, District Rural Development Agency, 2nd Floor, Housing Board Building, Anna Nagar, Nellithope, Puducherry - 605005 on or before 15.08.2025, 05.30 PM. The applications submitted during the tenure of EoI will only be considered for further processes.

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**State Mission Director-cum-Project Director
Puducherry SRLM**