

EOI No: EOI/DDUGKY/2025-26/01

STATE MANAGEMENT UNIT
DEEN DAYAL UPADHYAYA GRAMEEN KAUSHALYA YOJANA,
MAHARASHTRA

Rural Development Department, Government of Maharashtra

(Address- Gram Vikas Bhavan, DDUGKY Section, Sector-21, Kharghar, Navi Mumbai- 410210)

EXPRESSION OF INTEREST

Expression of Interest (EOI) for Empanelment of Project Implementing Agencies (PIAs) for Implementation of **Deen Dayal Upadhyaya Grameen Kaushalya Yojana-DDUGKY 2.0** in Maharashtra

Sr. No	Important Events	Key Dates
1	Date of Publishing	07 July, 2025
2	Last date for Query/Clarification	Up to 15 days after published date.
3	Last date for submission of Proposal	Opened till PRN module on portal allow to register. [Note : i) Selection of the agencies may take place in phases and accordingly the applications received time to time will be considered as per need and status of the target received/allotted, ii) 1 st stage i.e. PRN is one time process and applicable to complete life cycle of version 2.00 or up to issuance of MoRD's concern directions]

Sd/-
Chief Operating Officer
SMU- DDUGKY
Government of Maharashtra

TABLE OF CONTENTS

<i>Sr. No.</i>	<i>Section Title</i>	<i>Page No.</i>
1.	Schedule For Invitation to EOI	3
2.	Introduction	4
3.	Objectives of the EOI	5
4.	Scope Of Work	5
5.	Eligibility Criteria	6
	5.1 SKILLING AGENCIES - CATEGORIES AND CRITERIA (As per Draft SoP)	
	5.1.1 In order to be eligible to apply for a project, an entity should be	6
	5.1.2 Category of PIAs	6
	5.1.3 The following shall not be eligible for applying in DDU-GKY	6
	5.1.4 Project size and funding	7
	5.2 STATE SPECIFIC PRIORITIES	7
6.	Appraisal Process and Fee Submission	9
	6.5 Fee structure	9
7.	General Instructions and Key Considerations	9
8.	Terms and Conditions	10
	8.1 MoRD Specific Terms and Conditions	10
	8.2 State Specific (along with the MoRD's guidelines, Draft SOP)	11
9.	Applying for Expression of Interest (EOI) through the Kaushal Rural Portal	12
	9.1 Document Submission Guidelines	12

1. SCHEDULE FOR INVITATION TO EOI

SN	Particulars	Description
1	Name of Work	Expression of Interest (EOI) for Empanelment of Project Implementing Agencies (PIAs) for Implementation of Deen Dayal Upadhyaya Grameen Kaushalya Yojana-DDUGKY 2.0 in Maharashtra
2	Name of the issuer of this Expression of the Interest	Chief Operating Officer State Management Unit- DDUGKY Deen Dayal Upadhyaya Grameen Kaushalya Yojana Gram Vikas Bhavan, Sector 21, Kharghar, Navi Mumbai, Maharashtra. Email Id: - cooddugkymaharashtra@gmail.com Contact Officer: Dr. Rajesh Jogdand, Deputy Chief Operating Officer State Management Unit- DDUGKY Deen Dayal Upadhyaya Grameen Kaushalya Yojana Mobile: 09967296674 Email Id: cooddugkymaharashtra@gmail.com
Interested PIAs with a valid and active Permanent Registration Number (PRN) issued by the Ministry of Rural Development (MoRD) under DDUGKY 2.0 are invited to apply through the official portal: https://kaushal.rural.gov.in . (kindly note that PRN of DDUGKY 1.0 is not valid for DDUGKY 2.0)		
3	Name of the Portal where EOI is available to Apply	https://kaushal.rural.gov.in .
4	Date of issuance of EOI on DDUGKY 2.0 Portal	07.07.2025
5	Last date and Time for clarification/ Query requests	Applicants are requested to share any queries/clarifications related to this notice by emailing cooddugkymaharashtra@gmail.com no later than 15 calendar days from published date. Please note that we will not be able to respond to any queries/clarifications received after this deadline.
6	Last date and time for Applying EOI via DDUGKY Portal	Registration is allowed on the portal up to the PRN module stage, however, only applications received within one month from the date of publication of the Eoi, or at least one week before the SPAC date, will be considered for the first round. Subsequent rounds will be conducted based on the State's requirements. For acceptance of a detailed and complete proposal, please read the note below carefully. Note:

- i) The selection of agencies may occur in multiple phases. Accordingly, applications received from time to time will be evaluated based on the prevailing needs and the status of targets received or allotted.
- ii) The first stage, i.e., PRN registration, is a one-time process and will remain valid for the entire lifecycle of Version 2.00, or until further directions are issued by the Ministry of Rural Development (MoRD), whichever is earlier.

2. INTRODUCTION

The State Management Unit (SMU) – DDUGKY, operating under the Department of Rural Development, Government of Maharashtra, invites Expressions of Interest (EOI) from competent and credible Project Implementing Agencies (PIAs) for the implementation of DDU-GKY 2.0 across the rural areas of Maharashtra.

DDU-GKY is Centrally sponsored scheme having fund availability ratio of 60% from GOI and 40% from State. Also. Kindly Note that Guidelines, Draft SOP and Notifications, orders, circulars, directions issued time to time from central government as well as from state government is/will be applicable to PIA's and their projects. **This includes but is not limited to the following introduction as well as all other points/contents of this EOI.**

The **Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY)** is the flagship placement-linked skill development initiative of the Ministry of Rural Development (MoRD), Government of India. The scheme is designed to equip rural poor youth—particularly those between the ages of 18 to 35 and for some special groups up to 45 years (as mentioned in guidelines) with employable skills and access to sustainable livelihoods. The program prioritizes inclusivity, targeting vulnerable groups such as SCs, STs, women, persons with disabilities, minorities and youth from marginalized communities etc.

With the launch of **DDU-GKY 2.0**, the scheme enters a new phase focused on systemic reforms, quality enhancement, and greater alignment with national and global labour market trends. The upgraded guidelines aim to improve the effectiveness of the program through demand-driven skill development, rigorous quality assurance mechanisms, enhanced industry engagement, and stronger post-placement support. Emphasis is placed on retention, career progression, and enabling access to long-term economic mobility for rural youth.

The SMU-DDUGKY under the Rural Development Department of Government of Maharashtra is committed to maximizing the reach and impact of the program by mobilizing youth from all rural blocks, ensuring region-specific skilling based on local industry demands, and facilitating partnerships with PIAs that bring innovation, experience, and proven capacity to deliver high-quality outcomes. The SMU-DDUGKY will work in close coordination with selected PIAs to support implementation, monitoring, and continuous improvement.

This EOI invites training partners to collaborate in creating transformative livelihood opportunities for the rural youth of Maharashtra. Applicants are expected to demonstrate a strong operational framework, experience in similar projects, and a deep commitment to the objectives of DDU-GKY 2.0.

3. OBJECTIVE OF THE EOI

3.1 This EOI seeks to identify and empanel Training Partners capable of implementing quality skill training and placement projects as PIAs for regular projects and/or captive projects for the rural youth in alignment with the DDU-GKY 2.0 Guidelines, Draft SOP and Notifications, orders, circulars, directions issued time to time from central government as well as from state government. The onboarded PIAs will design and execute projects focusing on the points. **which includes but is not limited to the objective mentioned herewith as well as all other points/contents of this EOI.**

3.2 The core outcome of DDUGKY program shall remain placement be it with wage Employment, self-employment or gig employment. All placements shall be verified as per the DDU-GKY 2.0 Guidelines, SOP and Notifications, orders, circulars, directions issued time to time from central government as well as from state government. After successful verification only will be countable under the scheme's project. Only this verified number will be counted for calculation of funds which has to be adjusted against the advance funds disbursed to the training partner.

4. SCOPE OF WORK

4.1 To implement the scheme as per Guidelines, Draft SOP and Notifications, orders, circulars, directions issued time to time from central government as well as from state government **which includes, but is not limited to the following:**

- 4.1.1 Conducting mobilization drives in assigned districts or blocks.
- 4.1.2 Enrolling eligible candidates after final selection by the concern PIA itself as per scheme guidelines.
- 4.1.3 Delivering training through SMART-compliant centres, with infrastructure, equipment, and faculty aligned to QP-NOS standards.
- 4.1.4 Ensuring certification through Sector Skill Councils (SSCs) or NCVT.
- 4.1.5 Providing employment with minimum monthly wages of the concern state wherein the candidate placed.
- 4.1.6 Ensuring placement of a minimum of 70% of trained candidates within 6 months of training completion.
- 4.1.7 Providing post-placement tracking and handholding support.
- 4.1.8 To work on all operational modules of website and submitting timely reports and data on DDU-GKY 2.0 Portal.
- 4.1.9 All other points to be act or do as per Guidelines, Draft SOP and Notifications, orders, circulars, directions issued time to time from Central Government as well as from State Government.

5. **ELIGIBILITY CRITERIA**

Eligibility Criteria will be as per scheme's Guidelines and Draft SOP. For this kindly refer chapter no 7 which is also mentioned below in (5A) for your kind reference. Also, in addition to that state specific priorities mentioned below in (5B).

However, all Notifications, orders, circulars, directions issued time to time from central government as well as from state will be applicable to the PIA.

5.1. Skilling Agencies - Categories and Criteria (As Per Draft Sop)

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

- 5.1.1.1. 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.
- 5.1.1.2. A Government or semi-government organization at the State and National Levels
- 5.1.1.3. NGOs must be registered with NITI Aayog's Darpan Portal
- 5.1.1.4. Be more than three years old at the time of application except Start-ups

5.1.2. Category of PIAs

There shall be four categories of PIA under DDU-GKY, namely

- 5.1.2.1. Captive Employers
- 5.1.2.2. Existing PIAs having experience of greater than 50% placement with DDU-GKY
- 5.1.2.3. Skilling Agencies who do not have any DDU-GKY experience
- 5.1.2.4. Start-ups for Skilling recognised by Dept of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India

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

- 5.1.3.1. Existing PIAs who got DDU-GKY Projects sanctioned and have recovery proceedings going on
- 5.1.3.2. Existing PIAs who were unable to place 50% of Trained candidates under DDU-GKY
- 5.1.3.3. 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
- 5.1.3.4. Sister concern/subsidiary of any organisation against whom default action for recovery of funds initiated
- 5.1.3.5. 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.
- 5.1.3.6. Skilling Agencies blacklisted by Government
- 5.1.3.7. No consortium shall be allowed.

5.1.4. Project size and funding

No.	Category of PIA	Eligibility Criteria	Project size and period (Rs.)
1 A	Priority	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	Priority	Existing Skilling Agencies having experience of greater than 50% placement outcome achievement	*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
3 C	Priority	Skilling Agencies that do not have any DDU-GKY experience	*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
4 D	Priority	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

5.2. State Specific Priorities

5.2.1. As per Section 2.2 of the DDU-GKY 2.0 Guidelines, the functions of the State include the development and publication of State Specific Strategies for Skill Development. Accordingly, and based on decisions of the Project Approval Committee (PAC) of Maharashtra, the following State-Specific Eligibility and Scrutiny Criteria will apply for the selection of Project Implementing Agencies (PIAs) and distribution of targets:

- 5.2.1.1. First priority: Training partners who have successfully closed DDUGKY projects in Maharashtra.
- 5.2.1.2. Second priority: Training partners who have completed the target of ongoing DDUGKY projects in Maharashtra.
- 5.2.1.3. Third priority: Training partners whose DDUGKY projects in Maharashtra are ongoing but not yet closed or completed successfully.
- 5.2.1.4. If state requirements are not fulfilled after utilizing the above three priority categories, then training partners who have worked outside Maharashtra in DDUGKY will be considered. This category will be further subdivided as per the same priority structure mentioned above (closed, completed, ongoing).
- 5.2.1.5. Applications Beyond Current Year's Needs: After meeting the state's requirements for the year 2025-26, remaining eligible applications across all categories will be considered for the next year, 2026-27, or as per future PAC decisions. This is subject to the extension and continuation of the scheme by MoRD.
- 5.2.1.6. Minimum Operational Capacity: Each selected Project Implementing Agency (PIA) must commence operations with a minimum training capacity of 100 candidates and is required to maintain 100% utilization of this capacity throughout the program.
- 5.2.1.7. Staff Certification: Selected PIAs must ensure mandatory certification of their staff before recruitment. The state will conduct an ESOP certification exam at the SMU office, followed by a state-level certification process.
- 5.2.1.8. Dedicated Targets for PWD and Minority: Eligible applications for dedicated targets related to Persons with Disabilities (PWD) and/or Minority groups will be processed and presented to the Sub-PAC and PAC for consideration on a merit basis, regardless of their position in the priority list.
- 5.2.1.9. Dedicated Target for Captive Employers: The state has a dedicated target for Captive Employers and places emphasis on proposals from Captive Employers, which may also be prioritized on a merit basis.

6. APPRAISAL PROCESS AND FEE SUBMISSION

- 6.1** The appraisal of DDU-GKY projects shall be conducted exclusively by the PAA-Project Appraisal Agency. Submission of hard copies, soft copies, or any additional documents to the SMU-DDUGKY is not required.
- 6.2** As per the DDUGKY 2.0 Draft SOP, scoring parameters are clearly outlined. Applicants are required to upload all relevant documents—both for initial screening and qualitative appraisal—at the time of submission.
- 6.3** Applications meeting the minimum scoring criteria will be considered by the State Project Approval Committee (SPAC) of Maharashtra.
- 6.4** For all other points kindly go through the Guidelines and draft SOP published by MoRD. However, any amendment made in the scheme by Guidelines, Draft SOP and Notifications, orders, circulars, directions issued time to time from central government as well as from state government will be applicable to the PIA's.

6.5 Fee structure

- 6.5.1 Initial screening** - A non-refundable application fee of ₹25,000/- (plus GST) must be paid in favour of **State Management Unit- DDUGKY, Maharashtra**. **The Account Details will be shared** at the time of application submission, as part of the initial screening process.
- 6.5.2 Quality Appraisal** -PIAs are required to pay ₹1,25,000/- (plus GST) as the Quality Appraisal (QA) fee at the time of application submission. This fee is exempted for Captive Employers.
- 6.5.3** However, any amendment made in the scheme by Guidelines, Draft SOP and Notifications, orders, circulars, directions issued time to time from central government as well as from state government will be applicable to the PIA's.
- 6.5.4** Applications without payment or with insufficient appraisal fees will be liable for rejection.

7. GENERAL INSTRUCTIONS AND KEY CONSIDERATIONS *(Applicable for PIAs under DDU-GKY Maharashtra)*

- 7.1 All Project Implementing Agencies (PIAs) submitting proposals under the DDU-GKY scheme in Maharashtra are required to carefully read and strictly adhere to the DDU-GKY Guidelines, Draft Standard Operating Procedures (SoP), and any amendments or notifications issued by Ministry of Rural Development (MoRD) — published via the official portal and/or notifications.**
- 7.2 State Mission Unit (SMU), DDU-GKY Maharashtra — published on the state's portal: <https://mis.ddugkymaharashtra.in> and/or through official state circulars.**
- 7.3 This is essential to ensure compliance and completeness of the submitted proposals.**

7.4 The Project Implementing Agency (PIA) must ensure strict adherence to the DDU-GKY Guidelines, Draft Standard Operating Procedures (SoP), relevant notifications, and applicable norms. This includes, but is not limited to:

- 7.4.1 Mobilization of candidates
- 7.4.2 Training centre infrastructure as per the Draft SoP and Guidelines
- 7.4.3 Course design and training duration
- 7.4.4 Candidate remuneration, aligned with the minimum wage of the concerned state
- 7.4.5 Placement of trained candidates
- 7.4.6 Category-wise target achievement
- 7.4.7 Compliance with cost norms under DDU-GKY 2.0

7.6. Failure to comply with any of the above requirements will invite default actions in accordance with the Guidelines, Draft SoP, and notifications issued from time to time.

8. TERMS AND CONDITIONS

8.1 MoRD Specific Terms and Conditions

- 8.1.1 All agencies (experienced PIA and New agency) must generate the new PRN through <https://kaushal.rural.gov.in> for DDUGKY 2.0 (under all the category mentioned above in the Section 5.A.2)
- 8.1.2 Project Implementing Agencies (PIAs) will be empanelled based on their compliance with the eligibility criteria outlined in this Expression of Interest (EOI).
- 8.1.3 Submitting the application and obtaining the PRN does not guarantee the allocation of a project to the PIA.
- 8.1.4 After obtaining the PRN, the PIA must submit a project proposal on the portal, which will undergo an initial screening. Following this, the proposal will go through a qualitative appraisal. Based on CTSA's feedback, the PIA can then submit a PowerPoint presentation (in the prescribed format) to the COO, SMU DDUGKY Maharashtra for the pre-PAC stage. Subsequently, the project will be presented before the Project Approval Committee for approval or rejection. If approved by the PAC, the sanction order will be issued, and the MoU will be signed.
- 8.1.5 During the stages mentioned above, the PIA may withdraw at any point before signing the MoU, or the project may be rejected at any stage. In both cases, the respective fees are non-refundable. Also, the PIA cannot claim project allocation at any stage or after completing all stages, as the allocation of the project by the PAC is not guaranteed.
- 8.1.6 After the signing of the MoU, withdrawal from the project, default, deviation, or non-compliance will result in default action, along with penalties and interest, as determined by the COO, SMU, DDUGKY Maharashtra.
- 8.1.7 SMU-DDUGKY Maharashtra may, at its discretion, request additional documents, clarifications, or presentations from the applicant/PIA at any stage prior to the signing of the MoU and up to the closure of the project.

8.2 State Specific (along with the MoRD's guidelines, Draft SOP)

- 8.2.1 **Each PIA is allowed to propose only one trade and one training centre under a single project.** However, the same organisation may apply for multiple projects, provided each project is based on a different trade and/or training centre.
- 8.2.2 **Minimum Training Centre Capacity:** Each training centre must have a minimum capacity of 100 candidates and must operate at full capacity.
- 8.2.3 **Staff Certification:** Selected PIAs must ensure mandatory certification of their staff before recruitment. The state will conduct an ESOP certification exam at the SMU office, followed by a state-level certification process.
- 8.2.4 **Selection and Sanction as per PAC Decision:** As per the Project Approval Committee (PAC) decision of the state, the selection of PIAs and sanctioning of projects will follow the priorities outlined in Point No. 5.2 above.
- 8.2.5 **Right to Accept or Reject Proposals:** The SMU-DDUGKY Maharashtra reserves the right to accept or reject any or all proposals at any stage with or without providing any reason. It also retains full discretion to modify, amend, supplement, or withdraw any part of this document without prior notice. All decisions made by the SMU-DDUGKY Maharashtra will be final and binding on all applicants.
- 8.2.6 **Prohibition of Canvassing:** Any form of canvassing or attempt to influence the selection process will lead to immediate disqualification.
- 8.2.7 **EOI Subject to Revisions:** The contents of this EOI document are subject to revision, update, or amendment without prior notice.
- 8.2.8 **Eligibility and Submission Requirements:** Only PIAs who meet all eligibility criteria as per this EOI and the DDUGKY 2.0 guidelines, and are willing to undertake the project in accordance with the stated Terms of Reference, must submit their application in the prescribed format along with all required documents before the specified deadline.
- 8.2.9 **Target and Trade Allocation:** The State Project Approval Committee (SPAC) reserves full rights regarding the allocation of targets, districts, and trades. Interested PIAs must apply through the official portal <https://kaushal.rural.gov.in>.
- 8.2.10 **Corrigenda and Clarifications:** All future corrigenda, amendments, or clarifications will be published on the portal. PIAs are advised to regularly monitor the portal for updates.
- 8.2.11 **Adherence to State Strategy & Updates:** PIAs are reminded that the provision for one trade and one training centre per project and other specific terms and conditions will be governed by the State Strategy under Point No. 5(B). The state may also issue additional terms and conditions from time to time, which will be binding on all PIAs.

9. APPLYING FOR EXPRESSION OF INTEREST (EOI)

through the Kaushal Rural Portal only. (no submission through email or physical copy will be counted)

9.1 Document Submission Guidelines

- 9.1.1 All documents uploaded must be Clear and legible
- 9.1.2 All documents should be signed and stamped by authorized signatories
- 9.1.3 Preferably original scans (not photocopies)
- 9.1.4 Under prescribed MB in size.
- 9.1.5 PIAs are advised to use standard templates for uploading documents. All financial, legal, and statutory documents must adhere to prescribed formats.
- 9.1.6 These all points mentioned above are just generic and PIA must follow the instructions and use the formats as instructed on the portal and as per guidelines and draft SOP.

For more information and latest updates, visit portal: <https://kaushal.rural.gov.in> and

For state specific update (if any) visit portal: <https://mis.ddugkymaharashtra.in>
