



**Himachal Pradesh State Rural  
Livelihood Mission  
(DDUGKY)  
Address: Ground Floor, Barowalia's  
House  
Near Shimla Public School, Khalini,  
Shimla-2**

**EXPRESSION OF INTEREST (EOI) TO PARTNER WITH DDU GKY AS CAPTIVE EMPLOYERS**

**Letter of Invitation**

**Dated: 15<sup>th</sup> July 2024**

HPSRLM (DDUGKY) invites "Expression of Interest" from the eligible agencies to submit their interest to "Expression Of Interest (Eoi) to Partner with HPSRLM under DDU GKY as Captive Employers" assignment in Himachal Pradesh.

Contact: Sachin Sharma, Phone: **0177-2970081; 9569997499**

E-Mail: [ddugkyhp@gmail.com](mailto:ddugkyhp@gmail.com)

<b>Sr. No.</b>	<b>Description</b>	<b>Date</b>
<b>1</b>	<b>Date of Publishing</b>	<b>15<sup>th</sup> July 2024</b>
<b>2.</b>	<b>Last Date for Query/Clarification</b>	<b>30<sup>th</sup> July 2024</b>
<b>3.</b>	<b>Last Date for Submission of Proposal</b>	<b>31<sup>st</sup> August 2024</b>

**Sd/-  
Chief Executive Officer  
HP State Rural Livelihood Mission**

## 1. Data Sheet

1.	Name	Partner as Captive Employer with HPSRLM under DDU-GKY.
2.	Time period of Project/MoU	Three years extendable on basis of terms and condition of Captive Employment Guidelines
3.	Selection Method	Basic Eligibility Criteria and Commitment Parameters
4.	Proposal Validity Period	120 days from proposal due date
5.	Proposal Language	English
6.	Consortium allowed	No
7.	Sub-contracting allowed	No
8.	Date of Publication on <a href="https://erp.ddugky.info/">https://erp.ddugky.info/</a> <a href="https://">https://</a>	15/07/2024
9.	Last date of receiving queries	30/07/2024 at 17:00 Hrs.
10.	Pre- Proposal Meeting	17/08/2024 at 15:00 Hrs. (Interested parties may email DDU GKY by 10 <sup>th</sup> August 2024 date to allow us to send VC details to them)
11.	Clarification by DDUGKY	20/08/2024 at 17:00 Hrs.
12.	Proposal submission date	31/08/2024 before 17:00 Hrs.
13.	Proposal Screening (Eligibility and Technical)	9/09/2024 at 11.00 Hrs. in State Office of HPSRLM implementing DDU-GKY.
14.	Communication Address, Phone number & Email	Chief Executive Officer HPSRLM, Barowalia's House, Ground Floor, Near Shimla Public School, Khalini, Shimla-171002 Phone- 0177-2970081, 9569997499 Email:ddugkyhp@gmail.com

## 2. Background

The Ministry of Rural Development (MoRD) is implementing Deen Dayal Upadhyaya

Grameen Kaushalya Yojana (DDU-GKY) with a vision to “transform rural poor youth into an economically independent and globally relevant workforce”. DDU-GKY is a part of the National Rural Livelihood Mission (NRLM), tasked with the dual objectives of adding diversity to the incomes of rural poor families and cater to the career aspirations of rural youth.

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), aims to provide placement to skilled human resource. DDU-GKY occupies a unique position amongst other skill training programmes, due to its focus on the rural poor youth and its emphasis on sustainable employment through the prominence and incentives for Higher placements.

The trainings across the various skill development programs have not kept pace with the changing requirements of the industry and in particular desired need of each and product differentiated employer. The courses being run currently are as per general norms of NSQF. The employment potential of each of the course not ascertained and PIAs adopt some of them based on their training ability/feasibility. After training the trainees are placed with a different job role, which puts a question mark on the job roles for which the trainee was trained on. Thus there is currently a peculiar concern of “un-employment of trained candidates” and “lack of skilled human resource as perceived by Industry”. To train trainees in such a way that they are industry ready from day one, it is inevitable to develop/ utilize a model in which training too is provided by the skilled labor absorbing enterprise, which provides the Captive employment to the skilled manpower.

Since every effort is made to skill the candidates as per the industry standards, the absorption rate of candidates trained by PIA is still low in the market, as each industry/employment has different level of needs and that too changes over a period of time. The skilling for performing a particular job requires trainees to accustom with relevant job operations being conducted at actual locations. Also, it becomes quite challenging for the industry, which requires large number of human resource to set up separate skilling infrastructure other than industry as per standards of govt. schemes, when they already have the readily available infrastructure for providing skilling as per their own industry standards. On the other hand, If Industry is encouraged in adopting Captive employer model, it gives confirm employment to the skilled candidates which in-turn also provide them real work life environment to learn skills on the job.

In order to encourage the participation of Industry and tailor made the candidates as per the industry requirement, DDU-GKY is facilitating Captive Employment model of skilling. The model will allow industry to source trainees as per their requirement with active support from states and train them as per the requirement of their own organizational/industry/ subsidiaries /operational need and provide candidates assured placement. The model allows the employer to selects the rural youths, skills & deploy

them in one of its establishment/subsidiary

### **3. Salient Features of Captive Employers**

- a. Training courses may be implemented by the Industry/Employer as per the requirement of the industry to train the candidate with minimum 576 hours of skilling and maximum 2304 hours of skilling for which DDU-GKY Funding shall be made available. The courses selected by the industry mandatorily be NSQF aligned.
- b. Captive Employment to be provided for the minimum period of 6 months' post completion of training preferably in the trained job role or any higher level job role.
- c. The payment to the candidates trained and further provided with captive employment should be as per the norms of Captive Employment Guideline.
- d. The payment to the employer/industry shall be in reimbursement form. The Captive employers shall be paid in three instalments as defined in the Payout Model section of Captive Employment guidelines.
- e. Mandatory external assessment of trainees needs to be conducted.
- f. Performance Guarantee is not required to be submitted by Captive Employers

### **4. Advantage of Captive Employers under DDU-GKY**

- a. The Captive Employer can provide the training to rural youths in their own premises, however it is mandated to have the required set-up for the opted job role as per National Skill Qualification Framework and branding of DDU-GKY.
- b. Captive Employer MoU with MoRD shall be for a period of three years.
- c. Captive Employers shall get top most priority in target allocation by States.
  - Category 'A' status amongst PIAs (Project Implementation Agencies/ Training Partners. (Refer to Section 4.7, Table 5, 1, c) of the Program Guidelines
  - Second highest priority amongst the eight sub-categories of Category 'A' PIAs. (Refer 5.12 of the guidelines)
  - An inter-se priority as a Category 'A' PIA over categories B and C.
- d. Captive Employers will have waiver of QA Process, QA Fees, Due Diligence of Training center and other mandates of DDU-GKY SoP. However, regular checks of training conducted may be done during the training period
- e. Performance Guarantee will not be applicable for Captive Employers

### **5. Key Expectations from Captive Employers**

The 'Captive Employer' is expected to provide sustainable employment of high quality at scale to minimum of 500 candidates in three years, with focus on co-branding, commitment to decent work norms, retention and career progression. This has to be enabled through a model providing high levels of co-branding in all processes, activities and outcomes thus setting a benchmark for training quality, training material including use of technology and training delivery, and through an upskilling path through multiple training levels allowing a trainee to progressively achieve higher levels of skills & certification over a period starting from a novice level. All the organizations fulfilling the eligibility criteria or with direct relevance to the sector will be provide preference. Critically, every Captive Employer is required to commit and adhere to the following deliverables:

Sl. No.	Deliverables
<b>1</b>	<b>Training</b>
1a	Training Infrastructure as per the requirement of Job Role
1b	Willingness to provide basic training as per the NSQF Aligned courses
1c	Commitment to provide assessment and certification from govt. recognized awarding body
1d	Commitment to train and place minimum 500 candidates in the period of 3 years
<b>2</b>	<b>Placement</b>
2a	Minimum placement commitment of 70% of training target for the minimum period of six months
2b	All the placement of trained candidates needs to be in 'Captive Employment 'or Affiliate Companies
<b>3</b>	<b>Minimum Wage Commitment</b>
3a	Minimum CTC of Rs. 10,000/- month or minimum wages whichever is higher for the training courses less than six months
3b	Minimum CTC of Rs. 12,000/- month or minimum wages whichever is higher for the training courses more than six months
<b>4</b>	<b>Co – Branding as per DDU-GKY guidelines</b>

- To enable the above, a MoU shall be signed between MoRD and the 'Captive Employer'.
- A 'Captive Employer' designated as such through a formal MoU would be awarded projects based on the approved processes and systems of Captive Employment Guidelines under DDU-GKY.
- An organization meeting the qualification criteria given here under will be selected as 'Captive Employer' with DDU-GKY.

## 6. EVALUTION CRITERIA

An organization meeting the qualification criteria given here under will be selected as 'Captive Employer' with DDU-GKY.

### A) Minimum Eligibility Criteria

S. No	Minimum Eligibility Criteria	Documentary Evidence required for Verification
1	<b>A PRN allotted by MoRD</b>	PIA may apply for PRN post onboarding at MoRD level
1a	PRN Details	Print of E-mail/Website indicating PRN OR PRN Application Form
1b	Date of allotment of PRN	Provide Date (DD/MM/YYYY) if any
2	Proof of Valid EPFO/ESIC/Factory registration number	EPFO Registration license / ESIC registration license / Factory registration license EPFO challans for past three years.
3	Proof of Valid TIN/TAN/GST Number	Certificate of TIN/TAN/GST by concern govt. authority department
4	<b>Proof of organization existence for more than 3 years old as a legal entity</b>	
4a	No. of years of existence	Certificate of Incorporation/Registration Certificate
4b	Date of registration /incorporation	Provide Date (DD/MM/YYYY)
5	<b>Proof of Positive net worth in at least two of the last 3 financial years</b>	For the three preceding financial years from the date of application as Captive Employer
5a	Annual net worth in Rs.(in crores)	Certificate by Chartered Accountant certifying the net worth as indicated by the applicant
6	<b>Proof of Annual Turnover of the organization is more than Rs. 25 crores in each of the preceding 3 Financial Years</b>	For the three preceding financial years from the date of application as Captive Employer
6a	Average annual turnover	Certificate by Chartered Accountant certifying the turnover as indicated by the applicant
7	<b>Proof of the organization or its owners/ Directors not found guilty by any court/regulatory body/self-regulatory organization/stock exchange for any offence in</b>	To provide details or Declarations from Organization's legal representative

	India or abroad?	
8	<b>Proof of the organization/Industry having training experience for at least 2 years</b>	<i>Proof of Projects taken under various govt. schemes like target received / project received/project completion certificate/Proofs of training organized with corporates/ own staff</i>
9	<b>Proof of Bank Account is Aadhar/PAN linked</b>	A certificate from Bank regarding the Account is Aadhar/PAN linked

Further information and support, the organization may contact [ce.ddugky@gov.in](mailto:ce.ddugky@gov.in), [dipalip.nird@gov.in](mailto:dipalip.nird@gov.in) All pages of the response shall be initialed by the authorized representative. Documentary evidence of authorization to be provided

- Organization/Industry may require to read the captive employment guidelines before applying for the EOI. Implementation modalities and payout structure will be as per the guidelines of Captive Employment
- MoRD may choose to seek additional document for clarification, if so required
- Organizations who do not meet the Minimum Eligibility Criteria will not be evaluated further
- Legal undertaking to be provided by shortlisted captive employer in case of failure to fulfil employment conditions along with MoU.

## **B) Onboarding as Captive Employer**

The eligible Industry/Employer will be onboarded by the MoRD after evaluation of proposal. The proposals need to undergo two steps of proposal evaluation:

- **Project Screening:** At the State Level under the Chairmanship of the Secretary of State Rural Development Department.
- **Project Review & Approval:** At Central Level under the chairmanship of Additional Secretary (Ministry of Rural Development) along with SRLM Officials after hearing the presentation by each of prospective Industry/Training Providers.

MoRD reserves right to on-hold /terminate any MoU as per the clause of MoU, if performance is not found satisfactory during the course of implementation.

## **C) Assessment Parameters**

Organizations who successfully meet the minimum eligibility criteria stated above shall be assessed by the 'Project Review & Approval Committee' of Captive Employer; a committee consisting of team from MoRD(DDU-GKY) team. The committee shall

undertake an assessment of the capacity and experience of the captive employer taking into account the following:

- a. The proposed quantum of recruitment as 'Captive Employer' vs. the current HR capacity, past recruitment levels and the business strategy of the organization to support its recruitment plan as a 'Captive Employer'.
- b. The existing and proposed strategy of the 'Captive Employer' to support retention, upskilling and career progression of trainees
- c. State wise & Job role wise Strategies to train and place the candidates
- d. Strategies for co-branding, quality management as well as preparedness for alignment to training to the national skill qualification including that of National Council for Vocational Training (NCVT) and Sector Skill Council (SSC).
- e. The potential 'Captive Employer' will be required to present information as per the Presentation template attached Annexure FORM4.

#### **b. PROCESS and OTHER DETAILS**

DDUGKY warmly invites organizations that see themselves as potential 'Captive Employer' to

Partner in this initiative. The applications can be sent within given deadline of EoI, will be taken up for consideration by the committee as it deems fit.

The organizations may respond to this invitation by sending a Cover Letter and other documents as provided in Annexures in ***sealed hardcopy*** at the following address:

**The Chief Executive Officer,  
HP State Rural Livelihood Mission  
Barowalia's House, Ground Floor, Near Shimla Public School  
Khalini, Shimla-171002  
Phone-0177-2970081**



**ANNEXURES****FORM I : Covering Letter**

(On letterhead)

[Date]

To,  
 The Chief Executive  
 Officer  
 HP State Rural Livelihood  
 Mission  
 Himachal Pradesh, Shimla-2

Dear Sir,

**Ref: Response to Invitation for selection as a 'Captive Employer's for DDU-GKY Program**

Having examined the invitation and guidelines of Captive Employment, we, the undersigned, hereby submit our response for selection as 'Captive Employer's for DDU-GKY Program

We attach here to the response as required.

Primary and Secondary contacts for our organization are:

	Primary Contact	Secondary Contact
<b>Name:</b>		
<b>Title:</b>		
<b>Company/Organization Name:</b>		
<b>Address:</b>		
<b>Phone:</b>		
<b>Mobile:</b>		
<b>Fax:</b>		
<b>E-mail:</b>		

We confirm that the information contained in this response or any part thereof, including its exhibits and other documents and instruments delivered or to be delivered to HPSRLM is true, accurate, verifiable and complete. This response includes all information necessary to ensure that the statements there in do not in whole or in part mislead the department in its short-listing process.

We here by confirm that we commit and would adhere to the following deliverables in event of being selected as Captive Employer-

Sl. No.	Deliverables	Agreement to Deliverables (Yes/No)
<b>1</b>	<b>Training</b>	
1a	Training Infrastructure as per the requirement of Job Role	
1b	Willingness to provide basic training as per the NSQF Aligned courses	
1c	Commitment to provide assessment and certification from govt. recognized awarding body	
1d	Commitment to train and place minimum 500 candidates in the period of 3 years	
<b>2</b>	<b>Placement</b>	
2a	Minimum placement commitment of 70% of training target for the minimum period of six months	
2b	All the placement of trained candidates needs to be in 'Captive Employment 'or Affiliate Companies	
<b>3</b>	<b>Minimum Wage Commitment</b>	
3a	Minimum CTC of Rs. 10,000/- month or minimum wages whichever is higher for the training courses less than six months	
3b	Minimum CTC of Rs. 12,000/- month or minimum wages whichever is higher for the training courses more than six months	
<b>4</b>	<b>Co - Branding as per DDU-GKY guidelines</b>	

We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading during the shortlisting process, we are liable to be dismissed from the selection process or termination of the contract during the project, if selected to do so.

It is hereby confirmed that I/We are entitled to act on behalf of our company/corporation/firm/organization and empowered to sign this document as well as such

other documents, which may be required in this connection.

Date:

Signature:

(In capacity of )

Name:

Duly authorized to sign the Response for and on behalf of:

(Name and Address of Firm)

Seal/Stamp of

Firm Witness Signature:

Witness Name:

Witness Address:

Enclosures: Hard Copy of the response along with enclosures duly filled in

**FORM II: Signatory Authority Certificate**

**(on Letterhead)**

**Date:**

To,  
The Chief Executive  
Officer  
HP State Rural Livelihood  
Mission  
Himachal Pradesh, Shimla-2

Dear Sir,

**Sub: CERTIFICATE AS TO AUTHORISED LEGAL SIGNATORIES**  
**Ref: Invitation for selection as a 'Captive Employer's for DDU-GKY Program**

I, ....., Director on the Board of Directors/ Trustees of  
....., certify that ..... who signed the above  
responses authorized to do so and bind the organization by authority of its board/governing  
body, as evidenced in the attached document.

(Signature)

Authorized Signatory name  
Seal) Designation

(Organization/ Company

Evidentiary proof:

1. Appropriate board resolution / other documents as necessary

### FORM III: Response Details - Minimum Eligibility Criteria

#### Minimum Eligibility Criteria

S. No	Minimum Eligibility Criteria	Documentary Evidence required for Verification	Page No:
1	<b>A PRN allotted by MoRD</b>	PIA may apply for PRN post on boarding at MoRD level	
1a	PRN Details	<i>Print of E-mail/Website indicating PRN OR PRN Application</i>	
1b	Date of allotment of PRN	<i>Provide Date (DD/MM/YYYY) if any</i>	
2	Proof of Valid EPFO/ESIC/Factory registration number	<i>EPFO Registration license / ESIC registration license / Factory registration license(All three of them to be provided) EPFO is mandatory, EPFO Challan for past 3 years</i>	
3	Proof of Valid TIN/TAN/GST Number	<i>Certificate of TIN/TAN/GST by concern govt. authority department</i>	
4	<b>Proof of organization existence for more than 3 years old as a legal entity</b>		
4a	No. of years of existence	<i>Certificate of Incorporation/Registration Certificate</i>	
4b	Date of registration /incorporation	<i>Provide Date (DD/MM/YYYY)</i>	
5	<b>Proof of Positive net worth in at least two of the last 3 financial years</b>	<i>For the three preceding financial years from the date of application as Captive Employer</i>	
5a	Annual net worth in Rs.(in crores)	<i>Certificate by Chartered Accountant certifying the net worth as indicated by the applicant</i>	
6	<b>Proof of Annual Turnover of the organization is more than Rs. 25 crores in each of the preceding 3 Financial Years</b>	<i>For the three preceding financial years from the date of application as Captive Employer (along with Balance sheet and P&amp;L Statement)</i>	
6a	Annual turnover	<i>Certificate by Chartered Accountant certifying the turnover as indicated by the applicant</i>	
7	<b>Proof of the organization or its owners/ Directors not found guilty by any court/regulatory body/self-regulatory organization/stock exchange for any offence in India or abroad?</b>	<i>To provide details or Declarations from Organization's legal representative</i>	
8	<b>Proof of the organization/Industry having training experience for at least 2 years</b>	<i>Proof of Projects taken under various govt. schemes like target received / project received/project completion certificate/Proofs of training organized</i>	

		<i>with corporates/own staff</i>	
9	<b>Proof of Bank Account is Aadhar/PANA linked</b>	A certificate from Bank regarding the Account is Aadhar/PAN linked	

For further information and support, the organization may contact [ce.ddugky@gov.in](mailto:ce.ddugky@gov.in), [dipalip.nird@gov.in](mailto:dipalip.nird@gov.in)

- All documents to be counter-signed by the authorized representative. Documentary evidence of authorization to be provided
- MoRD may choose to seek additional document for clarification, if so required
- Organizations who do not meet the Minimum Eligibility Criteria will not be evaluated further

**FORM IV: Response Details - Assessment Parameters**

ASSESSMENT SHALL BE DONE BASED ON PRESENTATION TO BE MADE BY THE ORGANIZATION IN THE ATTACHED  
PPTFORMAT [https://drive.google.com/drive/folders/1zyx0titpp4dy\\_kuuj8PqD9Fplu-ngT3?usp=sharing](https://drive.google.com/drive/folders/1zyx0titpp4dy_kuuj8PqD9Fplu-ngT3?usp=sharing)

**FORM V : Organization Details**

<b>Details of the Organization (Fill all, where applicable)</b>	
Name of organization	
Nature of the legal status in India	
Legal status reference details	
Nature of business/ work in India	
Date of Incorporation/ Registration	
Date of Commencement of Business/ Work	
Address of the Office in Delhi	
Address of the Registered Office in India	
PAN Number	
Service Tax Number	
Other Relevant Information	
Mandatory Supporting Documents: a) Certificate of Incorporation from Registrar Of Companies (ROC) /Registration Certificate as applicable b) Relevant sections of Memorandum of Association of the organization or filings tot the stock exchange to indicate the nature of business of the organization c) Any other specified in this document	



**FORM VI : Undertaking on Litigation****FORM VI: UNDERTAKING ON MAJOR LITIGATION**

(Organization letterhead)

[Date]

To,  
The Chief Executive  
Officer  
HP State Rural Livelihood  
Mission  
Himachal Pradesh, Shimla-2

**Sub: Undertaking on Major Litigation**

**Ref: Response to Invitation for selection as a 'Captive Employer's for DDU-GKY Program**

Sir,

I/We as potential 'Captive Employer's do hereby state that our company/organization is not involved in any major litigation which may impact the performance of the services to be provided by us, if selected by HPSRLM.

Yours faithfully,

(Signature)

Company Secretary/Legal Representative (with authorization)

(Organization/ Company Seal) Designation





