



**Haryana State Rural Livelihoods Mission (HSRLM)**

**Address: 3<sup>rd</sup> & 4<sup>th</sup> Floor, SCO No. 54**

**Sector-5, Panchkula -134114**

**EXPRESSION OF INTEREST (EOI) TO PARTNER AS CAPTIVE EMPLOYERS UNDER DEEN  
DAYAL UPADHYAYA GRAMEEN KAUSHALYA YOJANA**

**Letter of Invitation**

**Dated:**

HSRLM invites “Expression of Interest” from the eligible agencies to submit their interest to “Expression of Interest (EoI) to Partner with HSRLM under DDU GKY as Captive Employers” assignment in Haryana state.

Contact: Yogesh Kumar, SPM-Inspection, Quality & Branding, Phone: 9416891355

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

Sr. No.	Description	Key Dates
1	Date of Publishing	13 <sup>th</sup> January 2024
2	Last Date for Query / Clarification	29 <sup>th</sup> January 2024
3	Last Date for Submission of Proposal	12 <sup>th</sup> February 2024

Sd/-

Chief Executive Officer



## 1. Data Sheet

1.	Name	Partner as Captive Employer with HSRLM under DDU GKY
2.	Time Period of Project/MoU	Three years extendable on basis of terms and condition of Captive Employer 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	13 <sup>th</sup> January 2024
9.	Last date of receiving queries	29 <sup>th</sup> January 2024 at 16:00 Hrs.
10.	Pre-Proposal Meeting	02 <sup>nd</sup> February 2024
11.	Clarification by HSRLM	08 <sup>th</sup> February 2024
12.	Proposal submission Date	12 <sup>th</sup> February 2024 at 15:30 Hrs. The organizations may respond to this invitation by sending a Cover Letter and other documents in sealed hardcopy at the following address:  Haryana State Rural Livelihoods Mission (HSRLM), 4th Floor, SCO No. 54, Sector-5, Panchkula -134114
13.	Proposal Screening (Eligibility and Technical)	27 <sup>th</sup> February 2024
14.	Phone number & Email	Contact: Yogesh Kumar, SPM-Inspection, Quality & Branding, Phone: 9416891355 E-Mail: <a href="mailto:cehsrlm@gmail.com">cehsrlm@gmail.com</a>



## 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 programs, 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. 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 resources 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.

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 select the rural youths, skills & deploy them in one of its establishment/subsidiaries.

### 1. 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 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.
- d) Mandatory external assessment of trainees needs to be conducted.
- e) Performance Guarantee is not required to be submitted by Captive Employers

## **2. 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 topmost priority in target allocation by State.
  - a. Category 'A' status amongst PIAs (Project Implementation Agencies/ Training Partners. (Refer to Section 4.7, Table 5, 1, c) of the Program Guidelines
  - b. Second highest priority amongst the eight sub-categories of Category 'A' PIAs. (Refer 5.12 of the guidelines)
  - c. 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.

### 3. 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 must 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:

S. no.	Deliverables
1	Training
1a	Training infrastructure as per the requirement of Job Role
1b	Willingness to provide basic training as per the NSQF Aligned course
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
2	Placement
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 subsidiary companies / sister concerns
3	Minimum Wage Commitment
3a	Minimum CTC of Rs. 10000/- per month or minimum wages of Haryana State which is higher for the training courses less than six months
3b	Minimum CTC of Rs. 12,000/- per month or minimum wages of Haryana State which is higher for the training courses more than six months
4	Co-Branding as per DDU GKY Guidelines

- 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.



#### 4. Evaluation criteria

An organization meeting with the qualification criteria given here will be selected as 'Captive Employer' with HSRLM.

##### A) Eligibility Criteria

Industry must have

- Its existence for past three year
- Valid EPFO/ESIC/Factory registration number
- Valid TIN/ TAN/GST Number
- Valid Bank Account linked with Aadhar/PAN
- Minimum turnover of Rs. 25 Cr.
- Positive Net Worth in at least Two of the last three financial year.
- Should have training experience for minimum period of two year.
- Should have an existing training centre as per the norms of National Skill Qualification Framework Industry specified infrastructure.
- Provided employment to 500 or more jobs in own or subsidiary agencies/ companies, during the last three years from the date of application for a project.
- Manpower Supplying companies are not eligible.

Documentary evidence required for verification.

- EPFO Registration license / ESIC registration license / Factory registration license
- Certificate of TIN/TAN/GST by concern govt. authority department
- Certificate of Incorporation/Registration Certificate
- Audited financial statements for the three preceding financial years from the date of application as Captive Employer
- Certificate by Chartered Accountant for the net worth and turnover for the three preceding financial years from the date of application as Captive Employer
- Self-declaration from organization's legal representative for its owners/Directors not found guilty by any court/regulatory body/self- regulatory organization/stock exchange for any offence in India or abroad.
- Proof of Projects taken under various govt. schemes like target received / project received/project completion certificate/Proofs of training organized with corporate /own staff
- A certificate from Bank regarding the Bank Account is Aadhar/PAN linked
- Self Declaration of all subsidiary /sister concern on letter head
- PRN Details
- EPFO Challan for last 3 months of all the units/sister concerns





- Self-Declaration on letterhead for No. of candidates trained, placed and minimum CTC provided.
- Training and placement planning – Job role wise

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 REOI. Implementation modalities and payout structure will be as per the guidelines of Captive Employment
- HSRLM 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.

## 5. Onboarding as Captive Employer

The eligible Industry/Employer will be on boarded by HSRLM after evaluation of Proposals. The proposals need to undergo two step approval processes.

**Project Screening:** At the State Level under the chairmanship of Principal 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.

## 6. 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 considering 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 supports 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) 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 at <https://drive.google.com/drive/u/1/folders/1HXV7ELIX8Buze86rH3Sb6UNvxkv9siZj>



## Annexures





### Form I: Covering Letter

(On letter head)

Date

To,  
Chief Executive Officer  
Haryana State Rural Livelihoods Mission (HSRLM)  
3<sup>rd</sup> & 4<sup>th</sup> Floor, SCO No 54, Sector-5,  
Panchkula – 134114

Dear Madam,

Ref: Response to invitation for selection as 'Captive Employer' for DDU-GKY

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
Name:		
Title:		
Company / Organization Name		
Address:		
Phone:		
Mobile:		
Email:		

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 HSRLM 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 '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,  
Chief Executive Officer  
Haryana State Rural Livelihoods Mission (HSRLM)  
3<sup>rd</sup> & 4<sup>th</sup> Floor, SCO No 54, Sector-5,  
Panchkula – 134114

Dear Madam,

Sub: Certificate as to authorize legal signatories

Ref: Invitation for selection as a 'Captive Employer' for DDU-GKY

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

(Organization / Company Seal)

Designation

Evidentiary proof:

1. Appropriate board resolution / other documents as necessary



### Form III: Organization Details

Details of the organization (Fill all, where applicable)	
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 Registered Office in Haryana	
Address of the Registered Office in India	
PAN Number	
Service Tax Number	
Other Relevant Information	
Mandatory Supporting Documents:	
<ul style="list-style-type: none"> <li>- Certificate of Incorporation from Registrar Of Companies (ROC) /Registration Certificate as applicable</li> <li>- Relevant sections of Memorandum of Association of the organization or filings to the stock exchange to indicate the nature of business of the organization</li> <li>- Any other specified in this document</li> </ul>	

## Form IV: 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>		
1a	PRN Details	<i>Print of E-mail/Website indicating PRN OR PRN Application Form as per Annexure – VIII</i>	
1b	Date of allotment of PRN	<i>Provide Date (DD/MM/YYYY)(Not Applicable for Captive Employer submitting Annexure -VIII)</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)</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</i>	
6a	Average 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 with corporate / 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	

An organization may fill the Annexure VIII with the necessary details and documentation required for obtaining the PRN Number. For further information and support, the organization may contact at [cehsrlm@gmail.com](mailto:cehsrlm@gmail.com), [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 V: Undertaking on Litigation

(Organization Letterhead)

Date

To,  
Chief Executive Officer  
Haryana State Rural Livelihoods Mission (HSRLM)  
3<sup>rd</sup> & 4<sup>th</sup> Floor, SCO No 54, Sector-5,  
Panchkula – 134114

Sub: Undertaking on Litigation

Ref: Response to Invitation for selection as a ‘Captive Employer’s for DDU-GKY

Madam,

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

Yours faithfully,

(Signature)

Company Secretary / Legal Representative (with authorization)

(Organization / Company Seal) Designation





## Form VI: Undertaking on Blacklisting

(Organization Letterhead)

Date

To,  
Chief Executive Officer  
Haryana State Rural Livelihoods Mission (HSRLM)  
3<sup>rd</sup> & 4<sup>th</sup> Floor, SCO No 54, Sector-5,  
Panchkula – 134114

Sub: Undertaking on Blacklisting

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

Madam,

I/We as potential 'Captive Employer's do hereby state that our company/ organization is not blacklisted as of date with any Central or State Government Ministry or Department in India.

Yours faithfully,

(Signature)

Authorized Signatory name

Designation

(Organization Seal)



## FORM VII: Permanent Registration Number (PRN) Application Form

Name of the Organization:

Website:

Select Category of the Organization and attach the proof:

- ☐ Government Organizations (including Departments/ Subordinate Offices/ Attached Offices in Central or State Government)
- ☐ Semi Government Organizations (including Statutory Bodies set up by Central or State Government)
- ☐ Company registered under Companies Act, 1956 / Companies Act, 2013
- ☐ Limited Liability Partnerships registered under the Limited Liability Partnership Act, 2008
- ☐ Company registered under Section 25 (Companies Act, 1956)/ Section-8 (Companies Act, 2013)
- ☐ Registered Trusts
- ☐ Society registered under Societies Registration Act, 1860
- ☐ Registered Federation / Cooperatives registered under the Cooperatives Societies Act, 1912

NITI Aayog's allotted Unique ID:

[Please mentions allotted Unique ID and attach its proof in case of NGOs (Non-Government Organizations) category i.e. Trust/ Society/ Cooperatives Societies/ Company registered under section-25/ Section-8. Please visit "NGO Darpan Portal" i.e. <https://ngodarpan.gov.in/> for NITI Aayog's registration & its details]

Address of the Organization:

District:

State:

Pin:



**Building Photo of Head Office of the Applicant Organization:** *(Please attach photo)*

**Contact**

**Details:**

**Office Phone**

**Office Phone**

**Email**

**Type of business/Activity of Applicant Organization:** *(More than one option may be selected)*

☐

Vocational Training

☐

Education

☐

Training and Placement of persons in Public Service Deliver Jobs

☐

Providing fee-based skilling programs through vouchers/scholarships

☐

Manufacturing

☐

Production of natural resources

☐

Export

☐

Agriculture/Agriculture based Industry

☐

Service Provider

☐

Any other industrial activity

**Registration Details of the Applicant Organization:**

*(Please mention details as per the Incorporation, PAN and TAN Certificates and attach its proof)*

**Registration No.**

**Date of Registration**

*(DD/MM/YYYY)*

**State where registered**



PAN

TAN

**Details of the Owners/Directors:**

*(Please fill the Applicant Organization's Director/Owner Details. Details of more than one member may be provided in "Annexure-I", enclose multiple copies of Annexure-I in case of more than 3 members.)*

Name

Mobile

Designation

Email

PAN

Aadhar/ Voter Id

Passports/ Driving License

Liability in % *(In case of Limited Liability Partnerships Category only)*

**Authorized Person Details:**

*(The board of directors / trustees nominates an authorized person to enter into the agreements, sign proposals and is held responsible for the acts of the organization. The authorized person can be a Director, Trustee or an Employee duly authorized by the board. Attach a brief profile (CV) of the authorized person and a clear passport size photograph. The photograph should not be more than 3 months old.)*

Name of the authorized person

Age

S/O, W/O, D/O



Designation  Occupation

Email

PAN  Aadhar/ Voter Id

Passports/ Driving License  Mobile

Residential Address

State  PIN

Post Office  Police Station

**Additional Details:**

Whether Organization is profitable or not? (Please mention Yes/No)

[The following additional details are mandatory in case of Yes. If the applicant Organization has registrations like section 12A/ 80G of Income Tax Act of India, FCRA, etc, then provide the details accordingly. However, if the details are not available with the Organization, then registration numbers and dates may be provided as "Not Applicable"].

S. No.	Details of Section 12A/ 80G of Income Tax Act of India and FCRA	Registration Number	Registration Date (DD/MM/YYYY)
1	Details of registration under section 12A of Income Tax Act of 1956		
2	Details of registration under section 80G of Income Tax Act of 1956		
3	Details of registration under FCRA		



**Annexure-I**

**Details of the Owner/Director-2:**

**Name**

**Mobile**  **Designation**

**Email**

**PAN**  **Aadhar/ Voter Id**

**Passports/ Driving License**

**Liability in %** *(In case of Limited Liability Partnerships Category only)*

**Details of the Owner/Director-3:**

**Name**

**Mobile**  **Designation**

**Email**

**PAN**  **Aadhar/ Voter Id**

**Passports/ Driving License**

**Liability in %** *(In case of Limited Liability Partnerships Category only)*