Uttar Pradesh Skill Development Mission

Government ITI Campus Aliganj, Lucknow-226024

Phone & Fax No: 0522-4066115

No. 854 Dated: 07/06/2034

Expression of Interest

Expression of Interest are invited from the industrial organization that prefer to contribute to the initiative of UP Skill Development Mission, Uttar Pradesh by way of the association as Captive Employers with the UPSDM.

The organizations may train the youth of State as per requirements of their establishment in the NSQF aligned job roles to boost their production or activities with the training cost borne by the UPSDM. These trained youth may then be required to be absorbed as employers in your own company/organizations or ancillary establishment to support their livelihood endeavours.

The interested companies/organizations may submit their proposal/EoI on the format available in the attached document.

We look forward to your empanelment as captive employers.

Additional Mission Director



UTTAR PRADESH SKILL DEVELOPMENT MISSION GOVERNMENT OF UTTAR PRADESH

ITI Campus, Aliganj, Lucknow Uttar Pradesh 226024
Email – ddugky.upsdm2@gmail.com, mdssdm-up@nic.in
Ph – (0522) 4066115
www.upsdm.gov.in

EXPRESSION OF INTEREST (EOI) TO PARTNER WITH DDU GKY AS CAPTIVE EMPLOYERS REOI No: 854

Letter of Invitation Dated:

07-06-2024

Uttar Pradesh Skill Development Mission (UPSDM) invites "Expression of Interest" from the eligible agencies to submit their interest to "Expression Of Interest (EoI) to Partner with DDU GKY As Captive Employers" assignment at UPSDM, Lucknow, Uttar Pradesh. Interested applicants may obtain further information and procedure for submitting the "Expression of Interest" from the website: https://upsdm.gov.in/Home

Contact: (0522) 4066115

E-Mail: ddugky.upsdm2@gmail.com, mdssdm-up@nic.in

Sr. No.	Description	Key Date
1	Date of Publishing	07-06-2024
2.	Last Date for Query/Clarification	18-06-2024
3.	Last Date for Submission of Proposal	25-06-2024

Sd/Mission Director

1. Data Sheet

1.	Name	Partner as Captive Employer with DDU-GKY under Uttar Pradesh Skill Development Mission (UPSDM).
2.	Time period of Project/MoU	One year on basis of terms and condition of Captive Employment Guidelines
3.	Selection Method	Basis 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 http://ddugky.gov.in/www.upsdm.gov.in	07-06-2024
9.	Last date of receiving queries	18-06-2024
10.	Pre- Proposal Meeting	19-06-2024, 13:00 PM (Interested parties may email on ddugky.upsdm2@gmail.com by 18-06-2024 to allow us to send VC details to them)
11.	Clarification by UPSDM	21-06-2024
12.	Proposal submission date	25-06-2024
13.	Proposal Screening (Eligibility and Technical)	02-07-2024
14.	Communication Address, Phone number & Email	UTTAR PRADESH SKILL DEVELOPMENT MISSION GOVERNMENT OF UTTAR PRADESH ITI Campus, Aliganj, Lucknow Uttar Pradesh 226024 Email — ddugky.upsdm2@gmail.com, mdssdm-up@nic.in Ph — (0522) 4066115 www.upsdm.gov.in

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 resourceas perceived by Industry". To train trainees in such a waythattheyareindustry readyfromday 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

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 are mandated to 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 Guidelines.
- 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.
- g. The payment to the employer/industry shall be in reimbursement form. The Captive Employer shall be paid in three installments as defined in the payment model section of the captive employer guidelines under DDUGKY as per notification no 18/2020 dated 6/10/2020.

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 and UPSDM shall be for a period of One year.
- 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 one year, 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 up skilling 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 provided preference. Critically, every Captive Employer is required to commit and adhere to the following deliverables:

SI. 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 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 01 year.
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 Affiliate Companies.
3	Minimum Wage Commitment
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.
4	Co – Branding as per DDU-GKY guidelines

- To enable the above, a MoU shall be signed between MoRD, UPSDM and the 'Captive Employer'. A sample MoU is provided in Annexure.
- 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 with the qualification criteria given below will be shortlisted for empanelment as 'Captive Employer' with UPSDM.

A) Eligibility Criteria

Industry must have

- Its existence for past three years.
- 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 years.
- Should have training experience for minimum period of two years.
- Should have an existing training center as per the norms of National Skill Qualification
 Framework Industry specified infrastructure.
- Provided employment to 500 or more candidates in 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 government authority/department concerned.
- 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 positive net worth is at least 2 of the 3
 previous years 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 government 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 (Permanent Registration Number) Details.
- EPFO Challan for last 3 months of all the units/sister concerns.
- Self-Declaration on letterhead for number of candidates trained, placed and minimum CTC provided.
- Training and Placement Planning-Job Role wise.

All pages of the response shall be initiated by the authorized representative. Documentary evidence of authorization to be provided.

- Organization/Industry may required 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.
- UPSDM 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.

7- Assessment Parameters for onboarding of the Captive Employers

Organizations who successfully meet the minimum eligibility criteria stated above shall be assessed by the 'Project Review & Approval Committee' of Captive Employer; a committee under the chairmanship of Principal Secretary , Vocational Education Skill Development and Entrepreneurship, Government of Uttar Pradesh. 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 supports its recruitment plan as a 'Captive Employer'.
- b. The existing and proposed strategy of the 'Captive Employer' to support retention, up skilling 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 Annexure FORM4.

OTHER DETAILS

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:

Mission Director
UTTAR PRADESH SKILL
DEVELOPMENT MISSION
GOVERNMENT OF UTTAR
PRADESH, ITI Campus, Aliganj,
Lucknow Uttar Pradesh 226024

Alternatively covering letter and other documents may be mailed to email ID: ddugky.upsdm2@gmail.com.

ANNEXURES

FORM I : Covering Letter

(On letterhead)	[Date]
То	
Mission Director,	
Uttar Pradesh Skill Development Mission	
Government Of Uttar Pradesh, ITI Campus,	
Aliganj, Lucknow Uttar Pradesh 226024	

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.

Sir,

Primary and Secondary contacts for our organization are:

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

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 MoRD 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-

SI. No.	Deliverables	Agreement to Deliverables (Yes/No)
1	Training	
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 01 year	
2	Placement	
2a	Minimum placement commitment of 70% of training targetfor the minimum period of six months	
2b	All the placement of trained candidates needs to be in 'Captive Employment 'or Affiliate Companies	
3	Minimum Wage Commitment	
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	
4	Co – Branding as per DDU-GKY guidelines	

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.

documents, which may be required in this connection.			
Date: Signature: Name:	(In capacity of)		
Duly authorized to sign the Response for an (Name and Address of Firm)	nd on behalf of: Seal/Stamp of		
Firm Witness Signature: Witness Name: Witness Address:			
Enclosures: Hard Copy of the response along with enclosures duly filled in			

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

FORM II: Signatory Authority Certificate

.etterhead)	Date:
То	
Mission Director,	
Uttar Pradesh Skill Development Mission	
Government Of Uttar Pradesh, ITI Campus	s,
Aliganj, Lucknow Uttar Pradesh 226024	
Sir,	
Sub: CERTIFICATE AS TO AUTH Ref: Invitation for selection as	ORISED LEGAL SIGNATORIES a 'Captive Employer's for DDU-GKY Program
I,, Director	on the Board of Directors/ Trustees of
•	who signed the above response on by authority of its board/governing body, as
(Signature)	
(Signature) Authorized Signatory name	(Organization/ Company Seal)
, -	(Organization/ Company Seal)
Authorized Signatory name	(Organization/ Company Seal)

FORM III: Response Details - Minimum Eligibility Criteria

Minimum Eligibility Criteria

S. No	Minimum Eligibility Criteria Documentary Evidence required for		Page No:
	Verification		
1	A PRN ¹ allotted by MoRD		
1a	PRN Details	Print of E-mail/Website indicating PRN OR	
		PRN Application Form as per Annexure - VIII	
1b	Date of allotment of PRN	Provide Date (DD/MM/YYYY)(Not	
		Applicable for Captive Employer	
		submitting Annexure -VIII)	
2		EPFO Registration license / ESIC	
	registration number	registration license / Factory registration	
		license(All three of them to be provided)	
3	Proof of Valid TIN/TAN/GST Number	Certificate of TIN/TAN/GST by concern	
		govt. authority department	
4	Proof of organization existence for more than		
	3 years old as a legal entity		
4a	No. of years of existence	Certificate of Incorporation/Registration	
		Certificate	
4b	Date of registration /incorporation	Provide Date (DD/MM/YYYY)	
5	Proof of Positive net worth in at least two or	For the three preceding financial years	
	the last 3 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	Proof of Annual Turnover of the organization		
	is more than Rs. 25 crores in each of the		
	preceding 3 Financial Years	Employer	
6a	Average annual turnover	Certificate by Chartered Accountant	
		certifying the turnover as indicated by the	
		applicant	
7	_	To provide details or Declarations from	
		Organization's legal representative	
	court/regulatory body/self- regulatory		
	organization/stock exchange for any		
	offence in India or abroad?		
8		Proof of Projects taken under various	
	having training experience for at least 2	govt. schemes like target received /	

	years	project received/project completion
		certificate/Proofs of training organized
		with corporates/own staff
9	Proof of Bank Account is Aadhar/PAN linked	A certificate from Bank regarding the
		Account is Aadhar/PAN linked

⁸ 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 ddugky.upsdm2@gmail.com

- All documents to be counter-signed by the authorized representative. Documentary evidence of authorization to be provided.
- UPSDM 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.

	M IV: Response Details -		
ASSESSMENT SHALL BE DEFORMAT	OONE BASED ON PRESENTATI	ON TO BE MADE BY THE OR	GANIZATION IN THE ATTAC

FORM V : 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 Office in Lucknow	
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 Compa	anies (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 LITIGATION

FORM VII: Undertaking Blacklisting

(On letterhead)	[Date]
To Mission Director, Uttar Pradesh Skill Development Mission Government Of Uttar Pradesh, ITI Campus, Aliganj, Lucknow Uttar Pradesh 226024	
Sub: Undertaking on BI Ref: Response to Invitation for selection as a 'Captive E	-
Sir,	
I/We as potential 'Captive Employer' do hereby state is not blacklisted as of date with any Central or Department in India.	, , ,
Yours faithfully,	
(Signature) Authorized Signatory name Designation	(Seal)

FORM VIII : Permanent Registration Number (PRN) Application Form

Name of th	e Organization:				
Website:	[
	L				
Select Cate	gory of the Organizati	on and attac	ch the proof:		
Government Organizations (including Departments/ Subordinate Offices/ Attached Offices in Central or State Government)					
	ni Government Organi vernment)	zations (incl	uding Statutory Bodies	set up by C	entral or State
Cor	mpany registered unde	r Companie	s Act, 1956 / Companie	es Act, 2013	
Limi	ted Liability Partnersh	ps registere	d under the Limited Lia	ability Partn	ership Act, 2008
Cor	npany registered unde	r Section 25	(Companies Act, 1956	5)/ Section-8	(Companies Act, 2013)
Reg	gistered Trusts				
Soc	iety registered under S	Societies Reg	gistration Act, 1860		
Reg	gistered Federation / C	ooperatives	registered under the C	Cooperatives	Societies Act, 1912
NITI Aayog's allotted Unique ID: [Please mention 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			
	Activity of Applicant Organization: (More than one options may be selected)		
Vocationa	Training		
Education	ad Diagonapat of manages in Dublic Comica Deliver John		
	nd Placement of persons in Public Service Deliver Jobs		
Providing	fee-based skilling programs though vouchers/scholarships		
Manufacti	uring		
Production	n of natural resources		
Export			
Agriculture	e/Agriculture based Industry		
Service Pro	ovider		
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			
registration No.	(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		Aadhaar/ Voter Id	
Passports/ [Priving License		
Liability in % (In case of Limited Liability Partnerships Category only)			
proposals ar Trustee or a and a clear p	nd is held responsib n Employee duly au	ees nominates an authorized person to enter into the agreements, sign le for the acts of the organization. The authorized person can a Director, thorized by the board. Attach a brief profile (CV) of the authorized person graph. The photograph should not be more than 3 months old.)	
Age	S/O, W/O, D/	О [
Designation		Occupation	
Email			
PAN		Aadhaar/ Voter Id	
Passports/ Driving License Mobile			
Residential <i>i</i>	Address		
State		PIN	

Post Office		Police Station	
Additional De	etails:		
Whether Org	anization is profitable or not? (Please	e 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	Registration Number	Registration Date
	Tax Act of India and FCRA		(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 th	e Owner/Director-2:		
Name			
Mobile	Designation		
Email			
PAN	Aadhaar/ Voter Id		
Passports/ D	priving License		
Liability in %	(In case of Limited Liability Partnerships Category only)		
Details of the Owner/Director-3:			
Name			
Mobile	Designation		
Email			
PAN	Aadhaar/ Voter Id		
Passports/ D	Priving License		
Liability in %	(In case of Limited Liability Partnerships Category only)		