

**J-17060/6/2014- Aajeevika Skills
Government of India
Ministry of Rural Development
Department of Rural Development
(Skills Division)**

New Delhi, dated 15TH June 2015

Notification No 29 /2015

Sub: Treatment of applications submitted by Champion Employers, under DDU-GKY -reg

It is stated that under Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) a registered Project Implementing Agency (PIA) is eligible to become a Champion Employer for DDU-GKY projects on satisfaction of following conditions, inter-alia:

- i. PIA will provide wage employment to at least 10,000 candidates in the first two years.
- ii. PIA will set up and brand its Skill Training Center as "<Name of PIA> - DDU-GKY Skills Academy".
- iii. PIA will allow its students an opportunity to get different levels of certification over a 2 year period with corresponding career progression so that in two years a simple trainee member may raise to the level of a supervisor.

2. It is further stated that Ministry of Rural Development (MoRD) identifies and enters into a MoU with PIAs who satisfy the above mentioned conditions. So far MoRD has identified and shortlisted four Champion Employers so far (**Annexure**). MoRD is also continually in the process of identifying and short listing Champion Employers for DDU-GKY, and details of MoU signed with such Champion Employers will be notified by MoRD from time-to-time.

3. It is also stated that Section 5.12 of revamped DDU-GKY Guidelines provides that Champion Employers shall be prioritized in sanction of skill development projects in order to achieve the objectives of the program.

4. Accordingly, in order to enable implementation of the provisions of Guidelines it is stated that all States shall consider the project applications of Champion Employers, with whom MoRD has signed MoU, on priority as per Guidelines. Where a project application by a Champion Employer is pending with a State for more than 6 weeks (irrespective of an Action Plan State or a Year Programme State), such applications

may be taken up for consideration by the EC of NRLM in MoRD in consultation with the State concerned.

4. This order shall come into effect from the date of issue of the notification.



(S.B. Tiwari)

Under Secretary to the Government of India

Tel: 23743626

To

1. All Secretaries (in-charge) of Rural Development in State Governments.
2. All State Nodal Agencies for Skill/ SRLM
3. Central Technical Support Agencies (NIRD &PR and NABCONS)
4. All Registered Project Implementing Agencies
5. All officials in DDU-GKY, MoRD
6. All officials in Rural Livelihoods Division, MoRD
7. Guard File
8. Shri Osama S. Abu- with a request to ensure that this notification is uploaded on the website, DDUGKY division Group and circulated to all PIAs.

Details of Champion Employers who have signed MoU with MoRD

(i) Coffee Day Global Ltd (earlier known as Amalgamated Bean Coffee Trading Company Limited)- Café Coffee Day

Cafe Coffee Day is India's leading coffee shop and a part of India's largest coffee conglomerate Coffee Day Global Ltd (earlier know as Amalgamated Bean Coffee Trading Company Limited). Popularly known as CCD, the company has brought in the concept of cafes to India. CCD is the largest organized retail cafe chain in the country with a presence in Vienna, Austria and the Czech Republic. In India, the company has over 1500+ cafes spread across 200 cities/towns across India and serves 300,000 customers every day. As an DDU-GKY Champion Employer, CCD has committed to provide employment to over 1 Lakh youth in the age group of 18 to 35 Years, over a period of 5 (Five) Years with an intent to skill and hire a minimum of 10000 youth per annum in the initial two years. A candidate enrolling for a Quick Service Restaurant trade can raise the position of a Café Manager in 2 years after acquiring 3 additional certifications at "Café Coffee Day DDU-GKY Academy". CCD proposes to set up Training Centers for DDU-GKY in the following cities:

1. Bangalore
2. Mysore
3. Chennai
4. Hyderabad
5. Mumbai
6. Pune
7. Delhi
8. Chandigarh
9. Kolkatta
10. Lucknow, Agra, Gorakhpur, Kanpur
11. Gangtok
12. Vizag
13. Trivandrum, Cochin, Calicut
14. Patna
15. Guwahati

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(ii) Apollo Med Skills (Skill development arm of Apollo Hospitals)

The Apollo Hospitals Group is an integrated healthcare organization with owned and managed hospitals, diagnostic clinics, dispensing pharmacies and consultancy services. In addition, the group's service offerings include healthcare at the patient's doorstep,

clinical & diagnostic services, medical business process outsourcing, third party administration services and health insurance. To enhance performance and service to customers, the company also makes available the services to support business, telemedicine services, education, training programs & research services and a host of other non-profit projects. With over 8500 beds across 51 hospitals, and a significant presence at every touch-point of the medical value chain, Apollo Hospitals is one of Asia's largest healthcare groups. The group has grown exponentially both in India and overseas. As a DDU-GKY Champion Employer, Apollo Med Skills will provide employment to over 25,000 Youth between the age group of 18 to 35 Years, over a period of 5 (Five) Years with an intent to skill and place a minimum of 5000 youth per annum in the initial two years. Apollo MedSkills will provide training in General Duty (Healthcare), Dental, Paramedics and Pharma. Candidates are provided with a clear career path for progressive careers with the healthcare sector. Apollo Med Skills has set following training centers for skill development courses as given below:

1. Telangana

Apollo MedSkills Centre,
Sirisha Sadan" in Plot No D-3,
Road No-02, Vikrampur Colony,
Secunderabad

2. Bihar:

1st Floor, D -71 (Above K.B.Surgical Clinic)
Rajesh Kumar Path, S.K. Puri,
West Basawan Park,
Patna (Bihar) - 800 001

3. Assam:

Apollo MedSkills Limited,
House No-2, Chilarai Nagar Path,
Bhangagarh, Opposite HSBC Bank,
Guwahati – 781005

4. Tamilnadu:

Apollo MedSkills Centre,
Plot No. 729, 4th Street,
'W' Block, Anna Nagar (West),
Chennai - 600101

Apollo Med Skills proposes to set training centers in:

1. Karnataka- Bangalore & Mysore
2. Odisha – Bhubaneswar & Cuttack
3. Tripura – Agartala
4. Assam- Dibrugarh

5. Arunachal Pradesh- Itanagar

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(iii) **M/s Manpower Group Ltd**

ManpowerGroup, a multinational Fortune 140 Company, is the world leader in innovative workforce solutions, connecting human potential to the ambition of business. ManpowerGroup operates in about 80 countries with about 6,00,000 associates deployed on various assignments. As a DDU-GKY Champion Employer, ManpowerGroup is uniquely positioned to its associate network spread across over 400 locations pan-India in rural / semi-urban locations to and provide employment to over 25,000 youth between the age group of 18 to 35 Years, over a period of 5 (Five) Years with an intent to skill and hire a minimum of 5000 youth per annum in the initial two years. It proposes to train candidates trained in pharma, retail and consumer products trades.

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(iv) **Shiva Shakti Bio Technologies Ltd**

M/s Shiva Shakti Bio-Technologies Ltd is a direct sales company in the agriculture sector with 54 branches across India and Nepal. The company has indicated an employment projection of 36,000 jobs across 12 states in 3 years. The company has also indicated the career progression for candidates joining at the entry level upto four levels. M/s Shivashakti Bio Technologies Ltd., which was established in 1996 currently has 5000 employees with a turnover of over Rs 300 crore per annum. It has proposed to set up Training Centres as given below:

No	State	Training centre
1	Andhra Pradesh	Hyderabad
2	Telangana	Hyderabad
3	Karnataka	Bangalore
4	Maharashtra	Nagpur
5	Madhya Pradesh	Bhopal
6	Chhattisgarh	Raipur
7	Bihar	Patna

8	West Bengal	Kharagpur
9	Uttar Pradesh	Lucknow
10	Haryana	Rewari
11	Rajasthan	Jaipur
12	Gujarat	Ahmedabad

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