

**F. No. J-17060/58/2019DDU-GKY
Government of India
Ministry of Rural Development
Department of Rural Development
(Rural Skills Division)**

NDCC II Building, 7th Floor
Jai Singh Road, New Delhi- 110001
Dated: 11th February 2020

Notification No. 04/2020

Subject: Framework for Proposals for Innovative Projects under DDU GKY

DDU GKY Guidelines 2016 mention about innovation in training method, training delivery, course design, projects for special groups and conflict areas etc. Till now, no separate framework has been prepared for this component under DDU GKY. However, it is praiseworthy to mention that since inception many States have undertaken various initiatives which have been proven as successful in various aspects of DDU GKY ranging from mobilisation to placement of candidates.

2. It is further stated that to facilitate States in implementation of innovative projects under DDU GKY, this Ministry has prepared a "Framework for proposals for innovative Projects". The States need to follow this aforesaid framework while preparing the proposals for innovative projects and implementation of the same.

This Notification is being issued with approval of the competent authority.


(Virendra Sharma)
Director

To

Additional Chief Secretary/ Principal Secretary/ Commissioner/ Secretary of the
Nodal Departments implementing DDU GKY in States/ UTs.

Copy to

1. Director General, NIRDPR, Hyderabad
2. CEOs/ MDs of Nodal Departments implementing DDU GKY in States/ UTs
3. Managing Director, NABCONS, New Delhi
4. PPS to Secretary (RD)
5. PPS to Additional Secretary (RD)
6. PPS to Joint Secretary (Skills)
7. All concerned in this Division
8. ICT- PMU team for uploading the notification on DDU GKY Website

Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY)

Framework for Proposals for Innovative Projects

1. Background

1.1 The Ministry of Rural Development (MoRD), through its holistic endeavor of skilling, placement, and career progression under the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), is committed to ensure sustainable livelihood options for rural poor youth through wage employment. As on date DDU GKY is being implemented in States & UTs with more than 500 Project Implementing Agencies (PIAs). Currently more than 1200 projects are under implementation and more than one lakh candidates are undergoing training. Apart from that various Ministries and organizations (both public and private) are also being involved in this programme in various capacities.

1.2 DDU GKY Guidelines 2016 mention about innovation in training method, training delivery, course design, projects for special groups and conflict areas etc. Till now, no separate framework has been prepared for this component under DDU GKY. However, it is praiseworthy to mention that since inception many States have undertaken various initiatives which have been proven as successful in various aspects of DDU GKY ranging from mobilisation to placement of candidates.

1.3 Under National Rural Economic Transformation Project (NRETP) provision has been made for Innovative /Pilot Projects for Skill Development in 13 states viz. Assam, Bihar, Chhattisgarh, Jharkhand, Gujarat, Maharashtra, Madhya Pradesh, Odisha, Rajasthan, Uttar Pradesh, West Bengal, Karnataka and Tamil Nadu. Under this component, projects that have potential to address programme related need of different stakeholders under DDU GKY ecosystem with a potential to reach out to maximum number of beneficiaries and having maximum return with limited resources would be encouraged and supported. The aim is to support innovations which are cost effective, replicable, scalable and sustainable. Under DAY-NRLM there is also provision that 5% of the allocation can be earmarked for innovative proposals. These Guidelines will be applicable to the projects sanctioned under innovation funds of DDU-GKY and also for the NRETP Innovative projects as per the conditional applicable.

2. Guiding Principles of the Innovative Projects under DDU GKY

The activities must have:

- Focus on poor rural youth and support strategies to include marginalized / vulnerable sections like SC/ ST / Women/ Minorities/ special groups viz. Person with Disabilities, transgender, victims of trafficking, manual scavengers, rehabilitated bonded labour etc.
- Geographically disadvantaged areas/Aspirational districts/Mission Antyodaya Clusters/ Rurban Clusters etc.
- Any initiative support must demonstrate strong bias towards supporting the objective of DDU GKY
- New concept to be developed as a proof of concept or a concept which worked well on small scale with an established proof of concept.
- Focus on convergence and synergy with other Government schemes

- Substantial benefit to the eligible rural youths vis-a-vis their existing situation
- Technology driven system development
- Public-private-community partnership

It is crucial that the proposed innovations must have the ability to up-scale or replicate and adapt to various skill development initiatives settings in a cost-effective manner.

The innovation or its benefits should sustain even in the absence of external support or additional resources after the DDU GKY project period. Some of the indicators for measuring sustainability are convergence and pooling of resources with existing Government schemes, development of skilled social capital, emergence of community-based institutions, peer-to-peer knowledge transfer, organization skills and management capacity, industry participation etc.

The Innovation Proposals that satisfy most of the guiding principles and articulate innovation and uniqueness of the approach, coverage, convergence etc. would be considered.

3. Assessment and Approval of proposals:

The process flow for selection of innovative projects under DDU GKY is outlined below.

3.1 Formulation of Project Proposal:

The SRLMs/ SSDMs would formulate proposals for innovative projects based on detailed guidelines given below. Due diligence and analysis will be exercised while formulating the proposals. Necessary technical assistance will be provided to SRLMs/ SSDMs by Rural Skills Division, MoRD in developing the proposals. The proposals developed will be placed before the Empowered Committee of DAY-NRLM. The proposals should clearly include the components viz. abstract/Summary, Statement of Need, Objective, target group, Project Activity, Methodology, alignment with main programme, convergence and partnership, Outputs/ Outcomes, time line, replicability and scalability, sustainability, proposed budget etc. The funding proposals should also be integrated with the overall vision and implementation strategy of the SRLM/ SSDM under DDU GKY. Each SRLM/ SSDM is expected to submit the proposals after due approval by the State level authority particularly with regard to provision of State share if any.

SRLMs/ SSDMs are also encouraged to put in place the mechanism to source additional funds from other sources through convergence with various Government schemes and public-private-community partnership for successful implementation of innovative projects.

Innovative projects may include major areas of intervention of the scheme viz. mobilization and counseling, monitoring, quality improvement, tracking and placement etc. Some of the indicative ideas for innovative projects are listed below:

- Strengthening mobilization and counselling – Development of State specific/ area specific module and methodology.
- Innovative/ standardized Soft Skill Modules to enhance the personality of candidates and Increase placement %.
- Innovation in training and placement of candidates from special groups e.g. PwD, Manual scavenger, destitute etc.
- Innovation in improvement in Quality of trainers - ToT/ Assessment and certification

- Development of innovative TLM etc.
- Provision of call center – for mobilization and tracking of candidates
- Technological intervention for inspection and monitoring – (Automated Monitoring System- through IVRS)
- Involving SHGs or their federations in different activities of DDU GKY
- Placements and Tracking of candidates through online system
- Digital platform to connect trained candidates, Employers & PIA for exploring better placement opportunities.
- Creation of employer pool with specific requirements for PIAs/ candidates at the Migration Support Centre (MSC) level and other activities for setting up a model MSC.

A part of the earmarked funds could also be utilized for innovative projects at the national level approved by the Ministry of Rural Development, Govt. of India. The State share component for such projects will be in the same ratio as applicable to DAY-NRLM. The projects at national level will be implemented through the SRLM or any other Government/Semi-Government organizations approved by Empowered Committee. The funds for the national level projects will be released directly to the SRLM or other Government/Semi-Government organization designated by the Empowered Committee.

3.2 Eligibility Criteria:

- The proposal should focus on projects which would have greater impact on skill ecosystem.
- Two different projects would not be sanctioned with same theme or components in an individual State
- Dedicated full time professionals for concerned theme proposed under innovation should be in place at the State, district and block level under DDU GKY
- SRLM/ SSDM will be the Nodal Agency for implementation
- Proposed projects should not include the activities which are already supported under DDU GKY.

3.3 Project Cost

The project cost for any single project under the Scheme shall not exceed Rs.5 Crore over a period of 3 years.

Up to 6% of the total approved cost may be utilized for meeting State and district level administrative expenses proposed under the Project which may include staff salary and allowances, set-up of Office, Monitoring and Evaluation and IEC, recurring operational costs.

Escalation in the project cost due to delay in completion would be met by the State Government.

3.4 Funding pattern

The projects at the State level will be funded in addition to the AAP allocation. The funding of the programme will be shared by the Central Government and State Government in the same ratio as prescribed for DAY-NRLM. All funds would be released through PFMS and State/Implementing Agency will adopt the REAT module of PFMS for utilisation of funds.

3.5 Project period

As the tenure of this DDU GKY Project is maximum for 3 years, strategy should be clearly mentioned regarding phasing out of activities, sustenance of the initiative beyond project period and role of SRLM/ SSDM in this. This is also very crucial in ensuring the sustainability and replicability of the project.

System will have to be established for monitoring the progress of such projects at every level and regular reporting. Key learnings and strategy for upscaling the initiative within the State and outside will also be properly documented and shared with MoRD.

3.6 Pattern for the release of funds

Funds would be released as per requirement for a period of six month as per the timeline given in the project. The first instalment for the first six months will be released to the respective SRLM/ SSDM after approval of the project by the Empowered Committee (EC). The subsequent instalments would be released subject to the following:

- i. Submission of a Utilization Certificate along with a Bank Certificate and Bank Reconciliation Statement indicating utilization of at least 60% of the total available fund and achievement of corresponding physical targets as mentioned in the sanctioned action plan of the project.
- ii. Release of State share corresponding to the Central share released for approved innovation project.
- iii. Regular reporting of progress in the prescribed format.
- iv. A certificate from the State Nodal Department that the project is being implemented as per the approved project proposal.
- v. Before the release of the final installment, it will be open to MoRD to have verification of the progress of the project by a third party/independent agency in case there are any serious issues pertaining to implementation and fund utilization. The expenditure for such verification could be met from the funds available under the head 'Monitoring and Evaluation' of the Support cost budget of DDU GKY.
- vi. The interest accrual of the project funds corresponding to the Central share shall be deducted from the final installment.

Bank Account: The SRLMs/ SSDMs shall maintain a separate bank account for the funds received for innovative projects under DDU GKY.

3.7 Appraisal of proposal

The proposals will be appraised by the Ministry based on the basic eligibility criteria, conditions and the demonstrated ability of SRLM/ SSDM to implement the project.

3.8 Project details

The project proposals should cover the following areas along with result framework with clear outputs and outcomes:

- Abstract/Summary,
- Statement of Need,
- Objective,
- Target group,
- Project Activity,
- Methodology ,
- Alignment with main programme,
- Technological intervention,
- Convergence and partnership,
- Outputs/ Outcomes,
- Time line,
- Replicability and scalability, sustainability,
- Proposed budget,
- Monitoring mechanism

3.9 Negative list of activities

Activities/ items that will not be financed under the fund

- Assets for individuals
- General assets for SRLM/ SSDM office setups
- Payment of salary for permanent officers/ employees of State Government
- Loans/ working capital directly to individual households
- Purchase of land, construction of building, etc.
- Purchase of vehicle for the Mission or individuals
- Activities already financed by SMMU
- Activities for which financial support can be readily arranged through partnership/ convergence
- Project/ initiative where majority of direct beneficiaries do not belong to DDU GKY target group

The appraisal team may request for relevant information as may be required for approval of the project. The team will submit an appraisal note to the Empowered Committee of MoRD on each proposal for facilitating a decision.

3.10 Approval of Proposal

The final approval of the proposal will be accorded by the Empowered Committee of MoRD

3.11 Reporting

Each SRLM/ SSDM Innovative Projects under DDU GKY is expected to adhere to the following reporting system:

- Submission of Quarterly Implementation Status and progress report (both physical and financial) against the approved plan
- Submission of MIS report as per the outcome indicators
- Baseline reports – as per the requirement of the proposed project
- Evaluation/ assessment reports – as per requirement of the project

3.12 Monitoring

The SRLMs/ SSDMs must place adequate monitoring systems to track the progress of the project and utilization of funds. A monitoring and evaluation plan should be submitted by the SRLM/ SSDM at the time of submitting the proposal. The M&E plan should include baseline indicators against which performance will be measured during the project period. The plan should mention systems envisaged for data collection, monitoring and reporting.