

## ADVERTISEMENT

### Expression of Interest (EoI) for Submission of Project Proposals under (HIMAYAT) Deen Dayal Upadhyaya Grameen Kaushaliya Yojana 2.0


1. National Rural Livelihoods Mission, MoRD, Govt. of India is implementing placement linked skill development program named Deen Dayal Upadhyaya Grameen Kaushalya Yojana (Himayat). Himayat Mission Management Unit (HMMU), Jammu and Kashmir Rural Livelihoods Mission (JKRLM) is the Nodal agency to implement the program in the UT of Jammu and Kashmir.
2. HMMU, JKRLM invites proposals from registered Project Implementation Agencies (PIA with valid PRN) with MoRD, Govt. of India for the implementation of (Himayat) DDU-GKY 2.0 (100% Centrally Sponsored Scheme) for training and placement of the youth of Union Territory of Jammu and Kashmir for the Financial Year 2025-26. Interested agencies may submit their proposal online at [kaushal.rural.gov.in](http://kaushal.rural.gov.in) along with non-refundable application fee of Rs. 25,000/ (plus taxes as applicable) to be paid to the following bank account number.

Name of the Bank:	J&K Bank
Name of the Account:	DDU-GKY DEPARTMENT OF RURAL DEVELOPMENT/ HIMAYAT J&K
Account No.:	1237040500000020
Name of the Branch:	TRC, Srinagar
IFSC:	JAKA0TRCSGR

3. Project qualitative appraisal fee would be applicable separately to those projects which are recommended for qualitative appraisal after getting through the initial screening stage. Project implementing agencies will be intimated to deposit non-refundable Qualitative Appraisal fee as specified in SOPs of Scheme 2.0 for Qualitative Appraisal
4. The last date for submission of online proposals is 07th June, 2025. The proposal submitted on or before 07th June, 2025 would only be considered.
5. The Proposals shall be formulated strictly in line with the SOPs of DDU-GKY 2.0. Further, all the Guidelines and Notifications regarding implementation of scheme should be taken into consideration prior to filing up of online proposals. The applicant PIA should read the DDU-GKY 2.0 guidelines and Standard Operating Procedures (SOPs) carefully before filing up the application form. The Guidelines and SoPs are available on the website of MoRD i.e, [kaushal.rural.gov.in](http://kaushal.rural.gov.in). The applying agencies are encouraged to apply their proposals based on the market demand and in emerging sectors and trades only.

6. The trainings shall be Residential/Non-residential, and the course duration shall be of 3-4 months including non-domain training. Sector and Trades having good market demand shall be prioritized while allocating targets. Trades among the Sectors such as Healthcare, Tourism & Hospitality, Telecom, Retail, Apparel, Green Jobs, IT/ITES, Construction/ Power, Logistics, Infrastructure equipment, Aerospace & Aviation, Beauty & Wellness, Agriculture, Handicrafts etc. shall be preferred.
7. Submission of application is completely an online process hence there is no need to send the hard copies of the documents. The entire process of application of proposals, screening and selection will be done strictly as per the SOPs, Guidelines & norms laid down by MoRD, GoI for the purpose.

**Note:** HMMU reserves the right to accept/reject the proposal and to award the project with modifications to the proposal before sanctioning the project. For further clarification, if any, please e-mail HMMU at [coohimayat@gmail.com](mailto:coohimayat@gmail.com). or call at 9691643977/9906563928.

  
(Rajneesh Gupta), JKAS  
Chief Operating Officer  
Himayat Mission Management Unit  
J&K Rural Livelihoods Mission

No. COO/HMMU/JKRLM/CE/01/2024

Date: 16/05/2025