

## ■ 19 Companies Onboarded for Captive Employment Initiative

Union Minister for Rural Development, Shri Giriraj Singh, announced the onboarding of 19 Captive Employers under the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) in New Delhi on 28th March 2023. The initiative aims to train rural poor youth and provide them with employment opportunities within the company or its subsidiaries. In the first phase, the selected Captive Employers will provide training to 31,000 rural youth in industries such as hospitality, apparel & textiles, manufacturing, IT/ITeS, telecom, retail, and power. The initiative is a shot in the arm for the DDU-GKY programme, assuring post-training placement of candidates for a minimum of six months with a minimum CTC of Rs 10,000/-. This program will be a big boon for rural poor to augment their job needs and improve their standard of living. This program shall also contribute to sustainable development goals.

