

I. This is a placement linked skill development scheme for rural poor youth.

II. It was launched by on 25 September 2014 by Union Ministers Nitin Gadkari and Venkaiah Naidu on the occasion of 98th birth anniversary of Pandit Deendayal Upadhyaya. III. It aims to target youth, under the age group of 15–35 years.

IV. A total of 52000 candidates have been skilled under this programme till 2014-15.