

## Kudumbashree consecutively bags the National Award for successful Implementation of DDU-GKY Programme

Kudumbashree bagged the national award for the successful implementation of DDU-GKY programme in Kerala for the second time in a row. This time Kudumbashree bagged the award by being the second best state nodal agency for implementing DDUGKY programme during 2017-18. This is for the second time that Kudumbashree is bagging the award. Last year also Kudumbashree had received the award for being the third best state nodal agency implementing the programme in the state. 9196 out of the 10663 trained youth had secured job placements during 2017-18.

The Award including the certificate and memento will be given away at the programme which would be held at Ranchi, Jharkhand on 5 May 2018. The two stage process was employed by the Award committee for ranking the states based on their performances during last year. Score for achieving training target for the last financial year, score for achieving placement target for the last financial year, score for assessed against trained, score for certified against assessed, score for fund installments, score for training centre capacity utilization, score for inspections done, score for utilization of funds, score for engagement of Technical Support Agency, HR score, usage of MIS, score for timely commencement (PAC to MoU), score for timely commencement (MoU to fund release), score for sanction (EC approved against sanctioned), State's contribution to National Performance (Training), State's contribution to National Performance (Placement), Initiatives or Best Practices etc were the parameters considered for screening the applications etc were considered in the first stage and



in the second stage, the presentation on the implementation of programme was done by the states. It was based on the scores attained by the states in two stages the awards were decided.

As of now, Kudumbashree SRLM has 52 PIAs and 83 projects in hand. Kudumbashree had devised various field level and policy level innovations for the successful implementation of the programme in the state. DDUGKY, the skill training and placement programme under the Ministry of Rural Development (MoRD) occupies a unique position amongst the other skill training programmes due to its focus to the poor rural youth and its emphasis on sustainable employment through the prominence and incentives given to post placement tracking, retention and career progression. Kudumbashree SRLM plans to give skill training to 30,000 rural youth this year.

## Attappady Skill Training Programme: 111 out of the 159 trained youth secured job placements



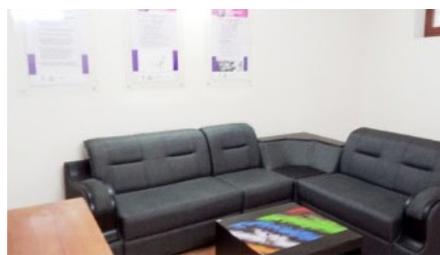
The Attappady Skill Training Programme being implemented at the tribal settlements of Attappady of Palakkad District make significant achievement. The job training of 159 tribal youth had been completed and out of them 111 students got job placements.

The tribal students from Attappady Tribal Settlement had been depending upon the training centres at Palakkad and other neighboring districts which had eventually lead to higher drop out, as the Attappady tribal youth didn't prefer to stay away from their native place. As a solution to eliminate the dropouts, Kudumbashree Mission launched the training centre at Attappady, the only tribal intensive block in Kerala.

SB Global, the Project Implementing Agency of Kudumbashree Mission started their training centre in Attappady and offered courses such as Domestic Electrician, Welding and Plumbing. Handholding was done by the Kudumbashree SRLM by extending assistance to temporarily set up the training centre in a governmental building at Attappady. As training centre was opened in Attappady, the rural youth began showing interest towards the skill training programme of DDU-GKY and the dropout rate was lowered. As of now, 111 out of the 159 trained youth had secured job placements.

## DDU-GKY Migration Support Centre being a boon

The DDUGKY migration support centre and call centre started at Vytilla, Kochi, the commercial capital of Kerala is being a boon to many. It's walk-in resource centre opened for the successful trainees of DDU-GKY, who are displaced from their native places in search of better employment prospects. Kudumbashree Mission has been working to reduce the vagaries associated with migration of the DDU-GKY youth in three ways by offering them suitable training opportunities, helping them prepare for employment away from home and by providing counseling and support services for a reasonable period of time which would enable them to adapt to a foreign environment. Migration Support Centres (MSCs) established at Kochi is a further step in this direction.



A call centre is also set up for the DDU-GKY candidates within Migration Support Centre which will help in resolving the grievances of candidates and act as an important source of information for candidates, and would also act as Public Grievance Redressal system. The job portal would enable the employer to select the appropriate aspirant from a pool of trained candidates from training centres across the state. The employees would also get the information on the current openings as well. The monitoring of the same would be done by the Kudumbashree SRLM. The software will have provision to update the data of the 20,000 candidates of DDU-GKY who had received job placements till now, which will help in tracking the candidates. The Migration Support Centre was started in Kochi itself as most of the students find job opportunities in Kochi.

Migration Support Centre offers counseling, access to information, acclimatization support and targeted services to displaced workers. It's services also include pre-migration preparatory support for both domestic and abroad placed candidates, post-placement counseling, registering migrant workers and undertaking periodic counseling, facilitate accommodation, undertaking qualitative research amongst candidates and employers as follow-up to post placement tracking, job retention and career progression counseling, facilitation for securing utility services, provide inter-department or inter-institution liaison support, providing support to workers in case of exigencies and work disputes etc.

## Kudumbashree Mission venturing into Geriatric care through 'Harsham'

Kudumbashree Mission is venturing into Geriatric care envisioning to provide special care for the lonely old age people. The project 'Harsham-Happiness Redefined', would ensure care for the old aged people. The aim of the programme is to form groups of around 100 volunteers in each district to help aged people who live alone or under adverse circumstances with least support, including those who are bedridden. The skill training for the geriatric care executives was inaugurated at Kozhikode on 30 April 2018.

The Harsham programme will be implemented with financial assistance from the Kerala Academy for Skill Excellence, plans to provide jobs for around 1,000 women under Kudumbashree Mission this year. The programme will be implemented with the support of HAP (Health Action by People), an NGO and the Hindustan Latex Family Planning and Promotion Council (HLEPPT). The 15-day residential programme will start on 15 May 2018. To begin with, the 90 selected women from Kannur and Kozhikode will get trained in geriatric care. The training programme will be extended to other districts in the near future.

The working of the programme would be in the model of Micro enterprises. Those aged below 55 years, with good physical capabilities and an aptitude for serving the society would be considered for the programme. The respective District Mission Co-ordinators would select the Geriatric Care executives in the districts. Training for them will be provided to the selected Geriatric care executives in two 30-member batches. The beneficiaries may avail the services of the Harsham Programme through call centres or online round the clock. The volunteers will collect the details of the people who have requested for services or care will later impart the services. The help of CDS-ADS members would be made used to gather information about the callers.

As part of the state government's welfare programmes, the local bodies have already initiated a palliative care project aiming to turn Kerala into an elderly-friendly state. Many aged people, those who are bedridden, have been receiving care under the project. But shortage of volunteers and employees is still a major hurdle, and many needy people have been denied care in time. The Harsham Programme will be a solution for that issue.

## Kudumbashree Women from Kasaragod organised get together for unwed age over bachelors



Kudumbashree women from Kasaragod organised a get together of unwed age over bachelors in their locality. The get together was organised by the Kudumbashree Women of Madikai Panchayath of Kasaragod District. The women took the whole initiative to organise the get together. It was with the focus of discussing such a social issue that the get together was organised. The get together was indeed a new experience for the unwed age over bachelors. It was suggested that the concept of women about the marriages had changed and it is the reflection of the empowerment that women had attained in this patriarchal society. The Kudumbashree women from Madikai Panchayath had succeeded in attempting to address the various social changes happening in and around their society.

# Nirmalyam gold from Kozhikode

### 1. What is Nirmalyam Gold Chervannur?

Nirmalyam gold Chervannur is an enterprise which produces and makes ornaments of one gram gold. This is the joint effort of 5 women.

### 2. How and When did you start Nirmalyam gold?

Nirmalyam gold situated in Madura Bazaar is the result of our confidence and hardwork. We started the enterprise in 9 February 2008 with help of Nalalam Gramapanchayath CDS Chairperson.

### 3. Who suggested you this concept if making one gram ornaments?

Our grama panchayath member Shri. T. Sivasdas told us this will be a self employment and income for our families. And that's how we came to know about this concept.

### 4. From where did u get trained?

We got training from a company in Thrissur and we understood how to make one gram gold ornaments.

### 5. What were the problems you faced while starting the enterprise?

While starting the enterprise capital was main problem. We didn't get loans from banks. At last federal bank gave us Rs 4.75 lakhs as loan. And Kudumbashree Mission gave Rs 1 lakh as subsidy. And we collected Rs 9 lakhs from many sources and started the company.



### 6. Now what is the status of your company?

Now our enterprise is one of the leading companies in Kerala. We supply this one gram gold in as many districts in southern sides of Kerala. We sell ornaments from Rs 30 to Rs 2500. We have a collection of traditional to designer ornaments.

### 7. What do you think when you mark 10 years of your success?

Marking the 10th year of our success, we believe that we have fulfilled all our responsibilities. We are glad we are able to stand alone, stand straight, stand strength in confidence.

# Nature Fresh Milk from Idukki

### 1. Why did you started a white revolution product as your Micro Enterprise and when?

Due to the lack of supply of milk in our place, we started it in 2007 at Edavetty and Thodupuzha. All products we get from this are useful in one or another way. Milk, crowding etc is useful in all way, which means that here will be no waste at all.

### 2. How you happen to select the name 'Nature Fresh'?

The name 'Nature Fresh' resembles the goodness and freshness of our nature. Our product is purely eco friendly. We are using glass bottles for supplying Nature Fresh milk.

### 3. What is your aim by starting this venture?

Empowering women, reviving old milk supply system, fresh milk supply without any preservatives are our main aims for starting this business.

### 4. What about it's working nature and its procedures?

Neighbourhood groups at Edavetty started small dairy units to supply fresh milk in glass bottles. Twenty four women with dairy units and women deliver the milk to the customers.

### 5. How and where you deliver the product?

The delivery is taken over by women directly in residential areas, in and around KSEB colony. We started it at Kulamavu and Moolamattam.

### 6. What are the main qualities of your products?

Ecofriendly, Quality of product assurance, timely supply, hygienic in nature etc are the main qualities of our products.

### 7. Did you get any training for it?

Yes. Our Joint Liability Groups of dairy farmers are formed after the training got on scientific way of cattle growing and specifications in terms of hygiene.



### 8. What makes your Micro Enterprise unit unique?

Conventional method of distribution, combined with modern technique enhances savings on expenses on long distances transport, packaging, storing, and pasteurizations of milk etc. Also we highlight on convergence method that increases milk production.

### 9. You said you don't have any waste? How you utilize it?

Cow dung is utilized by other Joint Liability Groups who do farming for agriculture and uses to make biogas which in turn reduces the expenses on the means.